

MOUAWAD



COMPANY PROFILE

WWW.MOUAWAD.COM

MOUAWAD



MORE THAN A CENTURY OF EXCELLENCE

Mouawad is dedicated to the pursuit of artistic excellence and technical perfection, creating jewelry of unsurpassed beauty. Steeped in rich traditions with a family history of masterful jewelry design and Swiss watch-making excellence, the Mouawad brand is synonymous with luxury and refinement. Around the world, Mouawad collections are worn by royalty, celebrities and connoisseurs of exquisite jewelry.

Our Mission

To connect and build a lifelong relationship with our customers to offer them magnificent jewels and watches at several price points and styles to celebrate and mark life's key moments.

Our Vision

To continue building upon the heritage of the Mouawad brand and provide an unequalled customer experience in every one of our retail boutiques.





ABOUT US

Led by 4th generation co-guardians, Fred, Alain and Pascal Mouawad, and backed by more than a century of excellence in its field, Mouawad remains a family business built upon artistic excellence, superb craftsmanship, trust and relationships.

Mouawad designs, manufactures and sells its own exclusive jewellery and timepiece collections ranging from boutique items to objects of art and magnificent haute joaillerie masterpieces.

The Mouawad brand has penetrated continents across the world, while retaining its eminent position as jewelers to royalty, high society, celebrities and those that appreciate the finest standards of dazzling craftsmanship.

In addition to its jewelry and timepiece design and production, Mouawad also sources its own rough diamonds as a Diamond Trading Company (DTC) Sightholder through its joint venture company, Premier Diamond Alliance.



Besides crafting fine jewelry, over the years the Mouawad family has acquired some of the largest and rarest diamonds in the world and many of these historic gems carry Mouawad as part of their designated name.

The family's on-going support of the global industry through research and education led to third generation Robert Mouawad receiving a Lifetime Achievement Award from the Gemological Institute of America (GIA) and of having the GIA campus named in his honor.

Mouawad has been honored by the Guinness World Records four times with their most recent award for the Mouawad L'Incomparable Diamond Necklace—the most valuable necklace in the world (\$55M).

The Mouawad vision is to continue the rich heritage of Mouawad by maintaining the focus on fine jewelry and watches while widening distribution through contemporary and accessible price points in order to increase the reach of the brand internationally.

THE MOUAWAD HERITAGE

The Mouawad legacy spans several generations and continents and is a story of innovation, artistic excellence, entrepreneurship and dedication to the growth and integrity of the jewelry industry.



David Mouawad

First generation: The birth of a tradition

David Mouawad (1865-1951)

As a child David Mouawad would look out to sea from his home in the mountains of Lebanon. Although surrounded by the picturesque pine-studded forests of this Mediterranean country, he always felt that there was a destiny calling him beyond its shores. By the time he reached adulthood, he knew he could ignore the calling no more. Filled with the spirit of a pioneer, in 1883 David Mouawad set out from his homeland. Boarding a passenger sailboat, he said goodbye to his family and prepared himself for the long journey ahead. He was leaving behind a country in the first stages of a cultural awakening yet also simmering with political discontent. Ahead of him lay an arduous journey of several weeks, sometimes in high seas, but one that would carry him to a vibrant new world full of promise. Upon disembarking in the United States, he instinctively felt his journey was not over. Although the country fascinated him with its exotic modernity and urbanism, he knew his destiny still lay beyond. And so he boarded a boat to Mexico, a country where he would immerse himself in acquiring the craft of watchmaker, goldsmith and jeweler.

Days turned to months and then to years as he learned from the masters of the trade, spending hours absorbed in watching, acquiring and breathing a profession that beguiled him. More than two decades passed, yet thoughts of Lebanon never left his mind. It was 1908 when he finally decided the time was right to bring his craft back home. Once safely returned to Lebanon's capital, Beirut, David soon held the keys to his new workshop in his hand. From here he combined his day-to-day trade of watch and jewelry repairs with his deeper passion — creating magnificent and intricate clocks as well as fashioning one-of-a-kind pieces commissioned by wealthy clients.



Fayez Mouawad

Second generation: Jewelers to Kings

Fayez Mouawad (1917-1990)

Growing up, Fayez Mouawad would watch his father David at work, painstakingly creating watches and jewelry that emerged as among the finest of their kind. As the young boy became a grown man, he felt at home in the family workshop and jewelry store, passing every waking hour indulging in his fascination for the craft. Like his father before him, Fayez demonstrated an innate talent for producing works that caught the eye of the country's elite. Innovation also ran deep in his veins - Fayez was one of the earliest jewelers to embellish watches with precious stones.

The marriage between the Mouawad family's two great loves - timepieces and jewels - earned him wide renown as a master in the field. Yet in his heart, there burned an ambition to carry the Mouawad fortunes to greater heights. This ambition would lead him almost a thousand miles away to the

Kingdom of Saudi Arabia. In 1950 Fayez boarded a boat from the port of Beirut and set sail for new horizons. Ahead lay a country in the throes of an economic boom, a thought that filled Fayez with anticipation of what the future may hold. What he found on arrival was auspicious: He was the only fine jeweler in the Kingdom and one of the first to bring prestigious Western watches such as Piaget, Baume & Mercier, Longines, Patek Philippe and Rolex to its shores.

His exceptional work soon caught the eye and earned the patronage of the upper echelons of society, helping Fayez to build a strong network of connections and clientele. As jeweler to kings and the aristocracy, Fayez fashioned outstanding pieces and unique creations, often commemorating exceptional state events. Subsequently the name Mouawad became synonymous with exceptional craftsmanship bearing the finest jewels and precision skills.



Robert Mouawad

Third generation: Forging success in new markets

Robert Mouawad

Of Fayez's four sons, Robert was not the eldest, nor did he initially follow his brothers into the family firm. What he shared with his father, though, was passionate ambition. This took him to medical school in Paris, pursuing his dream to become a doctor. Yet, after two years, his father urged him to rejoin him in Saudi Arabia. Robert's deep family ties guided him in his decision to swap academia for working alongside his father and brothers. He began in the role of salesman, determined to learn the business from the ground up. As time progressed, and with Robert's other brothers having since married and left the country, he agreed on a deal with his father to take over the business as sole president. Robert had inherited the same extraordinary affinity for jewelry and watches as his father and grandfather before him, along with an innate pioneering, entrepreneurial spirit. From Saudi Arabia, Robert looked to new horizons, expanding the business in the early 1970s far beyond the original jewelry salon in Jeddah, Saudi Arabia and selecting Geneva as the company's new base.

Just as Robert's geographical ambitions took the business to new heights, so did his love of precious gems. In this respect, he was a visionary, taking risks at times when others were afraid to buy. His presence was instantly felt in any auction room; as he went on to acquire some of the world's largest diamonds at fantastic prices. In an industry that places the highest emphasis on trust, Robert Mouawad was able to earn respect for his word and secured his place in the history books as one of the diamond industry's biggest players.

Robert built the Mouawad brand in myriad ways. He broadened his knowledge through exhaustive research into art, craftsmanship and state-of-the-art technology. His tenure as CEO was characterized by company growth, expansion, and the family's permanent quest for perfection. Under his leadership, the Mouawad brand established a presence in Europe, Asia and North America. Through his dynamism, strength and commitment to the jewelry industry, Robert Mouawad led the family business to international acclaim.



Fourth generation: A Future of Innovation

Fred Mouawad Co-Guardian of Diamond Division

As a fourth generation member of the Mouawad family, Fred Mouawad inherited his father's and forefathers' entrepreneurial spirit. Raised in Geneva, Switzerland, Fred attended boarding school at College du Leman. He was fascinated by management from an early age and studied business throughout his career. He has a Business Administration degree from Pepperdine University, and is an alumnus of the Harvard Business School (MBA) and the Stanford Graduate School of Business (Executive Program). Fred is also a Graduate Gemologist from the Gemological Institute of America (GIA). His personal passion for gemstones led him to co-author articles in the field of gemology, and also trade gemstones on his own to finance his entrepreneurial activities.

In 1995, Fred founded a still-growing portfolio of companies under the umbrella of Synergia One, of which he is founder and chairman. Beyond the family business, his group operates in 12 countries across several industries including food service franchising, food manufacturing, interior construction, IT consulting, publishing, trade shows, and Software as a Service.

In 2012, he and his brothers decided to complete the vertical integration of Mouawad into a diamond manufacturer. Fred took the lead on this project. In a joint venture with New York's Premier Gems, the Premier Diamond Alliance was formed and the Mouawad Group became a DTC Sightholder.

In keeping with the family vision of contributing to their industry by supporting the construction of the GIA Campus in Carlsbad, Fred continued forging the way forward by creating two trade magazines 'INSTORE' and 'INDESIGN.' These high-end trade magazines provide insight to jewelers in America on how better to run their stores. The magazines have won over 50 awards and lead their field. Fred moved one step closer to achieving his vision when he established the 'SMART Jewelry Show,' a high-profile trade fair in Chicago focused on trade and education.



Fourth generation: A Future of Innovation

Alain Mouawad Co-Guardian of Watch Division

Alain Mouawad, fourth generation member of the Mouawad family, found a passion early on for horology and the luxury watch business. This passion coupled with his marketing expertise has driven Alain to make his mark in the timepiece industry, including his involvement in running luxury Swiss watch brand Robergé, launching his own collection of chronometers under the Blacksand brand, and now heading the Mouawad Watches Division.

Like brothers Fred and Pascal, Alain grew up in Geneva, Switzerland, and later pursued his education in the United States at Pepperdine University. In 1991, he returned to Geneva to further his education by pursuing a double major in marketing communications and sociology at Webster University.

Alain began his career at the award-winning Zurich Advertising Agency Heinz Heimann DMB&B before launching his own Pro-Mond SA Communication Agency to manage the marketing and communications for the Mouawad Watches Division.

As a life-long, avid collector of watches, Alain has a deep knowledge of horology that inspired him to develop a number of highly sophisticated watch mechanisms such as those found in the Blacksand collection. The chrono mono pusher (Blacksand Calibre 2002), which was developed in-house, offers a blend of tradition and modernity. The mechanism highlights the traditional column wheel, along with an unconventional approach to the global movement aesthetic with its personalized components. More complicated calibres will be launched in due time.

In creating the Blacksand collection, Alain wished to pay tribute to the know-how and tradition of Swiss watchmaking while offering a decidedly different product. The timepieces are created for a clientele of free-spirited connoisseurs—personalities for whom luxury symbolizes time that is chosen but never dictated by market-driven, status-enhancing conventions.

Today Alain is the Guardian of the Mouawad Watch Division and is responsible for the entire Manufacturing Division in Geneva and at Les Breuleux in the Swiss Alps, including after sales service, the Mouawad Watch Academy, and the marketing of timepieces worldwide.



Fourth generation: A Future of Innovation

Pascal Mouawad Co-Guardian and CEO of Retail Group

With panache, innovation and an inspired vision, Pascal Mouawad has made his mark as the fourth generation of the prestigious Mouawad Group, carrying the company's reputation for excellence in jewelry to new heights.

Born into a family that has owned a number of the world's most important diamonds, Pascal was immersed in the dazzling world of jewelry from a young age. Raised in Geneva, Switzerland, Pascal followed his graduation from high school with a move to Los Angeles to pursue his education. His choice of location was astute; for he already harbored the determination to one day grow the Mouawad family business much further beyond its European base to the United States. After undergraduate studies at California's Pepperdine University, he went on to obtain his gemology degree from the Gemological Institute of America, which he followed with an MBA from UCLA's Anderson School of Management. He is currently pursuing executive education at the Harvard Business School.

Leaving academia behind, in 1999 Pascal made the move to New York from where he set to work putting his vision for the family business into action. The U.S., and specifically Hollywood, remained at the heart of Pascal's vision for the company. His grandfather before him had earned a prestigious status as jeweler to royalty across the world. Decades later, Pascal brought an innovative twist to this family tradition by courting the glamorous 'royalty' of the modern day - iconic celebrities - with Mouawad's renowned European traditions and craftsmanship.

In 2006, Pascal made the pivotal decision to move the company's offices from New York on the East Coast of the U.S. to Los Angeles on the West Coast. The relocation helped nurture Mouawad's growing relations with Hollywood's A-list. Once again, demonstrating pioneering innovation, Pascal took Mouawad's celebrity relationships even further. In addition to dressing some of the hottest stars with his extravagant jewels, Pascal also began collaborating with them.





MOUAWAD & THE GEMOLOGICAL INSTITUTE OF AMERICA

The Mouawad family's association with the gem and jewelry industry goes beyond creating fine jewelry to include supporting the betterment of the overall industry. This support takes place through diverse initiatives, and was formally recognized through the naming in 1997 of The Robert Mouawad Campus at the Gemological Institute of America.

Established in 1931, the Gemological Institute of America is the world's foremost authority on diamonds, colored stones, and pearls. Through education, research, laboratory services and instrument development, this non-profit institute strives to uphold the highest standards of integrity, academics, science and professionalism. The values of integrity and ingenuity have been its mainstay through the decades and have empowered it to become the industry's true leader.

Fred and Pascal, both GIA graduates, and Alain Mouawad have all made contributions to the institute that enabled the building of GIA's state-of-the-art, 230,000-square-foot world headquarters, in Carlsbad, California.

For more info, visit: www.gia.edu



GIA
GEMOLOGICAL INSTITUTE OF AMERICA®



PARTNERING FOR EXCELLENCE

In 2012 Mouawad joined forces with renowned diamond experts Premier Gem Corporation to form the Premier Diamond Alliance—a joint venture that offers a guaranteed conflict-free route and supply of certified, untreated, finely-cut and polished diamonds to the wholesale market. As a De Beers DTC Sightholder, the Premier Diamond Alliance is part of an exclusive list of less than 80 Sightholders worldwide whose principal business is the distribution and supply of diamonds through sourcing, sorting, beneficiation, cutting and polishing, valuing and sales.

Though newly formed, the PDA brings decades of diamond manufacturing expertise and over a century of jewelry-making expertise to the table—ensuring the largest variety of expertly-cut diamonds of the highest quality—be they standard sizes and cuts or exceptionally large diamonds rarely offered by other sightholders. Adhering to the highest ethical standards, protecting the lasting value of diamonds and benefiting the communities in which it operates and serves, the Premier Diamond Alliance is committed to the betterment and fulfilment of the diamond industry through expertise, quality, reliability, tradition and heritage.

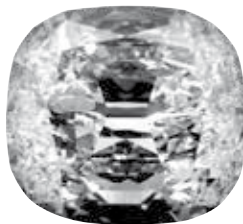


THE MOUAWAD DIAMOND COLLECTION

Diamonds and gemology have always been a passion for the Mouawads and besides crafting fine jewelry, over the years the Mouawad family has not only acquired some of the largest and rarest diamonds in the world but has been a major influence in the worldwide diamond market—often present at the most exclusive and significant auctions. Many of the historic gems the Mouawad family has acquired now carry Mouawad as part of their designated name.



Jubilée
245.35 Ct.
Cushion Antique Shape
E-VVS2



**The Star of Stanley Ho
Grand Lisboa, Macau**
218.08 Ct.
Cushion modified Shape
D-IF



Queen of Holland
135.92 Ct.
Cushion Shape
D-IF



Mouawad Splendor
101.84 Ct.
11-sided Pear Shape
D-IF



Premier Rose
137.02 Ct.
Pear Shape
D-FL



Mouawad Magic
108.81 Ct.
Emerald Cut
D-IF



Ahmedabad
Pear Shape
78.86 Ct.
D-VS1 grade



Indore Pears
Pear Shape
46.39, 44.14 Ct.
I-H, VS2
Respectively graded



Mouawad Lilac
Emerald - cut
24.44 Ct.
Fancy Pink grade

MOUAWAD BOUTIQUE COLLECTIONS

Mouawad Boutiques Collections are conceived and created with a passion for offering the finest jewelry in a wide variety of styles, gemstones and price points to meet our clientele's tastes and expectations. For well over a century Mouawad has been creating and producing jewelry of unsurpassed artistic excellence and craftsmanship ranging from haute joaillerie, luxury timepieces and objects of art—to boutique jewelry of classic and contemporary motifs.

Each boutique collection is imbued with the same artistic quality and attention-to-detail found in our masterpieces—using only the finest metals, gemstones and techniques to produce attention-getting and very wearable jewellery to suit any occasion. From diamonds, sapphires, rubies and emeralds—to pearls and an array of precious colored gemstones, the Mouawad boutique collections offer exquisite and extensive choices in bracelets, bangles, earrings, necklaces, pendants, rings and sets that are at the vanguard of exquisite jewelry collections and contemporary chic.





LEILA



LAVA



ORIANA



PAPILLON



LOVE M



ROSETTE™



LE COEUR



CLASSIC PEARL



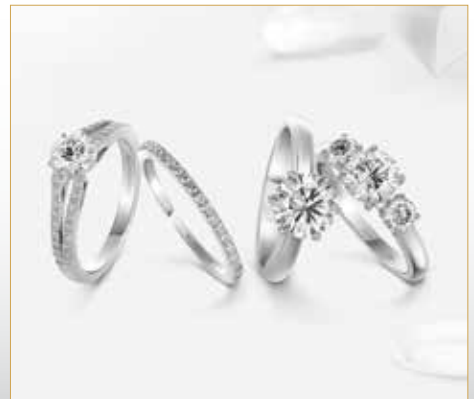
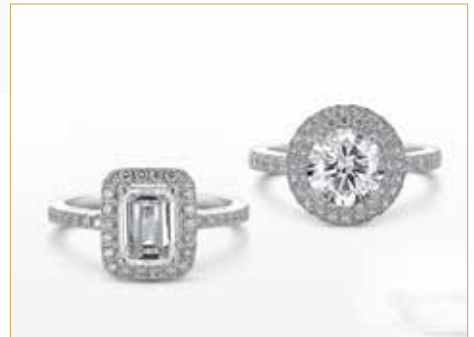
BRIDAL

FROM HERE TO ETERNITY

One of the most important steps in anyone's life is the step to the altar. At Mouawad we know how important this life-shaping event is and designing exceptional and lasting bridal jewelry that fits the occasion is our passion.

Whatever your style and taste, our Bridal Collection is imbued with choices to satisfy every couples' desire—from the traditional to contemporary.

The Mouawad Bridal collection takes timeless, classic designs and brings to them the distinguished Mouawad touch. Using only the finest quality diamonds to maximize brilliance, the 18K white and yellow gold and platinum pieces are artistically worked to give value to the central gemstones. Each breathtaking item achieves its noble aim of paying tribute to the eternal beauty of love.



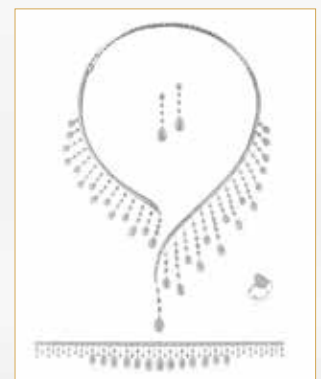
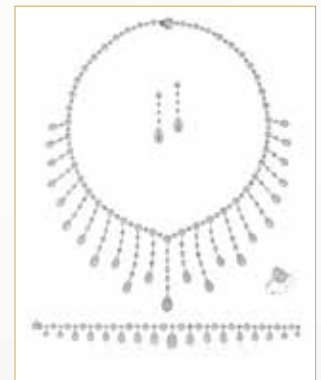
WEDDING COLLECTION

UNSURPASSED ELEGANCE TO BE TREASURED FOREVER AFTER

Every woman dreams of unsurpassed elegance on her wedding day and the Mouawad Wedding collection brings this dream to life with stunning splendor.

Once again the Mouawad craftsmen have excelled themselves, bringing forth a selection of sets, each one designed to find particular resonance with its wearer. Just as wedding traditions are laden with symbolic beauty, so the Mouawad Wedding Collection offers up a deeper meaning behind their shimmering reflections. The harmony of a wedded union is embodied brilliantly in each set of perfectly matching necklace, bracelet, earrings and ring, while the combination of white diamonds and white gold recalls thoughts of innocence and purity. Classic motifs of flowers, petals, hearts and teardrops are united in designs that range from delicate simplicity to magnificent grandeur, giving every bride the luxury of choosing the perfect complement to her beauty.

Born to be worn on the most special day in a woman's life, the Mouawad Wedding Collection is crafted to be treasured forever after. Just as every true love story is eternal, this is jewellery with an everlasting promise to enchant all those within its gaze.



MOUAWAD HAUTE JOAILLERIE

Masterpieces of a dynasty

For more than a century, Mouawad has been creating spectacular jewelry destined for its exclusive clientele of royalty, the wealthy elite and celebrities. Each creation begins life with the hand selection of the most exquisite, rare gemstones. From here, the artistic journey begins, as masterful design gives way to intricate craftsmanship, culminating in a unique artistic statement that could only bear the name Mouawad.



L'Incomparable
Diamond Necklace

Sometimes destiny is found on the road intended to avoid it. This truth could not be better illustrated than through the serendipitous journey of the Incomparable Diamond—the world's largest, internally flawless diamond, whose journey began in the Congo over thirty years ago when it was discovered by a young girl from a discarded pile of kimberlite—an igneous by-product of diamond mining. This almost missed, one-of-a-kind deep yellow diamond once honored by the Smithsonian is now the centerpiece in Mouawad's L'Incomparable Diamond Necklace.

To fashion a world-renowned diamond of such rarity and magnificence into jewelry requires artistry and skills beyond measure. Through creativity, patience and verve, the artisans at Mouawad have crafted the most impressive and gorgeously faceted diamond necklace to date—giving the famous diamond a permanent throne. Honored by Guinness, L'Incomparable Diamond Necklace holds the record for the most valuable necklace in the world and features the flawless 407.48 carat yellow diamond suspended gracefully from a strikingly white diamond necklace revealing a cavalcade of pristine, radiant diamonds of various cuts sublimely intertwined by 18K rose gold branchlets—all leading the eye to the exalted grandeur below.

Befitting of a royal court, L'Incomparable Diamond Necklace leaves nothing to be desired except to grace the neck of a queen or a very special woman that absolutely deserves nothing less.

In 2013, the Gemological Institute of America, the world authority on gem grading, education and research, issued an official Monograph Report on the Incomparable Diamond. Using microscopic observation and infrared spectroscopy, the report details the history, origin and magnificent beauty and rarity of this, the largest internally flawless diamond in the world. The GIA report unveils the natural and atomic processes used to conclude the absolute authenticity of this world renowned and remarkable, untreated naturally yellow diamond marvel.



The internally flawless 407.48 carats
Incomparable Diamond



L'Incomparable Diamond Necklace

18K Rose Gold Diamond Necklace

Diamonds

1 GIA Certified modified shield step-cut IF natural fancy deep yellow diamond (407.48 carats)

35 GIA Certified round diamonds (I-K/VVS2-SI2 = 72.78 carats)

27 GIA Certified pear-shaped diamonds (I-L/VVS2-I1 = 63.39 carats)

9 GIA Certified heart-shaped diamonds (I-K/VVS2-I1 = 23.49 carats)

5 GIA Certified emerald-cut diamonds (J-K/VVS2-SI1 = 24.74 carats)

5 GIA Certified cushion diamonds (I-J/VS1-SI2 = 10.38 carats)

4 GIA Certified oval diamonds (I-L/VS1-I1 = 11.99 carats)

3 GIA Certified Asscher-cut diamonds (I-K/VVS2-VS2 = 15.71 carats)

2 GIA Certified radiant diamonds (J-K/VVS = 7.04 carats)

Diamonds total weight: 637 carats





The Idolwood Diamond Suite

778 Round Diamonds | 251 Baguette Diamonds | 108 Fancy-cut Diamonds

Diamonds total weight: 348.486 carats

Harking back to the golden age of cinema when Hollywood transformed female stars into goddess-like idols, the Idolwood Diamond Suite oozes an innately sensual glamour. It was an era when the likes of Marlene Dietrich, Greta Garbo and Jean Harlow lit up the silver screen, their silhouettes clad in evocative gowns accented by the shimmer of diamonds, diamonds and more diamonds.

It was also an era of unparalleled magic, which the Idolwood Diamond Suite beautifully revives through its hand-setting of more than one thousand diamonds in a design as timeless as the allure of those iconic stars. Today the Idolwood Diamond Suite creates its own star-like legend, destined for a woman whose essence shines forth like no other.



Velo del Mar Grand Diamond & Sapphire Suite

472 Round Diamonds | 296 Baguette Diamonds | 52 Square Diamonds | 42 Marquise Diamonds | 17 Pear-shaped Diamonds
| 3 Cushion untreated Burmese Sapphires | 1 Oval untreated Burmese Sapphire

Diamonds total weight: 135.43 carats | Sapphires total weight: 69.17 carats

With its power to give and to take away life, and its myriad hues that belie darker, mysterious depths, the sea has intrigued and enchanted man since the dawn of time.

The Velo del Mar Grand Diamond & Sapphire Suite pays homage to all this and more with its masterful setting of cushion and oval shaped sapphires amid an undulating ocean of diamonds. Just as the goddess Venus was immortalized by Botticelli arising from the oceans in a powerful symbol of divine love, so the Velo del Mar Grand Diamond & Sapphire Suite immortalizes its owner as a woman whose beauty rises above all others.



The Rites of Spring Diamond Suite

350 Round White Diamonds | 118 Round Yellow Diamonds | 29 Pear-shaped White Diamonds | 2 Pear-shaped Yellow Diamonds
Diamonds total weight: 179.98 carats

Since time immemorial the season of spring has been revered and celebrated as a symbol of rebirth when nature brings forth new life. It represents the pinnacle of hope, when mankind honors the miracle of our very existence.

The Rites of Spring Diamond Suite is a dazzling celebration in itself, skillfully combining exquisite large pear-shaped white and yellow diamonds. Amid the light, the contrasting gemstones appear to dance playfully, taking on a vitality of their own, protected by surrounding smaller walls of icy white diamonds. Locked in a never-ending embrace, nature's precious diamonds remind us that life is a source of eternal hope.



The Grand Orion Diamond & Sapphire Suite

364 Fancy-cut Diamonds | 349 Round Diamonds | 118 Pear-shaped Diamonds | 6 Marquise Diamonds | 7 Diamonds total weight: 229.72 carats

Diamonds total weight: 229.72 carats | Sapphires total weight: 134.07 carats

Man has always looked to the skies as a source of intrigue, knowledge and meaning. Celestial constellations have the power to fascinate and take on a divine nature. Among these Orion stands out for its undiminished power, inspiring man for centuries across cultures and geographies.

As if born of the cosmos, the Grand Orion Sapphire & Diamond Suite is a lavish creation, bringing forth explosions of light and color, bursting with radiance in every gem. From the deep blue hues of the sapphires to the blindingly white power of the diamonds, this set emanates a heavenly splendor, destined for a woman whose beauty transcends the earth.



Serenity's Kiss Diamond Suite

1260 Round Diamonds | 37 Cushion Diamonds | 36 Princess-cut Diamonds

Total Suite Carat Weight = 94.46

The sheer white diamonds of the Serenity's Kiss Diamond Suite evoke an overwhelming sense of purity, recalling dramatic winter snowscapes born of a fairy-tale imagination. Brilliance and clarity reign in this breathtaking set that resonates with all the innocence of an age when the soul's dreams, magic and make-believe still prevail.

As if kissed by the mists of time, diamonds of a perfectly limpid, colorless nature are nestled within cushions of smaller diamonds, creating a nurturing embrace of protection. As an ensemble Serenity's Kiss is destined to enchant for eternity, inviting all who wear it to dream again once more.



The Royal Blue

Diamond & Tanzanite Suite

351 Pear-shaped Diamonds | 144 Round Diamonds | 2 Marquise Diamonds | 7 Cushion Tanzanites | 2 Oval Tanzanites
Diamonds total weight: 103.24 carats | Tanzanites total weight: 197.94 carats

This stately suite is full of regal presence with its ornate and majestic mix of opulent violet blue tanzanites and icy diamonds. It is from the earth beneath the shadows of Mount Kilimanjaro that the remarkably deep blue tanzanite gem can only be found.

Hewn from nature and crafted by Mouawad master artisans, the tanzanites are joined by diamonds in a suite reminiscent of Baroque splendor. The set's imperial design hints at historical tales of courtly love, once played out amid the royal palaces of Zanzibar and among the Sultanas of Oman. The Royal Blue Diamond & Tanzanite Suite is a set truly fit for a princess, if not a queen.



OBJETS D'ART

The Unparalleled Work of a Master Craftsman's Studio

"Beauty is an inner need of mankind. We must achieve beauty in our creations. The fleeting moments are Mouawad's aim." - Robert Mouawad.

Since the beginning of time the world's greatest artists have endeavored to capture the mystery and beauty of life; to bring their works to the pinnacle of perfection. Few can boast that they have reached the lofty heights of artistic accomplishment such as those attained by Mouawad.

Mouawad Objets d'Art are inspired pieces of artistry hand crafted from some of nature's most beautiful ornamental stones with silver and gold artistic details to achieve stunning treasures destined to be cherished for generations to come.





MOUAWAD

Genève

To produce such fine examples of Swiss watches requires precise skills, exceptional artistry and the highest levels of technological innovation, nurtured by the right surroundings. Since the 1970s, Mouawad has been producing fine timepieces with the savoir-faire endemic of the region. In the late 1990s Robert Mouawad acquired a watch-case production facility in Les Breuleux in the Franches-Montagnes—famed for its watchmaking traditions. Today, Mouawad cases continue to be manufactured in our workshops in Les Breuleux and assembled in our Carouge Atelier in Genève—each bearing the hallmark “Manufacturé en Suisse”, certifying their controlled origin.

The superior quality and attention to detail of all Mouawad products is equally central to the timepieces. Handcrafted watches of the finest materials and exclusive movements, produced in only limited numbers each year, embody the highest levels of technological innovation, style and precision expected of fine Swiss watches. The true instincts of our designers and master craftsmen are ever-present in these daring masterpieces that bear the Mouawad Genève name.



UNIQUELY DISTINCT™

GRANDE ELLIPSE

*Ushering in a new line of luxury timepieces carrying
the distinct Mouawad signature.*

GRANDE ELLIPSE COLLECTION

Elegant, robust and steeped in Swiss watchmaking traditions, the Grande Ellipse chronographs mark the birth of Mouawad's Genève watch collections—contemporary men's timepieces, tailored for gentlemen of distinction. For over 40 years, Mouawad has been creating fine wristwatches for both men and women through their Robergé collections at their Swiss factory. For the first time, The Grande Ellipse ushers in a new line of luxury timepieces carrying the distinct Mouawad signature.

The Mouawad Grande Ellipse collection includes eighteen sophisticated models, ranging from the more formal diamond-studded or plain rose gold Royales, the bi-color rose gold and stainless steel Sport Villes, and the bi-color rose gold and titanium Sport models. Each Grande Ellipse features the remarkably detailed excellence of all Mouawad products aligned with the horological expertise of the master watchmakers at the Mouawad-owned Swiss Manufacture.



These luxury wristwatches whose DNA is an evolution of the renowned elliptical-shaped Robergé Andromède series bring forth new contemporary styles stretching design and functionality to new heights. Features of the entire Grande Ellipse collection include the use of beautifully manufactured movements with top-level decorated finishes and highly precise 48-hour power reserves running 28,000 oscillations per hour. Each elegantly curve-tailored case features anti-reflection treated sapphire crystals on the face and case-back allowing full view of the exceptional, beautiful movements. To complete the recherché design, the easy-wind crown is stamped with the signature Mouawad 'M' and delicately nestled on the case-face is the engraved Mouawad nameplate.

Uniquely distinct timepieces combining clean, sophisticated lines with sporty looks, the finest, most durable materials and audacious construction, the Grande Ellipse have been realized and forged to be the choice of the world's most discerning luxury timepiece customers.

MOUAWAD
Genève

GRANDE ELLIPSE ACCESSORIES COLLECTION

Handcrafted with the same attention to detail and high-quality materials found in the Grande Ellipse Watch Collection, the Grande Ellipse Accessories are the perfect complement to accompany the style and distinction of the watches.

Cufflinks, Men's Rings, Misbahas (prayer beads) and exquisitely detailed Rollerball Pens round out the Grande Ellipse Accessories that feature 18K white and rose gold, palladium, black onyx and diamonds with high-quality detail and décors in black, red and brown lacquers, signature Grande Ellipse lug screws and the Mouawad 'M' motif.

As uniquely distinct as the Grande Ellipse Watches, the accessories continue the mode and élan of this gentlemen's collection with stunning fidelity and sophistication.



MOUAWAD
Genève

UNIQUELY DISTINCT™



La Griffe

LA GRIFFE COLLECTION

The passion for Swiss watchmaking traditions and excellence meets a love for beauty with the La Griffe Collection. Ushering in Mouawad's debut ladies' collection, La Griffe captivates with its elegance, colorful gems and consummate appeal. Named for its distinctive motif featuring four prongs clasp the bezels—each set with four diamonds or colored gemstones according to the model—La Griffe introduces the perfect marriage of Swiss watchmaking mastery, ultra-modern quartz technology and contemporary duende. La Griffe timepieces are available in two distinct cases: stainless steel and rose gold and feature exquisite decors such as colorful mother-of-pearl dials, Super-Luminova indices, polished dome-shaped hands and MOUAWAD engraved case-back and buckle.

The distinct oversized Arabic numerals at 6 and 12 catch the eye with their colored lacquer finishes or diamond settings and each elegantly polished case is embellished with precious stones that will surely capture the heart of every fashionable woman. Natural mother-of-pearl dials and straps are craftily presented in matching shades to continue the theme. The techno-satin or large-grain alligator straps are uniquely integrated with the case ensuring a perfect look, fit and absolute comfort on the wrist, while the understated design of the personalized Mouawad buckle adds a discreet element of brand recognition. Hidden from sight, the case-back is engraved with the Mouawad 'M' pattern complementing Mouawad's distinctive logo.

La Griffe offers ladies' timepieces imbued with a touch of magic in a recherché collection ideal for the tastes of glamorous contemporary women. The boldness, freshness and alluring beauty of this collection is a stunning counterpart to Mouawad's uniquely distinct gentlemen's timepieces.



MOUAWAD
Genève

UNIQUELY DISTINCT™



LA CLASSIQUE

LA CLASSIQUE COLLECTION

Timeless elegance meets Swiss watchmaking traditions in La Classique, the third watch collection to have the distinction of carrying the Mouawad signature. Once again, the detailed excellence synonymous with the name Mouawad is aligned with the horological expertise of the master watchmakers at the Mouawad-owned Swiss Manufacture. Attention to detail resonates throughout the La Classique collection, from the selection of slender skeleton hands to the choice of strap. Rose gold models are perfectly paired with the elegance of genuine crocodile leather straps in shades to match the dial, and finished with a rose gold pin buckle featuring Mouawad engraving. For steel models the choice is between genuine crocodile leather strap or steel bracelet featuring a personalized Mouawad butterfly buckle. At the heart of all La Classique models lies a precision Swiss quartz movement.

La Classique is a collection of timepieces that masterfully blends the essence of traditional Swiss watchmaking with timeless style references. These sophisticated watches are destined to grace the wrists of men and women who appreciate the value of everlasting beauty. Taking its design cues from classic simplicity, La Classique speaks of eternal sophistication. Crafted from rose gold and steel, the four versions of La Classique, two for men and two for women, are available in a range of enchanting variations. The presence of diamonds, stylishly set in the bezel, lugs, and even the numerals, brings the inimitable Mouawad touch of luxurious excellence to the fore.





THE MOUAWAD SNOW WHITE PRINCESS DIAMOND WATCH

Born of the Swiss watchmaking excellence of the snowy central Alps, the Snow White Princess springs forth in winter brilliance, with a refined elegance and a boldness that says "I'm here to stay." This is a spectacular diamond-studded wristwatch encased in its icy motif that speaks volumes of the mastery, exquisite attention to detail and absolute artistry that the Mouawad name exudes. Crafted from 18K white gold and meticulously layered with 223 colorless diamonds of varying sizes and a numberless diamond-faceted face, this one-of-a-kind women's timepiece beckons the eye with its unique design and its 106.93 total carats. The Snow White Princess from award-winning jewelers Mouawad seems to be carved from its very own alpine glacier and is here to grace the wrist of a very special woman who deserves nothing less.





HIGHLIGHT

Snow White Princess Diamond Watch details:

Gemstones: 223 Colorless Diamonds
Diamonds Total Weight: 106.93 carats
Watch Total Weight: 108.90 grams



DIAMOND SCENT

A PRECIOUS FRAGRANCE, THE EPITOME OF EXCELLENCE.

Diamond Scent, a name predestined for this perfume created by the jeweller for the fair sex, offers a subtle blend of floral notes enhanced by hints of precious wood and wild spice. With its subtle composition, this perfume has the aura of a sparkling necklace. Orange blossom, red pepper, white peach and rosewood create a distinct emotion, sensual and alluring. Iris and violet add a touch of nobility; jasmine a hint of glamour. Not forgetting a sprinkling of rose petals, conveying refinement and elegance. Lastly, vetiver and patchouli suggest the merest trace of stringency, while oud wood, benjamin and musk give the fragrance a bold, oriental feel.

The original presentation box, adorned with a series of golden motifs, opens like a butterfly to reveal this "Diamond Scent" perfumed jewel. The lucky recipient will surely be smitten with this unusual attire. She will succumb to the bold and enveloping charm of Diamond Scent, a splendid artefact from the world of perfumery, whose fragrance captures the true spirit of the House of Mouawad and will enchant women in search of elegance beyond compare.

MOUAWAD & GUINNESS

MOUAWAD 1001 NIGHTS DIAMOND PURSE

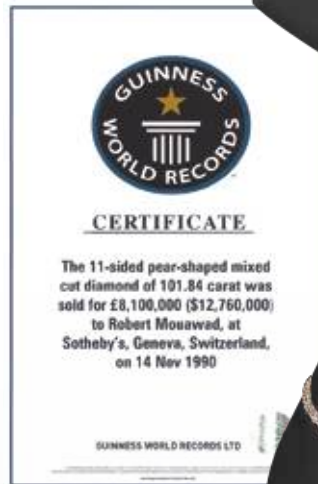
The Mouawad 1001 Nights Diamond Purse garnered Mouawad its third Guinness World Record, this time for the most valuable handbag in the world. The bag features a total of 381.92 carats and has a value of \$3.8 million.



THE L'INCOMPARABLE DIAMOND NECKLACE

In January 2013 the Mouawad L'Incomparable Diamond Necklace was awarded the Guinness World Record for most valuable necklace in the world. It features the world's largest internally flawless diamond - the 407.48 Incomparable Diamond - and is valued at \$55 million.





THE VERY SEXY FANTASY BRA

Mouawad's second award came with the creation of the \$11 million Very Sexy Fantasy Bra produced in collaboration with Victoria's Secret in 2000 and certified by the Guinness World Records as the most expensive bra ever made in 2003. It was first unveiled by supermodel Heidi Klum at the 2003 Victoria's Secret Fashion Show in New York.



THE MOUAWAD SPLENDOR

The first Guinness award was for the Mouawad Splendor—the most expensive single pear-shaped diamond in the world (101.84 carats, worth \$12.76 million), purchased by Robert Mouawad and awarded the Guinness World Record in 1990.

MOUAWAD – JEWELER TO THE STARS

Besides the celebrity collaborations such as with Heidi Klum, Seal, Nicole Richie, Kim Kardashian, and Jessica Simpson, Mouawad jewelry is also worn by many well-known artists, revealing the exquisite presence of the brand amongst A-list celebrities.

Here are just a few of the loyal ambassadors of the Mouawad collections.



Elizabeth Hurley



Carmen Electra



Kim Kardashian



Milla Jovovich



Olivia Culpo



Amy Adams



Mariah Carey



Jennifer Lopez



Zhang Ziyi



Uma Thurman



Gisele Bündchen



Mary J. Blige



Kate Winslet



Britney Spears



Jessica Biel



Adriana Lima



Gwen Stefani



Heidi Klum



Pascal Mouawad with Paris Hilton



Eva Longoria



Jenny McCarthy

BRAND ENGAGEMENT

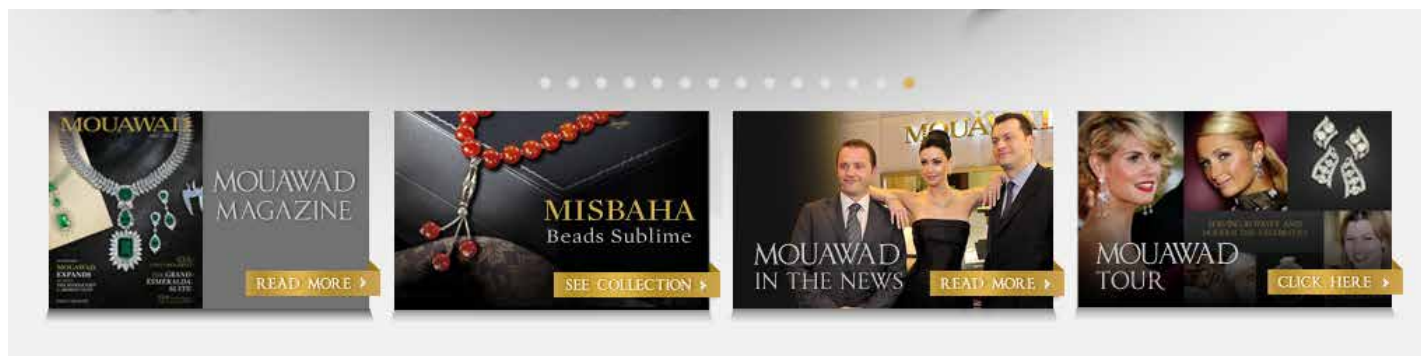
EVERY SECOND COUNTS: MOUAWAD TAKES TO THE SEAS

Precision, accuracy and timing... these are all qualities that any watch maker must understand perfectly. They are also essential in the world of offshore powerboat racing, making Mouawad's sponsorship of four-time offshore powerboat world champion Omar Danial a natural choice. In 2012 Omar competed in the 2012 X-CAT Middle East Powerboat Series that began in January with the Dubai Grand Prix. Joining him on the Mouawad Offshore Powerboat team was Gary Ballough, who has 11 world championships and 104 first places to his credit.

Mouawad Offshore Powerboat Racing Team



The Mouawad magazine



Reaching more visitors directly through our multi-language website

Mouawad TVC



Amy Adams at the Academy Awards



MOUAWAD'S DESIGN AND MANUFACTURING

From concept to production to marketing and sales, Mouawad's in-house teams and capabilities control the entire supply, manufacturing, and value chain and as a result provide better control, better value and higher quality to our customers.

The Mouawad organization is entirely vertically integrated and, as a result, sources its own diamonds and gemstones through its Premier Diamond Alliance, designs and manufactures all Mouawad products through its jewelry and Swiss watch studios and factories, and sells and markets its products through its worldwide boutiques.



Mouawad Genève Swiss Watch Manufacturing





NEW GENERATION BOUTIQUES

- Our new generation Boutiques capture the refined elegance of the brand - showcasing the exquisite Mouawad collections
- The first such Boutique was launched at the Dubai Mall in November 2010
- 2011-2013 welcomed five more new generation boutiques and all future Mouawad boutiques will follow this same luxurious standard



CREATIVE SHOWCASE

Talent, experience and imagination are so often revealed through the look and feel of the final completed product or media. Whether designing our stunning jewelry collections or the packaging and media that accompanies them, our fully integrated design team comes to the table with vast amounts of talent, experience and expertise.

