



MODERN DAY PRINCESS

Crowns are for kings. A true queen or princess wears a piece which is infinitely more eye-catching and elegant; a dazzling, jewelled adornment which is a byword for contemporary royalty: the diamond tiara.



With the advent of the modern princess, the tiara has become, quite literally, a woman's crowning glory, and nothing is as striking, as effortlessly elegant, as those unique creations by Laurence Graff, the King of Diamonds. Renowned for the creation of the most unique pieces of jewellery in the world, Graff is involved in every stage of the jewellery-making process, from the sourcing of each stone to the cutting, polishing and setting of each jewel, ensuring that each tiara, no matter how humble its beginnings, is fit for a queen amongst women.

A Royal History

Originally, both the tiara and its interchangeable cousin, the diadem, were worn plain, the privilege of the ruling classes; the high-peaked head-dresses of Persian Kings, the wreath-shaped ornaments made by Ancient Greeks and the stiff halos of the Scythians are all precursors of the modern tiara. It wasn't until the 18th century, and the revival of Neoclassicism, that this most brilliant of pieces became encrusted with the sparkle so coveted and adored by all.

Joséphine de Beauharnais, the wife of Napoleon, is often credited with popularising of the diamond tiara. But today we're perhaps more familiar with this quintessential piece as the ornament of choice for the stars of the silver screen, such as Audrey Hepburn in *Roman Holiday* and Marilyn Monroe in *We're Not Married*; the rock royalty of the nineties, most notably Courtney Love and Amanda de Cadenet; and our current Hollywood queens, including Helena Bonham Carter, Scarlett Johansson and Rihanna.

Fairy-Tale Princesses

From its humble beginnings as a Persian head-dress to the Halo Scroll tiara worn by the Duchess of Cambridge at her wedding to the future King of England (who could forget the flawless sparkle of those 739 brilliant-cut and 149 baguette diamonds), the tiara has transformed through his-

tory. It's our fairy-tale in diamond form, the one embellishment which transforms any woman into a princess for the day, the night, or the event of the season. And today, its modern interpretation has been perfected in the sparkling statement tiaras, dazzling diamond Alice bands and transformable jewellery hair-adornments of Graff.

tures a number of highly unique and contemporary designs, is an extension of this."

From the intricate floral motif comprising an outline of round diamonds tracing intertwined stems, delicate leaves and petals placed in a single or double platinum row, to the single row of 39 beautiful

THE GRAFF ALICE BAND IS NOW THE PREFERRED ADORNMENT OF THOSE WHO UNDERSTAND GEMS AND EPITOMISE STYLE

Synonymous with the most fabulous jewels in the world, Graff Diamonds is said to have handled, throughout its rich history, more diamonds of rarity, magnitude and distinction than any other jeweller in the world. Long the crafter of tiaras for queens, princesses and the wives of heads of state, each of their pieces is conceived at Graff's design atelier by a highly creative and experienced team; a study in unique design featuring rare diamonds and gemstones.

Crowning Glory

Today, after more than five decades at the pinnacle of the luxury jewellery industry, Graff continues to push the boundaries of ever-greater innovation and excellence. And, with the advent of the modern princess, the discerning elite whose flawless style is the epitome of elegance and refinement, the tiara has transformed into the height of elegance, the diamond Alice Band...

white diamonds, the Graff Alice Band is now the preferred adornment of those who understand gems and epitomise style. As are the transformable diamond jewellery pieces, which can be worn either on the dress or atop the hair, and set any coiffeur alight with their distinctive twinkle.

"In line with the popularity of our hair adornment pieces, we have also developed a unique setting for our jewelled brooches," Francois Graff reveals. "This enables them to be transformed into jewels that can be worn in the hair, depending on the preference of the wearer..." ultimately allowing every woman to glitter and shine; the radiant embodiment of a very modern princess.



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