

# G R A F F

## ABOUT GRAFF

For over half a century, Graff has operated at the very pinnacle of the high jewellery industry, discovering and crafting diamonds of brilliance and rarity, transforming the hidden wonders of the earth into spectacular pieces of jewellery that move the heart and stir the soul.

## OUR HISTORY

Founded by Laurence Graff OBE in 1960, the company remains a family business with Francois Graff as CEO. To this day, the journey of every jewel is overseen by a member of the Graff family with passion, experience and uncompromising attention to detail at every stage. With over 60 store worldwide, Graff has ambitiously grown from its foundation in the UK to achieve a global presence.

## IMPORTANT STONES

Throughout its rich history, Graff has become the world leader for diamonds of rarity, magnitude and distinction. Perhaps most notably, the House has dominated the list of historical and important rough diamonds discovered, cut and polished this century. Some of those exceptional diamonds include the 302.37 carat Graff Lesedi La Rona, the largest highest colour, highest clarity diamond ever certified by the GIA and the world's largest square emerald cut diamond, The Graff Venus, The Lesotho Promise, The Delaire Sunrise, The Wittelsbach-Graff, The Graff Perfection, The Graff Pink and The Golden Empress.

## THE MOST FABULOUS JEWELS IN THE WORLD

Our Unique High Jewels are designed and crafted in our London atelier, where our master craftsmen employ stone-led design techniques to emphasise the beauty of each individual stone. This highly-personalised approach extends to our bridal jewellery, with Graff engagement ring collections featuring unique settings that celebrate each and every diamond.

