

BEJEV EEDTM

THE MAGAZINE OF LUXURY

OUR
FAVORITE
THINGS

DIAMONDS
FASHION
WORDS OF WISDOM
LOVE STORIES
ARTISAN JEWELERS
AND MORE



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— J E W E L E R —



MIKIMOTO

THE ORIGINATOR OF CULTURED PEARLS. SINCE 1893.



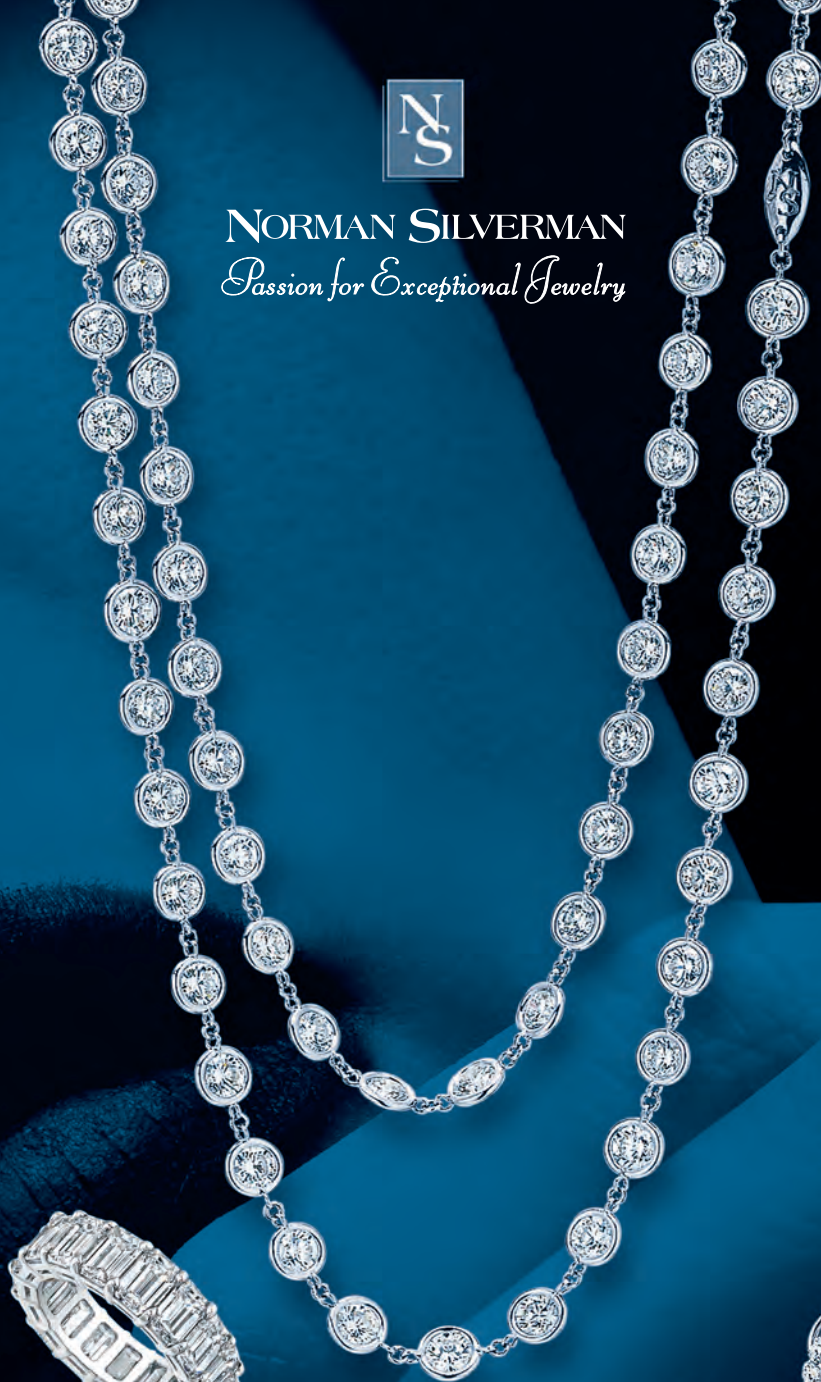


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is wearing a Panerai compass on his wrist.

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UNDER THE SEA

The story of the Rolex Submariner.

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RUTILATED QUARTZ AND BLACK
DIAMOND EARRINGS; BLACK
BRIOLETTE DIAMOND RIVIERA
NECKLACE; ROBERTO COIN
FANTASIA STACKED BANGLE
BRACELETS; BRAIDED PAVÉ
DIAMOND RING IN YELLOW,
WHITE, AND ROSE GOLD FROM
THE AGJ COLLECTION, AND
REDDISH BROWN NATURAL
DIAMOND RING. ALICE + OLIVIA BY
STACEY BENDET GUNMETAL
PEPLUM DRESS, AVAILABLE AT
NEIMAN MARCUS.

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TEAM GOLDFARB

From the Goldfarb family to you.

RAYMOND WEIL

GENEVE



PRECISION
IS MY INSPIRATION



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greetings!

FROM US TO YOU

Reflections



STEVEN GOLDFARB
AND ALVIN GOLDFARB

DEAR FRIENDS: After celebrating a milestone birthday (my 50th, if you must know), I couldn't help but reflect on life over the last half-century. One recurring theme rang clear: how being surrounded by the people, places and things we love the most makes us feel like the best version of ourselves. And isn't that what we're all after?

Our favorite things provided the inspiration for this issue of *Bejeweled*. Throughout the making of the magazine, we asked friends, family, customers (and even ourselves) to name a few of their favorite things, receiving answers as varied as those who were asked. But time and time again, we (happily) noticed that jewelry topped the lists. Jewelry is appreciated for its intrinsic value, sure, but even more so for the meaning behind it—the occasions and love it symbolizes, the memories it represents and the feelings it conjures up.

This time of year, we have a great time remembering the past, but we find our greatest inspiration looking to the future. So while this issue certainly honors cherished memories, it also looks ahead to those special occasions on the horizon and the jewelry that will mark those moments. We scoured the globe to find beautiful items with which you'll ring in upcoming festivities, including weddings, anniversaries, birthdays and holidays. We've uncovered new products we know you'll love, and in the following pages, share our inspiration for the seasons ahead. Amidst the style-forward daytime jewelry, glittering evening statement pieces, and timepieces both sporty and elegant, we shine a spotlight on a few of our many favorite Northwest people and places we find truly inspiring.

In essence, this magazine is inspired by everything we are grateful for and everything we look forward to. We are privileged to be a part of your lives when you are looking ahead, celebrating, surprising and proposing. We think of our clients as members of our extended family and we are committed to bringing you the very best service, quality and value.

Everyone here at Alvin Goldfarb Jeweler is ready to help make your experience with us a fun and enjoyable one as you begin to create a few new favorite things of your own.

Warm regards,

Alvin I. Goldfarb
Chairman

Steven B. Goldfarb
President

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Tamara Rahaminov Goldfiner

ALL THAT

Glitters



JEWELRY TRENDS

| *anniversaries*

| TRANSFORMATIONS

| *style + fashion*



ALVIN WITH
HIS NEW 1954
KAISER DARRIN
CONVERTIBLE
IN MOUNTAIN
HOME, IDAHO

One for the Road

IN 1954, ALVIN GOLDFARB FELL IN LOVE. She was a brand-new, powder blue Kaiser Darrin convertible with doors that slid into the front fender and disappeared (rather than opening outward). As the story goes, Alvin, who was in the Air Force at the time, was stationed in rural Idaho—land of pickups and tractors—when he first laid eyes on the car. He couldn't get it out of his mind, and six weeks later, he owned the car of his dreams. "It looked more sleek and modern than the planes we were working on," he says, remembering when he drove it off the lot. "It was just gorgeous." When it comes to Alvin's true favorite things, "Nothing compares to my wife and my family," he says. "But that car was the best toy—ever."

Second Time Around

Perhaps tucked away in your jewelry box is a family heirloom, passed down from generation to generation, that you've never quite known how to wear. Or maybe an outdated style given to you by a loved one? * At some point in your life, you'll likely find yourself with a piece of jewelry that, though meaningful, no longer suits your style. Wouldn't you love to give it new life as a current and relevant piece you'd be proud to wear daily? Just look at the transformations these three pieces made in the hands of Goldfarb artisans. ■

THERE'S OFTEN UNCERTAINTY ABOUT WHAT TO DO WITH A WEDDING RING FROM A FORMER MARRIAGE, BUT LISA KNEW SHE WANTED SOMEDAY TO PASS HER DIAMOND ONTO HER SON. RATHER THAN STASH IT AWAY IN A DRAWER OR SAFE FOR THE YEARS TO COME, SHE OPTED TO TURN IT INTO SOMETHING SHE COULD ENJOY IN THE MEANTIME. WITH THE HELP OF THE EXPERT TEAM AT GOLDFARB, THE DIAMOND WAS REMOVED FROM THE ORIGINAL RING AND PLACED IN A BEAUTIFUL PLATINUM PENDANT NECKLACE.



BEFORE

A RING GIVEN TO ALLISON BY HER HUSBAND WAS UNIQUE AND SPECIAL, BUT AS THE COUPLE'S 25TH ANNIVERSARY APPROACHED, IT WAS CLEARLY OUT OF STYLE. BUT MORE IMPORTANT, HER ACTIVE LIFESTYLE HAD TAKEN A TOLL ON THE RING, SO IT WAS TIME FOR SOMETHING NEW. THE COUPLE CHOSE TO KEEP THE SAME CENTER OVAL DIAMOND, BUT THE TEAM AT GOLDFARB RESET IT IN A STUNNING PLATINUM SETTING.



AFTER!



JENNIFER'S 1980'S TIGER-EYE EARRINGS WERE LOUD, OUTDATED AND HEAVY. THE TEAM AT GOLDFARB PUT AN ELEGANT GOLD SHANK ON EACH ONE AND TURNED THE EARRINGS INTO A PAIR OF MATCHING RINGS, ONE FOR JENNIFER AND ONE FOR HER DAUGHTER.

GREGG RUTH



ESPRIS

Karina
Collection



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SOMETHING
TO CELEBRATE

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all that glitters

WEAR + PAIR

MANY WOMEN WOULD COUNT THE PERFECT LITTLE BLACK DRESS AMONG THEIR FAVORITE WARDROBE PIECES. STUNNING JEWELRY CHOICES TURN A LBD INTO AN INSPIRED ENSEMBLE

One Dress, Five Looks



Monica Rich Kosann black onyx and white sapphire locket; and mother of pearl and white sapphire locket



Mikimoto South Sea pearls; and golden South Sea pearls



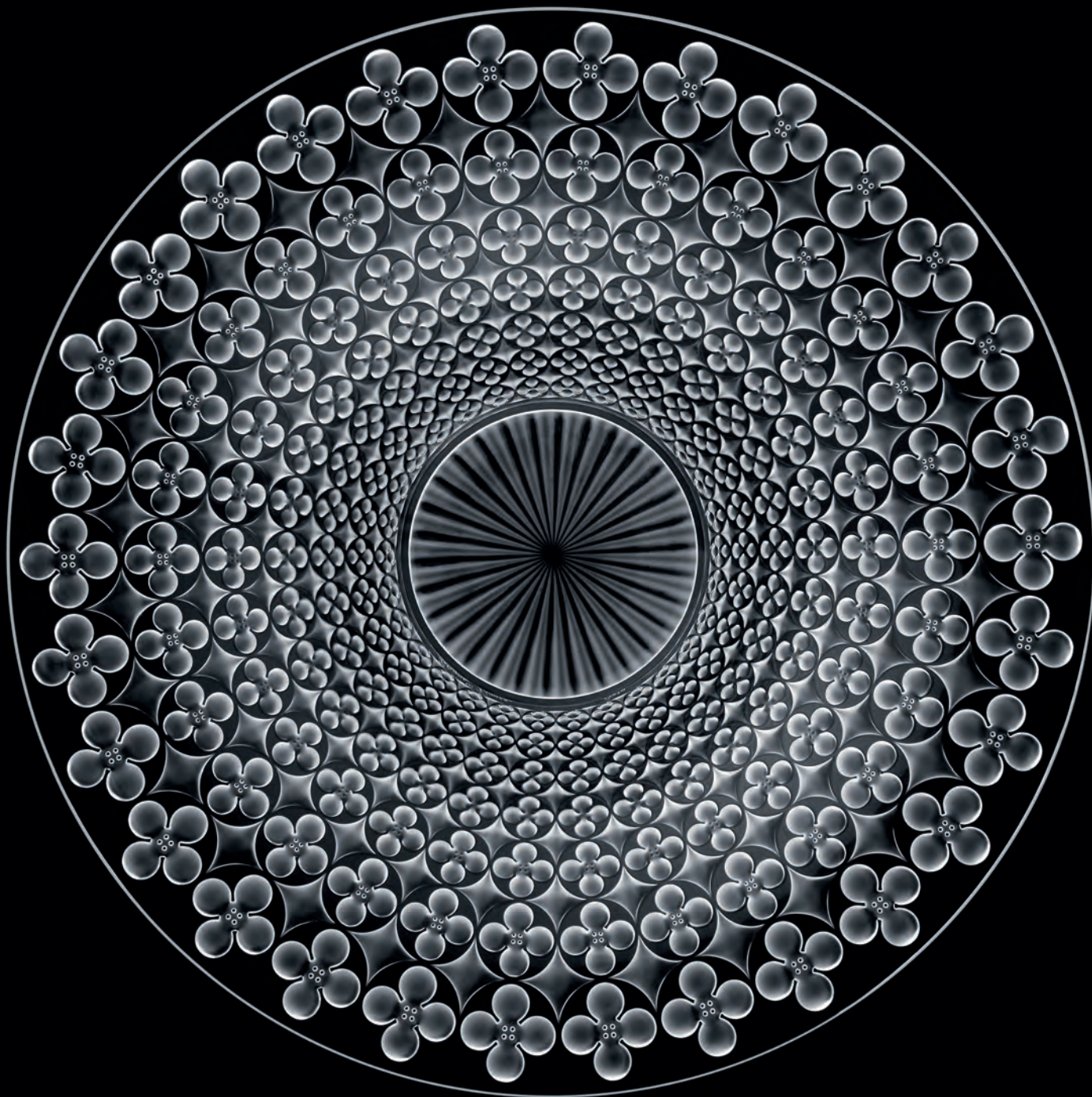
Above: Pianegonda Liquid Emotion strand necklace. Dress: French Connection, available at Nordstrom



Gurhan sterling and 24-karat gold Lentils necklace; and sterling and 24-karat druzy quartz pendant



Roberto Coin Cento diamond Riviera necklace



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Band Together

FROM BEING ONE OF MULTIPLE BANDS TO BEARING LASTING SIGNATURE LOVE NOTES, WEDDING RINGS GET A POLISHED MAKEOVER



PERSONALIZED INSCRIPTIONS



MULTIPLE
RINGS
FOR MEN



STACKABLE BANDS



ALTERNATIVE METALS

PERSONALIZED INSCRIPTIONS

Having the inside of a wedding band engraved with a personal message has been a favored tradition for years. But the latest twist on the trend takes it to the next level: At Goldfarb's, couples can have messages inscribed in their own handwriting. Just imagine the sentimental surprise.

MULTIPLE RINGS FOR MEN

Traditionally, men have worn just one wedding band day in and day out, despite their activities or agenda. Increasingly, however, fellows are choosing to have different options for different occasions—a diamond-studded ring for upscale events and

special dinners out; an edgier option in an alternative metal (tungsten, titanium or cobalt) for workouts or a guys' night; and a simple, understated ring safe for travel. All three can be blessed during the wedding ceremony to be equally meaningful.

STACKABLE BANDS

For active women who don't find it practical to sport a sizable diamond ring, stackable bands—instead of a solitaire—are just the ticket. With options to mix and match your rings according to your mood, you can stack traditional diamond eternity bands with striking black diamond beauties or other options to suit your fancy.

ALTERNATIVE METALS

Men have never had more choices when it comes to choosing their wedding band. In addition to the popular white gold and platinum bands, alternative metals have become increasingly popular for their various qualities. Metals such as titanium, known for its featherlight weight, and cobalt, which is incredibly strong and scratch-resistant, are great alternative options. Goldfarb's significant collection of rings in all metals match skin tones, lifestyles and preferences. ■



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and the strength of Platinum...all MICHAEL B.



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WHAT'S NEW



ABOVE: DON "THE TIC DOC" CAMPBELL WITH ONE OF HIS FAVORITE THINGS, HIS ORIGINAL BALMORAL EDITION MINI COOPER, COMPLETE WITH SCOTTISH TARTAN INTERIOR. RIGHT: DON METICULOUSLY REPAIRING A WATCH.



Keeping Time

Whether you wear a 1940s Rolex or a brand-new Breitling, regular servicing (every five to six years) of your fine timepiece helps keep it in optimal condition. But sometimes, even with proper care, watches will lose time, stop ticking altogether or malfunction in some way. When you think about it, watches are amazing miniaturized machines running 24/7 for years and years. When they do need care, that's when Goldfarb's on-site watch repair comes in. For more than 20 years, Don "The Tic Doc" Campbell has been keeping time at Alvin Goldfarb Jeweler. When a watch is brought in for repair, he carefully inspects the watch, disassembles it and evaluates the problem. "My goal is always to return the watch to its best possible condition," he says. So, after he has implemented a complete overhaul—delicately cleaning each part, rebuilding and replacing as necessary, testing the movement and sealing the case—you can be certain the watch has been fully restored.

Beauty by the Slice

One of the great gifts in life is the ability to find beauty in imperfection. Perhaps that's why natural sliced gemstones have become so popular in recent years. Gemstones with internal characteristics, including rubies, sapphires, emeralds and even diamonds, can be made into stunning pieces of jewelry thanks to a unique cutting technique that produces a flat profile in organic, unrestrained silhouettes. This is most often used on gems with interesting inclusions, or flaws. "It's all about embracing the imperfections and unique characteristics of the stone," says Steven Goldfarb. "By working with it, instead of against it, you can create something truly beautiful."

SLICED GEMSTONES
LEND BEAUTY IN
SLIM SILHOUETTES.





THERE ARE STORIES THAT DESERVE TO BE CAPTURED FOREVER.



Whether it's a transatlantic crossing on a sailboat with friends, or the birth of a child, there are precious, life-changing moments that deserve to be recorded forever. What will yours be? Let our engraving, enamelling and gemsetting artists immortalise your legend. A Reverso just for you.

GRANDE REVERSO ULTRA THIN. Jaeger-LeCoultre Calibre 822. Patent 1111/398.

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ABOVE:
PERSONALIZED
CHARMS ON A
BRACELET FROM A
GROUP OF CLOSE
FRIENDS AMOUNTS
TO A MEANINGFUL
GIFT. BELOW, LEFT:
INDIVIDUALLY GIFT-
WRAPPED CHARMS
MAKE A GREAT
PRESENTATION.
EACH IS TRULY
MEANINGFUL.

Simply Charming

CELEBRATING WITH CLOSE FRIENDS IS A WONDERFUL WAY TO MAKE EVERYONE FEEL SPECIAL



When a close friend has a milestone on the horizon—a birthday, anniversary or other significant life event—giving a gift as a group is a festive, thoughtful and affordable way to show she's surrounded by friends who value and support her. ✱ Throwing a personalized charm party has become an especially unique way to show group love. Each friend chooses an heirloom-quality charm representing something special she shares with the guest of honor, perhaps bringing to mind a memory, favorite song or longstanding history. Together, the group shares the cost of the bracelet—or necklace—which will hold the charms (charms are paid for individually). ✱ Goldfarb's Group Gift service makes it easy to give together by handling all the details. Once the group has agreed on a price everyone is comfortable with (often between \$35–\$50 per person), Goldfarb experts will suggest a few standout pieces or help to choose individual charms. They'll communicate directly (and delicately) with each person to gather the funds—let's face it, a job no one wants—leaving you free to focus your attention elsewhere and enjoy the party. ✱ Goldfarb then packages each charm individually and elegantly so at the party, your friend is presented with many beautiful boxes—one from each of her closest pals. In the following days or weeks, she can bring in the bracelet to have the treasures placed, and to be charmed, for sure.

In Her Own Words

JANE SHARES WHAT HER CHARM PARTY MEANT TO HER



JANE ENJOYED A PERFECT CELEBRATION WITH CHERISHED FRIENDS AND FAMILY.



My 50th-birthday luncheon was hosted by three of my best friends and included 12 of my dearest friends along with my daughter who lives in Portland. * We all dressed up and wore vintage hats, and after our champagne lunch we had a beautiful ceremony, during which my friends each gave me a charm and told me why they chose it. * My mother, sisters and a dear friend, all of whom who

live far away, also gave me charms and their stories were read at the celebration. * I have notes about each charm, and what each represents. They are all so meaningful. * The party was beautiful and intimate, filled with laughter, tears, stories and connection. It was the most loving and beautiful 50th-birthday celebration I could have imagined. It was held on April 7, which happened to be a spectacularly warm and sunny day, and everyone agreed that it was a perfect celebration. * Later that evening we dined at Canlis, where my son and husband surprised me with more charms and stories. And later that week I received two more from two very dear male friends. * Just recently, my father and brother asked if they could be part of my charm bracelet. My brother wants to give me a buffalo charm, and my father hopes to find the perfect charm to represent our shared love of music. * As you can imagine, my charm bracelet is not only gorgeous, but it also represents my new decade filled with love, friendship, family and treasured memories. I have always wanted a charm bracelet and I am thrilled to pieces that I now have one of such beauty and significance.



In addition to charm parties, the team at Goldfarb is happy to coordinate “group gifts.”

Here, Dana celebrates the new TW Steel watch presented to her by family and friends.



Landmark Anniversaries

WONDERING HOW TO MARK THE OCCASION? LET THIS BE YOUR GUIDE

YEAR	GIFT	GOOD IDEA	BAD IDEA
1	PAPER	 <p>A special photo (paper) of the two of you placed inside a beautiful locket or elegant sterling picture frame.</p>	A subscription to <i>Good Housekeeping</i>
5	SAPPHIRE	 <p>Choose something versatile, such as a bracelet, pendant or earrings.</p>	A blue toaster. (Anything that plugs in is a terrible idea.)
10	DIAMOND	 <p>A 10th anniversary band is a great way to say, "I'd marry you all over again."</p>	Diamond Club seats at the ballpark
15	WATCHES	 <p>Invest in fine his-and-her timepieces and have the backs of each engraved with a private message.</p>	A fancy oven timer
20	PLATINUM	 <p>A ring, bracelet, necklace or earrings, set with gemstones to add uniqueness</p>	Chrome wheels for your car
25	SILVER	 <p>This is a major milestone! Mark it with a larger diamond ring set in a silver-tone metal such as platinum or white gold.</p>	A box of Gray Solution haircoloring
30	PEARL	 <p>Pearls are among the most feminine of jewelry, and work well with both casual and formal looks.</p>	A dozen oysters on the half shell
40	RUBY	 <p>Red rubies proclaim passion and love. No other gemstone is more associated with matters of the heart.</p>	A camera with an automatic red-eye correction feature
50	GOLD	 <p>Warm, elegant jewelry set with or without gemstones</p>	Gold fillings for your teeth



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to touch your heart

Frédérique Constant and Nicole Faria share one passion: Supporting the International Children's Heart Foundation. We will donate the cost of a life-saving heart scan for each Frédérique Constant Double Heart Beat watch sold.



FREDERIQUE CONSTANT
GENEVE

History Worth Repeating

GURHAN'S RICH PAST CARVES OUT A STUNNING FUTURE



GURHAN CREATES ALL OF HIS WORKS BY HAND. EACH IS A PIECE OF ART. OPPOSITE PAGE: GURHAN'S SIGNATURE LOOK—HAMMERED GOLD AND SILVER JEWELRY—IS AS UNIQUE AS IT IS BEAUTIFUL.

Fourteen years ago, a Turkish pocket-watch restorer named Gurhan Orhan fell in love with pure gold. Though he had no background in making jewelry, design or metalworking, he poured himself into learning how to work with the precious metal and figuring out how to overcome the unique challenges that gold poses in creating fine jewelry. Today, he is an internationally acclaimed and award-winning designer who is recognized simply by one name, Gurhan. ✱ Shortly after Gurhan began designing jewelry, his work caught the eye of a beautiful Australian (by way of New York) named Fiona Tilley. She was his first and fiercest supporter, and before long, his wife. Their love story and life together have continued to inspire Gurhan's designs through the years. And although Fiona is his muse, so are his clients. "First, I dream the woman, then I create the jewelry," he says. "And I'm not talking about only a beautiful model. I'm talking about every woman—my mother, my wife, my neighbors, my friends, my customers. Fate brings a woman and my jewelry together." ✱ Over the last decade, Gurhan has traveled the world, combed marketplaces and bazaars, and incorporated his findings—rare stones and antiquities such as Byzantine coins, ancient micro-mosaics, lava cameos and pearls—into the trademark hand-hammered gold pieces he's known and loved for. As he has continued to master the art of gold work, he also introduced sterling silver into his collection. To sign his unique silver pieces, Gurhan includes a "kiss" of 24-karat gold on each piece—a significant yet delicate beauty mark. ✱ In order to satisfy a growing worldwide demand, he has worked with a handful of select fine jewelry stores around the planet. Stores such as Alvin Goldfarb Jeweler share his passion for fine jewelry created in fashionable styles—pieces that complement a wardrobe of classic diamond jewelry, giving each woman the opportunity to express her individuality. Most recently, Gurhan made a rare personal appearance at Goldfarb, where he unveiled his latest designs. ✱ As Gurhan's passion continues to grow and evolve, so does his catalog of offerings. This year, pieces done in tricolor—beautiful combinations of sterling white and dark silver with 24-karat gold—are paving the way for a continuing legacy of lasting beauty.





50 Shades of Gold

By Steven Goldfarb I recently turned 50. That number catches one's attention, and my midcentury mark has been cause for reflection. My parents always told me time starts passing more quickly as you get older, and they were right. I remember how slowly the school year went by as a child; now time flies. Still, 50 feels pretty good, and life is great. Inspired by the title of a best-selling book I haven't read (really!), I thought I'd share 50 lessons I've learned over the years.

1.

Always remember your anniversary. Always.

2.

Each and every birthday is worth celebrating.

3.

Pets are angels in fur suits.

4.

Never ask, "When is the baby due?"

5.

The Beatles really are the greatest band of all time.

6.

People with good manners never leave a wad of chewing gum on their dinner plate.

7.

If you ever get in a fight, throw the first punch and hit your opponent square in the nose.

8.

Dogs are members of the family.

9.

If prepared properly, Brussels sprouts are not only edible but delicious.

10.

It's always OK to have an opinion, you just don't always have to share it.

11.

If your ring gets tighter, it's because gold and platinum shrink over time (just kidding!).

12.

A sincere compliment is always good form.

13.

If you think she doesn't like jewelry, think again.

14.

A made-up bedtime story is better than one read from a book.

15.

Visionaries and smart people appreciate *Star Trek*.

16.

Confidence is the most attractive quality in others and yourself.

17.

Fake is fake.

18.

Real is real.

19.

Never buy something you don't really want just because it is cheap.





20.

Mount Rainier is awesome.
Spectacularly awesome!

21.

A good night's sleep is
the best medicine.

22.

Being honest is more
important than being popular.

23.

No matter what they say,
when it comes to diamonds,
bigger is better.

24.

Exercise every day.

25.

Wearing your seat belt
makes you feel connected
with the car.

26.

You can't hit a home run
unless you get up to bat.

27.

Mowing one's lawn is the most
satisfying of all yard work.

28.

Rings make for a meaningful
piece of jewelry.

29.

A clean car runs better and
faster than a dirty one.

30.

Everyone should learn to play
a musical instrument.

31.

Always do the thing you least
want to do first.

32.

Read more books.

33.

People come to you with
problems because they think
you can help.

34.

Actions speak louder
than words.

35.

There's nothing wrong with
taking a nap on Sunday.

36.

If angry, count to 10 before
you speak. If really angry,
count to 100.

37.

Don't share the blame.

38.

Do share the credit.

39.

Be nice to people.

40.

You can make your own luck.

41.

Leave your initials in your work.

42.

Find a job you love and you'll
never have to work another day.

43.

Jewelry is the key to getting
out of the doghouse.

44.

You have to have lots of ideas
to have good ideas.

45.

Home gardens are easy,
delicious and produce a
remarkable amount of food.

46.

Regret lasts longer than
embarrassment.

47.

Performers need an audience
as much as the audience
needs performers.

48.

Never stop learning.

49.

The love you take is equal to
the love you make (thank you,
Lennon and McCartney).

50.

There is nothing more
important than family
and friends.



*

all that glitters

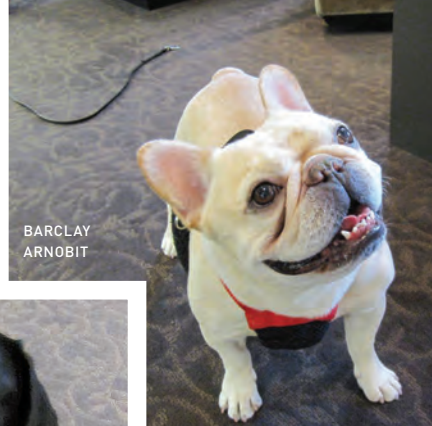
PAWPARAZZI

A Dog's Life

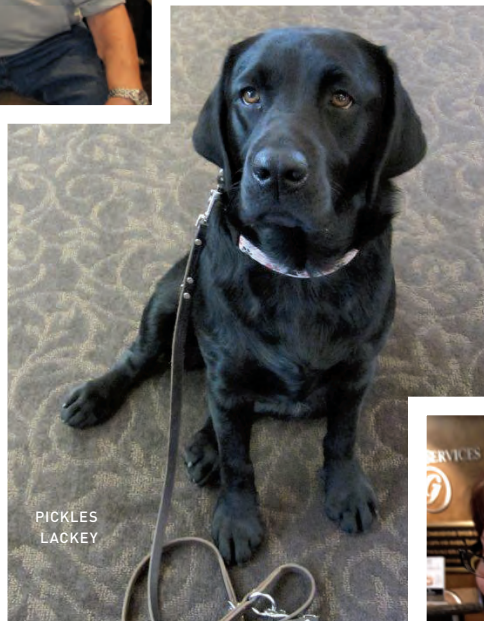
FOUR-LEGGED FRIENDS ARE ALWAYS WELCOME AT
ALVIN GOLDFARB JEWELER. BRING THEM ALONG!



MILLISSA,
ERIC AND
TOM WITH
MENA



BARCLAY
ARNOBIT



PICKLES
LACKEY



ELLIE
PERFORMS
REGULARLY AT
GOLDFARBS.
STOP BY FOR
A SHOW



PATRICIA
WITH SUGAR



CLAUDIA
SILVER WITH
GRAND
PUPPY MOPS



STEVEN AND ELLIE
WITH ELLEN AND
CHARLIE BROWN
ENRICO



STEVEN WITH
CAITLIN AND
CHARLIE BEAR



JAN AND
RANDY
HOLEMAN
WITH RUPERT



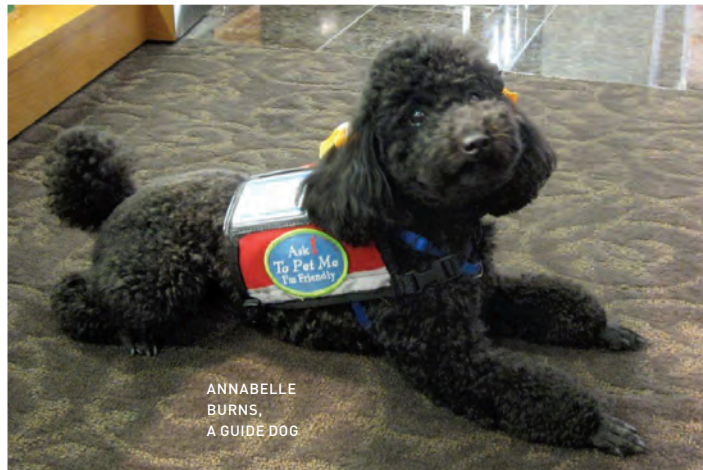
SALLY OWENS
AND MAXWELL



STEVEN AND ELLIE
WITH CARRIE AND
SAMMY LOVSTED



ALI AND
SNOOP DOG
BACON



ANNABELLE
BURNS,
A GUIDE DOG



STEVEN AND ELLIE
WITH JACK AND
ANGEL BEAR MORGAN



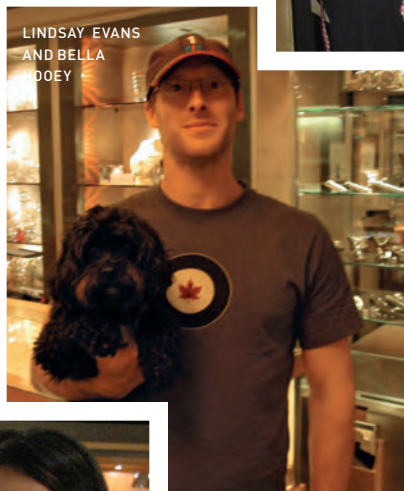
PEGGY AND JACK
WEISBLY WITH
COHIBA



JOHN, PATTI AND
ERICA WILLIAMS
WITH JOEY
(CHIHUAHUA)
AND FOX (BLACK
LAB)



ALEX KATE
AND POPPY



LINDSAY EVANS
AND BELLA
DOEY



KEVIN
AND KERRI
LEWIS
WITH
CHARLIE



A HAPPY
SHOPPER
POSES FOR A
PHOTO OP



STEVEN AND
ELLIE WITH
KEVIN HILL
AND WALTER

OUR FAVORITE THINGS

A TREASURE CHEST OF THE SEASON'S HOTTEST JEWELS INSPIRED BY THE BELOVED *SOUND OF MUSIC*

PHOTOGRAPHY BY HAYLEY YOUNG / STYLING BY HILARY FOLKS

THESE ALVIN
GOLDFARB
EXCLUSIVE DOUBLE
DROP DIAMOND
EARRINGS WOULD
BECOME A FAST
FAVORITE IN ANY
WOMAN'S JEWELRY
BOX. OPPOSITE:
SLICES OF PINK
SAPPHIRE AND
BRILLIANT-CUT
DIAMONDS SET IN
THIS WHITE GOLD
NECKLACE AND THE
PAVÉ DIAMONDS
IN THIS EXQUISITE
BLACK GOLD FLOWER
RING SPARKLE IN
ANY LIGHT.

"MY FAVORITE THINGS"
LYRICS FROM *THE SOUND
OF MUSIC* BY RODGERS &
HAMMERSTEIN



Raindrops on roses
and whiskers on kittens
Bright copper kettles and
warm woollen mittens





Brown paper packages tied up with strings

These are a few of
our favorite things

RINGS (FROM LEFT):
GURHAN BLACKENED
STERLING AND
24-KARAT DOME RING,
ROBERTO COIN ROSE
GOLD TRIPLET RING
WITH QUARTZ AND
MOTHER OF PEARL,
ROBERTO COIN BLUE
TOPAZ AND MOTHER
OF PEARL RING,
ALBERTO PARADA
BLUE CHALCEDONY
AND BLACK DIAMOND
RING, AND GURHAN
STERLING AND GOLD
HAMMERED AMULET
RING. OPPOSITE:
THE BREITLING
TRANSOCEAN
UNITIME WITH A
BLACK CROCODILE
BAND AND JAEGER-
LECOULTRE REVERSO
DUO IN WHITE ARE
A LOVELY HIS-AND-
HER PAIRING.





Girls in white dresses
with blue satin sashes

THIS ROBERTO COIN
MINI MORESQUE
DIAMOND RING WITH
A DISCRETELY HIDDEN
RUBY GLITTERS.
OPPOSITE: NO GIFT
COULD COMPARE TO
THIS INCREDIBLE
CUSTOM-MADE
EMERALD-CUT
DIAMOND NECKLACE.



Snowflakes that stay on
my nose and eyelashes

Silver white winters






that melt into springs

these are a few of our favorite things.

WITH LEAVES OF
HAMMERED 24K
GOLD, SILVER AND
BLACKENED SILVER,
THIS GURHAN
NECKLACE IS A
VERSATILE ADDITION
TO ANY WOMAN'S
WARDROBE.
OPPOSITE: PLATINUM
AND WHITE GOLD
BANDS DAZZLING
WITH DIAMONDS,
BOTH EYE-CATCHING
AND UNDERSTATED,
ARE SEASONLESS.



YELLOW GOLD MAKES
A FASHIONABLE
COMEBACK IN DROP
EARRINGS, LADYLIKE
BRACELETS SUCH
AS THESE SMOKEY
QUARTZ AND MESH
PRIMAVERA BABY
BRACELETS AND
SMOKEY QUARTZ AND
DIAMOND RING.
FASHION: DSQUARED2
CAMEL PEPLUM
DRESS, GIANNI
VERSACE "UNICA"
HANDBAG AND
REPORT SIGNATURE
BLACK "RYERSON"
PUMPS, ALL
AVAILABLE AT DAVID
LAWRENCE

EASTERN EXPOSURE

THE YEAR'S MOST WEARABLE STATEMENT PIECES SHINE WHEN PAIRED

WITH FAVORITE FINDS FROM EASTSIDE SHOPS

PHOTOGRAPHY BY ZEE WENDELL / STYLING BY EMILIE MASLOW

ELEGANT DROP EARRINGS, SUCH AS THESE PEAR-SHAPED SLICED SAPPHIRES SURROUNDED BY DIAMONDS, PAIRED WITH A CHUNKY DIAMOND-TRIMMED MOONSTONE RING COMPLETE ANY ENSEMBLE WITH STYLE.

FASHION: ISABEL MARANT TEXTURED WOOL JACKET AND BLUE SILK TOP, CURRENT/ELLIOTT BLACK DAMASK PANTS, AVAILABLE AT LA REE; ALEXANDER WANG HEELS AVAILABLE AT NEIMAN MARCUS. OPPOSITE: THE SPARKLE IN THIS EXQUISITE 42-INCH DIAMOND NECKLACE BRINGS OUT THE GLITTERED SOLE ON THESE RENE CAO VILLA T-STRAP SANDALS (AVAILABLE AT NEIMAN MARCUS).





ACCESSORIES OF THE SAME HUE CREATE A STUNNING DISPLAY. STELLA MCCARTNEY'S BLUE WOVEN CLUTCH AND MIU MIU'S GLITTER-HEEL LACE-UP BOOTIE (BOTH AVAILABLE AT NEIMAN MARCUS) PAIR WITH AN EYE-CATCHING SLICED SAPPHIRE PENDANT SURROUNDED WITH DIAMONDS AND SAPPHIRES AND A CHUNKY ROBERTO COIN BLACK RHODIUM STINGRAY CUFF. OPPOSITE: STATEMENT JEWELRY ADDS FLAIR TO UNDERSTATED APPAREL. HERE, ONYX DROP EARRINGS, MIXED METAL NECKLACES BY GURHAN, MULTIPLE HAMMERED BANGLES AND A MOONSTONE RING CREATE INTEREST. FASHION: STELLA MCCARTNEY SAPPHIRE BLUE TOP AND MIDNIGHT BLUE WOOL TROUSERS, AVAILABLE AT NEIMAN MARCUS







ROBERTO COIN'S YELLOW GOLD STINGRAY NECKLACE, CUFF, BANGLES AND RING OFFER A DISTINCTLY COHESIVE APPEAL. FASHION: ALICE + OLIVIA BY STACEY BENDET NAVY AND GOLD DRESS, AVAILABLE AT NEIMAN MARCUS. OPPOSITE: ADD SPARKLE TO ANY OUTFIT WITH THIS EMBELLISHED VALENTINO CLUTCH (AVAILABLE AT NEIMAN MARCUS) AND GLITTERING CURVED PAVÉ BLACK AND WHITE DIAMOND BRACELETS.

CREDITS: STYLING: EMILIE MASLOW FOR CELESTINE. HAIR: DEVAN WHITE. MAKEUP: JENNIFER VERADOR. MODEL: SPENCER PETERSON FOR TCM MODELS



A Vintage Year

**GREG AND STACY
LILL'S CHARITABLE
SPIRITS SHINE
THROUGH THEIR
WINES—AND IN
EVERYTHING THEY DO**

If you follow the Washington wine scene at all, you've probably heard of Greg and Stacy Lill—or at least their wines. Greg is co-owner of acclaimed DeLille Cellars, whose highly coveted wines have won award after award. Though Greg and his partners started DeLille Cellars in 1992, the Lills' winemaking legacy actually dates all the way back to the 1200s in France, where Greg's ancestors first started making wine. Stacy is cofounder of Cashmere Wines and O Wines (which she and partner Kathy Johanson recently sold to Ste. Michelle Wine Estates). Together, the duo is an unstoppable force in the Washington wine industry. ✱ But it's not just about the family business for these Woodinville locals. When they aren't working, they are giving back to the community that has given so much to them. The couple is involved in several charitable events throughout the year, often chairing fundraising galas. And since its inception, O Wines has funded educational scholarships for local underprivileged girls (a cause Ste. Michelle Wine Estates plans to continue supporting). "We feel very blessed in our life to be as fortunate as we are and feel that giving back is a significant way to help our community and help those in need," Stacy explains. "Our wineries give us the ability and opportunity to donate wines and our time for various charities." ✱ Through their involvement in so many fundraising causes, the Lills have made great friends along the way, including Steven and Fredda Goldfarb. "We met them many years ago, and it was just a natural friendship for us due to our collective charitable spirits, like-mindedness and zest for life," says Stacy. ✱ And, perhaps, a similar appreciation for the way dazzling jewels and fine wine make any celebration more festive. ■

OPPOSITE
PAGE: PHOTO
BY HAYLEY
YOUNG

JEWELRY
PHOTOGRAPHY
BY KATHRYN
BARNARD

GREG AND STACY LILL
(RIGHT) ENJOY SHARING
WINE WITH FRIENDS STEVEN
AND FREDDA GOLDFARB AT
DELILLE CELLARS' PATIO IN
WOODINVILLE.





WEDDING BANDS IN ROSE AND WHITE GOLD ARE DRESSED UP WITH UNDERSTATED BLACK AND WHITE INSET DIAMONDS. OPPOSITE: THE PICTURESQUE GROUNDS AT DELILLE CELLARS







AN EXQUISITE LEMON CITRINE TOPAZ PENDANT AND A MULTICOLORED STRAND OF SEMI-PRECIOUS STONES MAKE A PERFECT PAIR. OPPOSITE: THE POND AT DELILLE CELLARS IS A ROMANTIC BACKDROP FOR A WEDDING.



BEAUTIFUL BAUBLES
SPARKLE ON THE
HAND, INCLUDING THIS
(CLOCKWISE FROM TOP)
ALBERTO PARADA 7-CARAT
SMOKY QUARTZ AND
DIAMOND RING, ROBERTO
COIN ROSE GOLD, QUARTZ
AND DIAMOND RING, AND
ALBERTO PARADA ROSE
GOLD, CARNELIAN AND
DIAMOND RING.





THE LUSH COLORS OF
THIS DANGLING ROSE-
CUT MIXED SAPPHIRE
NECKLACE AND SLICED
RUBY DROP EARRINGS
MAKE FOR VIBRANT
ADDITIONS TO ANY
WOMAN'S JEWELRY
COLLECTION.





GURHAN
GG

KWIAT



PENDANT FROM THE KWIAT STAR COLLECTION



ALVIN GOLDFARB
— JEWELER —



An underwater photograph showing sunlight filtering through the water surface, creating a shimmering effect. The water is a deep blue-green color, and the light rays are visible as bright, irregular shapes. The overall mood is serene and mysterious.

UNDER THE SEA

THE STORY OF THE WORLD'S MOST POPULAR DIVE WATCH, THE ROLEX SUBMARINER

BY GISBERT L. BRUNNER

The story of the Submariner, launched in 1953, really begins in 1926, when Rolex introduced its now-famous water-resistant Oyster case. Thanks largely to its threaded back and screw-down crown, the case provided a degree of impermeability no watch company had achieved before. The Oyster became even more resistant to water and dirt in the early 1930s, when Rolex began incorporating its new, self-winding rotor mechanism. (Rolex dubbed its self-winding watches “Perpetual.”) Not having to wind the watch manually

meant that the crown needed to be unscrewed only occasionally for setting. Rolex had discovered with its first manual-wind Oyster watches that failing to screw the crown down after winding rendered the supposedly water-resistant watch vulnerable to water and dust entering the case through the crown hole.

As the 1930s progressed, Rolex began to develop watches made specifically for use underwater. (The early Oyster and Oyster Perpetual were not thought of as watches for swimming; the point of their impermeable cases was to protect the movement from dirt and acci-

dental exposure to moisture.) The Rolex catalog from 1935 shows a 47mm wristwatch, Ref. 2533, which has a cushion-shaped Oyster case and a pocketwatch manual-wind movement from Lépine, with a small-seconds display at 9 o'clock. At the time, though, the watch was simply too large for prevailing tastes, and was not a commercial success.

But it was a harbinger of a now well-known dive-watch collaboration that paired Rolex with the Italian company Panerai, which at the time supplied underwater equipment to the Italian navy. In the mid-1930s, the navy asked Panerai to supply it with dive watches. Because Panerai had no watchmaking capacity of its own, it turned to Rolex, which sent the navy watches with Oyster cases and movements made from ébauches from the Swiss watch and movement maker Cortébert. Panerai delivered its first dive-watch prototype to the Italian navy in 1936, and the company continued to use Rolex-supplied movements into the 1950s. The partnership with Panerai gave Rolex important experience in the manufacturing of dive watches.

In the early 1950s, Rolex decided to make its own bona fide dive watch. The idea came from a Rolex director and marketing executive named René-Paul Jeanneret, who was a diving enthusiast and friend of Jacques-Yves Cousteau. Thanks to his hobby, Jeanneret was aware of the technical and design requirements for a dive watch. He persuaded Hans Wilsdorf, who half a century after founding Rolex was still at the company's helm, to initiate a professional diver's-watch project.

In 1953, Rolex made a spectacular move. That September, Swiss scientist Auguste Piccard, in the bathyscaphe FNRS-2, descended an amazing 3,131.8 meters into the ocean. Wilsdorf, a marketing genius, had seen to it that a specially developed Rolex, equipped with a strikingly luminous dial and prominent Rolex logo, was affixed to the vessel's hull. When the submarine rose out of the water, the timepiece emerged unaffected by the dive and was ticking normally.

That same year, Rolex introduced the first Submariner. It was water resistant to 100 meters, but Rolex soon increased these specs to 180 meters. The watch had a matte, black dial, large luminous markers and luminous hands for the hours, minutes and seconds. It also had a knurled rotating bezel with clear markings in five-minute increments and an arrow-shaped zero marker with a luminous dot pointing toward the center. Rolex described it as “The Diver's Friend.”

The earliest Submariners did not have the white Submariner name on their dials. It appeared only at the end of 1954. Nor did they have the signature crown guard—the two “shoulders” on the right side of the case.

In collectors' circles, some early Submariner models are known as “James Bonds.” And for good reason: In the first four James Bond films, Agent 007 wore Rolex watches, as he did in the novels by Ian Fleming. The

A “JAMES BOND”
ROLEX: THIS REF. 6536
FROM 1959 SOLD FOR
ROUGHLY \$3,800 (AT
THE TIME) AT ANTI-
QUORUM IN 2006.





SEAN CONNERY (HERE WITH URSULA ANDRESS IN *DR. NO*) WORE ROLEX SUBMARINERS IN HIS ROLE AS JAMES BOND. BELOW: THE SUBMARINE *TRIESTE* AND THE ROLEX DEEP SEA SPECIAL PROTOTYPE REACHED THE DEEPEST POINT IN THE OCEAN IN 1960.

watches bore the reference numbers 6200, 6538 and 5510.

By the time it hit the market, the Submariner had passed rigorous field tests. The Institute for Deep Sea Research in Cannes issued a report on Oct. 26, 1953, on the five months of tests it had conducted with the watch, consisting of 132 dives in depths of 12 to 60 meters. The statement from the laboratory read as follows: "Despite the extremely high salt content of the Mediterranean waters, and the tropical temperature and humidity to which the watch was exposed between the individual dives, it showed no corrosion at all....Likewise, no moisture was detected within the watch. All other previous tests with water-resistant watches from top brands showed water penetration from the first moment of the dive, indicated by the condensation that formed on the inner surface of the crystal. The watch was worn multiple times during dives with an extended crown (i.e., the crown was pulled out to the position for setting the hands). To conclude these tests, the watch was attached to a thin cord and dropped to a depth of 120 meters—twice as deep as 60 meters, the maximum depth achievable with self-contained compressed air equipment. No leaks were detected even after a one-hour period at this depth."

Rolex had consulted a number of experts while devel-



oping the watch. Jeanneret offered many ideas for the outer design of the case, dial and rotating bezel (which at that time still turned in both directions) for underwater reading of the remaining time of the dive.

In 1959, the first Submariner with a crown guard (Ref. 5512) was introduced. The crown guard gave the watch the distinctive shape we now associate with the Submariner.

The launch coincided with another impressive Rolex diving feat. On Jan. 23, 1960, the submarine *Trieste*, with its 2-meter-wide pressure sphere, big enough to hold two people, descended for the 65th time into the depths—this time with the goal of reaching the Challenger Deep in the Mariana Trench, the deepest point in the ocean. Inside the pressure sphere were Piccard's son, Jacques Piccard, and the U.S. Marine Lt. Dan Walsh. Outside the sphere was a very special Rolex pro-

totype, a watch, with Oyster case, designed to withstand the pressure of the 10,916-meter descent, which exerted a pressure on the vessel of about 1,125 kg/cm. The idea, of course, was to prove that the Oyster case could survive the ordeal.

Excitement was great when the sphere resurfaced after its triumphant dive. How would the watch look? Would the hands still show the correct time? Just as with the 1953 bathyscaphe dive, the Rolex emerged unscathed. It looked and ran exactly as it had above the water.

Later that decade, Rolex introduced a new dive-watch feature. It was designed to solve a problem that had emerged as a result of the introduction into professional diving of breathing gases that blended oxygen and helium. These gases enabled divers to descend deeper than before. But divers who wore their watches in decompression chambers filled with the new gas mixture often faced a rude surprise. Helium molecules penetrated the watch crystals and seals and entered the watch cases, and when the pressure in the chamber was reduced during decompression, the

helium gas that had built up inside the watch was unable to escape quickly enough, so the watch crystal popped off the watch like a Champagne cork.

Among the divers using these new gas mixtures were those employed by the French firm Compagnie Maritime d'Expertise (COMEX). COMEX worked with Rolex to find a solution to the popping-crystal dilemma and in 1967 Rolex patented a valve that allowed the dangerous buildup of gas to escape easily. At first Rolex used the valve in standard Submariner models (Ref. 5513). A modified version was produced in Geneva solely for COMEX. It bore the COMEX name on the dial and a special identification number on the back. The second signed COMEX series was given its own unique reference number, 5514.

In 1966, Rolex developed the Sea-Dweller, at first marketed as a particularly water-resistant version of the Submariner. (It is now a separate collection.) The first Sea-Dweller (Ref. 1665) was water-resistant to 600 meters. In 1978, Rolex introduced the new Ref. 16600 with a sapphire crystal and an improved helium valve. (These days, Sea-Dweller

models have helium-release valves; Submariners don't.) This watch withstood depths to 1,220 meters. The 1665 existed for several more years, but after 1981, the company produced only the heftiest version of the Sea-Dweller, the 16600.

It was not until 1981 that the Submariner was equipped with a unidirectional bezel. It took so long because starting in 1952, French watchmaker Blancpain held a patent for a ratcheting rotating bezel, which it used on its Fifty Fathoms watch. This kept Rolex and other watch companies from using the bezel.

In 2008, Rolex brought out its Sea-Dweller Deepsea, which withstands water pressure to a very impressive 3,900 meters thanks to a new case design that incorporates what Rolex calls its "Ringlock System." It consists of an interior support ring, a 5-mm-thick domed sapphire crystal and a titanium caseback. It's a far cry from the Oyster case of 1926, but in its unprecedented impermeability, a direct descendant. ■

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The Sub Through the Years

The history of the Submariner is one of gradual evolution. The following table lists a half-century of Submariner models and their distinguishing features.



A SUBMARINER FOR THE FRENCH DIVING COMPANY COMEX, REF. 5513 FROM 1970, IS A PROTOTYPE WITH A HELIUM VALVE THAT BROUGHT A PRICE OF JUST OVER \$60,000 AT ANTIQUORUM IN 2006.



THIS SUBMARINER MODEL WITH A BROWN DIAL, KNOWN AS THE "TROPICAL" DIAL, REF. 5513 FROM 1967, WAS AUCTIONED BY ANTIQUORUM IN 2001 FOR ABOUT \$8,800.



THE SUBMARINER REF. 6204 WAS CREATED IN 1953. IN 2009, A SIMILAR WATCH SOLD AT ANTIQUORUM FOR ABOUT \$26,000.

1955

Slightly larger crown is introduced; Great Britain selects the Submariner for the Royal Navy.

1956

New hand design; luminous dot on second hand is shifted toward center. Rotating bezel gets minute scale for first quarter-hour. Royal Canadian Navy selects the Submariner.

Military versions have ID and service numbers on the caseback; otherwise they are like standard models.

1959

"Superlative Chronometer, Officially Certified" is printed on dial.

1966

Date display and red "Submariner" writing on dial are introduced (kept until 1973).

1969

Submariner introduced in gold.



STEVE MCQUEEN WEARING A SUBMARINER DURING THE FILMING OF *PAPILLON* IN 1973



THIS 1970 "RED SUB," WITH RED LETTERING, WAS SOLD IN 2006 BY ANTIQUORUM FOR NEARLY \$16,000.



THIS 2002 SUBMARINER REF. 16610LV WITH GREEN BEZEL, WHICH MARKED THE SUBMARINER'S 50TH ANNIVERSARY, WAS SOLD BY ANTIQUORUM IN 2010 FOR ABOUT \$5,400.

1979

Submariner gets a sapphire crystal. Water resistance increases to 300 meters.

1983

Submariner is available in "Rolesor," a combination of steel and gold.

2003

An anniversary model with green bezel makes a splash.

Divers' Choice

A look at the various models in the Rolex Submariner series

1. Submariner
Reference number:
14060M



1.

2. Submariner Date
Reference number:
116610LN



2.

3. Submariner Date
Reference number:
116610LV



3.

4. Submariner Date
Reference number:
116619LB



4.

5. Submariner Date
Reference number:
116613LB



5.

6. Submariner Date
Reference number:
116613LN



6.

7. Submariner Date
Reference number:
116618LN



7.

8. Sea-Dweller
Deepsea
Reference number:
116660



8.

With This Ring...

When asked to name a favorite memory, couples frequently recall the beauty of their wedding day. That's why Alvin Goldfarb is so honored to have brought couples together in the Northwest for more than 50 years. Married in celebrations big and small, all of these couples wearing Goldfarb's wedding bands have something in common: triumphant love. Here are a few of the wonderful couples who were married this year.



HEIDI (KIRKHAM)
AND MIKE DOVE



EMILY (FRYBERGER)
AND ANDREW DRYER



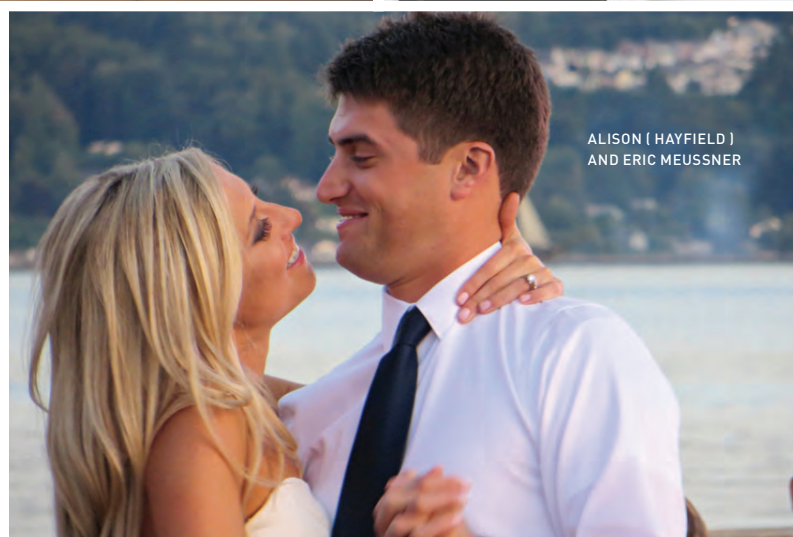
BILLY JEAN AND
SAM DRUKER



CAYLEY (CROTTY)
AND DARRELL
THOMAS JR.



JULIE (CULLETON)
AND JORDAN SHAW



ALISON (HAYFIELD)
AND ERIC MEUSSNER



SHAUNA (SMITH)
AND BRIAN MADISON



BILLIE JEAN AND SAM
DRUKER WITH SON DILAN
BOWER, DAUGHTER MAKEN-
ZIE BOWER, MAID OF HONOR
HOLLY CROWE, AND BEST
MAN JASON WILCOX



SARAH (POPELKA)
AND DUSTIN JEWELL



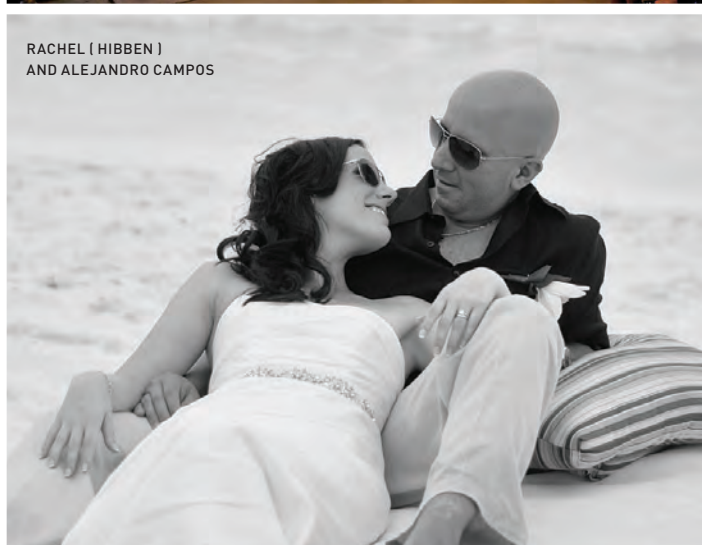
SARAH (WALTON) AND
ABISH THOMAS



MICHELLE (BAR)
AND JON PASCKVALE



JULIE (CULLETON)
AND JORDAN SHAW



RACHEL (HIBBEN)
AND ALEJANDRO CAMPOS



ALVIN GOLDFARB
— J E W E L E R —



STORY

by Kranz & Ziegler

www.StoryBracelet.US

A Few of Our Favorite Things

Alvin Goldfarb Jeweler is proud to have employees it considers part of the family, and we'd love for you to get to know us just as we've enjoyed getting to know you. That's why, this year, we took our inspiration to our staff and asked them to share a few of their favorite things.



Steven

FAVORITE THINGS THROUGH THE DECADES:

1960s—My Major Matt Mason astronaut action figures (which were not, by the way, dolls). Sizzlers and Hot Wheels were a close second.

1970s—My first car, a 10-year-old 1968 Firebird Convertible.

1980s—Fredda. Even though she's certainly not a "thing," meeting, dating and marrying her were my favorite things about the '80s. Especially since she is my favorite person.

1990s—A collection of paintings by Northwest artists gifted by my Uncle William. When I look at them, I think of him and what a wonderful mentor he was.

2000s—Our home. We have been there for over a decade, and it's warm, comfortable and where I want to be.

2010s—Our family and friends. When you hit this thing they call middle age, it's abundantly clear nothing matters more than those we love.

FAVORITE JEWELRY: For my 50th birthday Fredda gave me a **ROLEX SUBMARINER**. It is sensational. With its green dial and bezel, it is classic yet unique—two things I aspire to be.



MAJOR MATT MASON IN HIS COMMAND CHAIR; 1968 FIREBIRD CONVERTIBLE; 2012 ANNIVERSARY EDITION ROLEX SUBMARINER





Cheryl

FAVORITE WAY TO SPEND A WEEKEND: When I'm not following my favorite country stars on tour (Tim McGraw, Kenny Chesney, Toby Keith, Darius Rucker and Faith Hill, to name a few), my favorite thing is being with my nephews at their baseball games. I love spending my weekends supporting their baseball exploits (both are on select teams). This year I've been to tournaments in Omaha, Reno and Steamboat Springs. If only they could coordinate their games with my concert schedule.... **FAVORITE JEWELRY:** It only makes sense my favorite item of jewelry is the custom-made **ALBERTO PARADA ROSE GOLD AND BLACK DIAMOND BASEBALL PENDANT**. Alberto created it just for me after I told him about my nephews.



Alyssa

FAVORITE PLACE TO TRAVEL: Block Island in the state of Rhode Island. Why? Sandy beaches and bluffs with the Gulf Stream just off shore, and saltwater you can actually swim in. I went there with my family every summer growing up and hope one day when I have a family, I can take them there as well. **FAVORITE JEWELRY: STACKING RINGS.** Gold, silver, chunky, thin, whatever—the more, the better! These rings are a great addition to an outfit when you really want to add that “glam” factor, and the colors look great with anything.



Shelly

FAVORITE ... EVERYTHING: I love music, all kinds. I love animals, especially my golden retriever, Tess. I could have been a veterinarian. And board games of any kind—Trivial Pursuit, Pictionary, Operation. I am a huge sports fan, football especially; I could have been a sports broadcaster. I could have been a lot of things, but I love what I do at Goldfarb's. **FAVORITE JEWELRY:** I truly cherish my **ROLEX DATE** on its orange crocodile strap. I received it when I passed the milestone of 20 years with Alvin Goldfarb Jeweler. That's two more of my favorite things: the color orange and Alvin Goldfarb Jeweler.



Angela

FAVORITE PASTIME: I absolutely love spending time with my one-and-a-half-year-old son, Eli. He's completely fascinated with figuring things out, and we love to explore our neighborhood together. There's truly nothing better than seeing him discover something new. **FAVORITE JEWELRY:** The new **ROSE GOLD COLLECTION FROM MICHAEL B.** The rich rose color looks great on my skin, and I love the idea of stacking several bands together.



meet the experts

TEAM GOLDFARB

[continued]



Kevin

FAVORITE WEEPY MOVIE: The underappreciated *Mr. Holland's Opus*, starring Richard Dreyfus. My school career was very heavily concentrated on band and orchestra (I played sax, bassoon and piano). I had a teacher very much like Mr. Holland who was my mentor and friend all through high school. **FAVORITE JEWELRY:** Our custom-made **8-CARAT ASSCHER-CUT ETERNITY BAND** with perfectly matched stones. It's so wearable—an absolute classic.



Ann

FAVORITE PLACE TO STOP AND SMELL THE ROSES: My garden. My grandmother had a rose garden, too, so every time I am tending to my roses, it feels like she is right there beside me. Also, over the years I have been gifted bushes for special events and in memory of my father, so each rose bush represents a special person or time in my life. The youngest bush is 6 years old and the oldest is 22 years old. They need a lot of care to give continual blooms throughout the summer months, so the garden becomes my quiet time either in the early-morning hours or late-evening time. **FAVORITE JEWELRY:** My 18-karat white gold **TAHITIAN SOUTH SEA PEARL NECKLACE**. It's versatile, comfortable and goes with many outfits. And I can even wear it gardening.



Patricia

FAVORITE WAY TO REMEMBER: When I'm in the kitchen, I feel a closeness to my grandmother who lived with us when I was growing up. She was always baking something delicious and filling our home with wonderful smells. So when I'm cooking, she is with me. **FAVORITE JEWELRY:** Our **ASHOKA-CUT DIAMOND SET IN A CLEAN PLATINUM BEZEL RING**. The lines define the elegant cut of the diamond. Perfection in jewelry!



Tiffany

FAVORITE WAY TO RELAX: Spending warm summer days on the lake with my family. It doesn't matter if we go out on a boat or sit on a dock, there's just something about waves and sunlight sparkling on the water. This year we got to travel to Lake Como in Italy. I'd be very happy sitting by that lake, too. **FAVORITE JEWELRY:** An amazing **EMERALD-CUT DIAMOND BRACELET**. Each and every diamond is internally flawless and pure white. I'm certain I glow when I try it on.





Mark

FAVORITE CAR: My summer car, a 1969 Buick Skylark convertible. It's my last shred of coolness and youth, as my other cars are a pickup and a minivan. (Need I say more?) I'm also very fond of Northlake Tavern pizza and Pop-Tarts. **FAVORITE JEWELRY:** Pretty much **ANYTHING YELLOW GOLD**. It's making a huge comeback in fashion right now thanks to designers like Roberto Coin, Gurhan and Rahaminov.



Sara

FAVORITE WAY TO KILL A RAINY AFTERNOON: I am a dedicated reader and one of my favorite books is *Divine Secrets of the Ya-Ya Sisterhood*. It is a great story of friendship and with that title, how could it not be great? Next on my list is rereading a couple of classics, *Gone with the Wind* and *To Kill a Mockingbird*. **FAVORITE JEWELRY:** Since I spend most of my days next to the **ROBERTO COIN** display, I can't help but stare at the wide diamond ring that sparkles at me all day long. It looks beautiful on every hand.



Brandi

FAVORITE COLLECTION: Years ago I discovered my grandfather's record collection in an armoire. It was all classic 1960s—Hendrix, Creedence Clearwater Revival, Stevie Wonder, of course, The Beatles. He converted it all to MP3 files so now I have it all on my iPod, along with my current tunes, too. I would be lost without the art of music. **FAVORITE JEWELRY:** I love a particular pair of **PRINCESS CUT DIAMOND DROP EARRINGS**. They sway from a pave diamond French wire so the drops simply float. They are classic, elegant and necessary.



Katie

FAVORITE HOBBY: That's easy—travel. We love to explore new places as well as go back to visit places that have become close to our hearts. Warmer weather is always good, but we are up for almost anything. While traveling we make sure to seek out the local sights and indulge in food. Trying new cuisine is a key part of the adventure. **FAVORITE JEWELRY:** The new **WORLD TIMER WATCH BY FREDERIQUE CONSTANT**. It shows all 24 time zones. Perfect for new places and new adventures.





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DETLEF AND MARI SCHREMPF INSPIRE WITH THEIR 25-YEAR MARRIAGE,
PROFESSIONAL ACCOMPLISHMENTS AND TIRELESS PHILANTHROPY

What do you get when you couple a three-time NBA All Star with a one-time German national recordholder in the 400-meter hurdles? You get the Bellevue philanthropic powerhouse team of Detlef and Mari Schremppf, whose namesake foundation is a jewel in the world of community service.

Having played in more than 1,200 professional basketball games over the course of his 16 seasons in the NBA, fielding 7,000-plus rebounds and scoring an astounding 15,700 career points, Detlef is something of an accomplished man. Rest on his laurels? Not a chance. Since retiring from the NBA in 2001, the former SuperSonic and his wife of 25 years continue to remain incredibly active in the Seattle community.

Though they were both born in Germany, Detlef was living in the U.S. when he and Mari met in the early 1980s on a German sports talk show. Soon after, Mari moved the states, and the two were

married in 1987.

Today, the Schremppfs spend much of their time and energy helping to make the community better for everyone. The Detlef Schremppf Foundation, which was established in 1996, has raised more than \$13 million in support of local children's organizations and charities such as Rise n' Shine, Seattle Children's Autism Center and The Healing Center. "After our boys were born," says Mari, "we realized, more than ever, the importance of family and children's health. And the foundation gives us the opportunity to help in a meaningful way and to encourage others to as well."

Along with longtime foundation director Nicole Morrison, associate director Beth Martin and vice president Chris Levitt, Mari produces foundation events held throughout the year, including the St. Patrick's Day Dash, Golf Classic at McCormick Woods and Celebrity Gala and Auction, while Detlef keeps

busy as a partner at Coldstream Capital Management (and takes the occasional star turn with cameos on NBC's *Parks and Recreation*). Together they share a passion for the community, travel, friends and family, and golf—a sport they love to play together.

The Schremppfs' relationship with the Goldfarbs began at the University of Washington in the '80s. "We've been very fortunate over the years to have great support," says Mari. "Fredda and Steven are wonderful friends who have been a part of the foundation since the beginning."

The feeling is mutual, says Steven. "Being there for friends is what makes life great, whether that's helping with donating jewelry or working together on a truly important cause." In everything they do, the Schremppfs show the same focus, drive and enthusiasm they brought to being world-class athletes. And our community is all the better for it. ■





CLOCKWISE FROM TOP: DETLEF AND MARI SCHREMPF GIVE BACK TO THE COMMUNITY THROUGH THEIR NAMESAKE FOUNDATION; DET SIGNS A BASKETBALL FOR YOUNG FANS; THE SCHREMPFS AND THE GOLDFARBS SMILE FOR A PHOTO AT A CHARITY EVENT; DETLEF PLAYED FOR THE SONICS FROM 1993 TO 1999





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In 1903, Lazare Kaplan founded his diamond company on a personal commitment to excellence, and more than a century later, the company is still dedicated to that principle—in more ways than one. ✱ Lazare's history is rich with innovation, as the company was the first to cut diamonds with "ideal" proportions, the first to laser-inscribe diamonds, and the first to offer its diamond as a brand. Lazare Kaplan diamonds, known

as The World's Most Beautiful Diamonds®, are renowned for their unmatched quality, their incredible brilliance and their exquisite fire. Now, through the Lazare Ongoma Initiative, Lazare Kaplan is putting its commitment to excellence into practice for humanity as well. ✱ The Lazare Ongoma Initiative is a new program developed to raise awareness and support for education in Africa, a cause close to the company's heart. The con-

nection to Africa, the birthplace of the diamond industry, is a natural fit. For every Lazare Kaplan diamond sold in the United States, the company makes a donation to the Five Rand Primary School in Okahandja, Namibia. Inspired by its actions to continue to pay it forward, Lazare Kaplan authorized jewelry stores—including Alvin Goldfarb Jeweler—and their sales people also participate with direct donations to this initiative. ■



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PEACETAGS

Soldiering On

PEACETAGS' MISSION CONTINUES TO TOUCH LOCAL VETERANS AND THEIR FAMILIES

Over the last five years, in addition to meeting luminaries and famed peacekeepers from around the world, Fredda Goldfarb, creator of PeaceTags, has met hundreds of veterans and their family members, all inspired by her popular philanthropic silver military tag-style necklaces imprinted with inspirational quotes. In addition to donating 100 percent of PeaceTags' net proceeds to veteran and peacemaking causes, getting to know these veterans—men and women who have served our country firsthand—and their families has been among Fredda's most rewarding experiences, and several special friendships have devel-

"IT ABSOLUTELY THRILLS ME WHEN VETERANS, ACTIVE DUTY SERVICE MEMBERS AND THEIR FAMILIES LOVE THE PEACETAGS MISSION!"

oped as a lasting result.

PATTY FRANCE, U.S. ARMY: Patty contacted Fredda through PeaceTags' Facebook page while stationed in Kentucky for the U.S. Army in 2008. As a behavioral health specialist, Patty found wearing her PeaceTag calming in a stressful environment. When she was deployed to Iraq, the two stayed in touch via e-mail. Fredda was thrilled and surprised when she received a PeaceTags painting Patty created while overseas. "It made war very real to me to have my friend experiencing it firsthand," says Fredda. "I wor-

ried about her safety constantly." When she returned from Iraq, Patty relocated to the Pacific Northwest, making get-togethers with Fredda a whole lot easier. In fact, Fredda gave Patty the first sneak peek of last year's "World Religion" PeaceTag collection.

ERNIE BUTLER, AIR FORCE SPECIAL FORCES: Ernie served our country as a pararescuer from 1970 to 1974. These days the former sergeant continues to serve as executive director of the Northwest Chapter of Paralyzed Veterans of America, and is himself a paralyzed veteran. Ernie and Fredda became fast friends after meeting at the opening of the Seattle Fisher House, which provides housing for family members of veterans receiving care at the nearby VA health center—and for which Ernie is also vice president and a board member. In his spare time, you can find him cycling, kayaking or flying paragliders as a paraplegic pilot. He loves his Benjamin Franklin PeaceTag, which states, "THERE WAS NEVER A GOOD WAR OR A BAD PEACE." Ernie says, "That quote says it all for me. Wouldn't it be a wonderful world if everyone wore a PeaceTag?"

CORINNE LINCOLN-PINHEIRO, JOURNALIST AND WIFE OF A 25-YEAR ARMY VETERAN: Corinne, whose husband is currently deployed, was covering a screening of the documentary *The Invisible War* in Tacoma, Washington, which Fredda was also attending. Intrigued with Fredda's



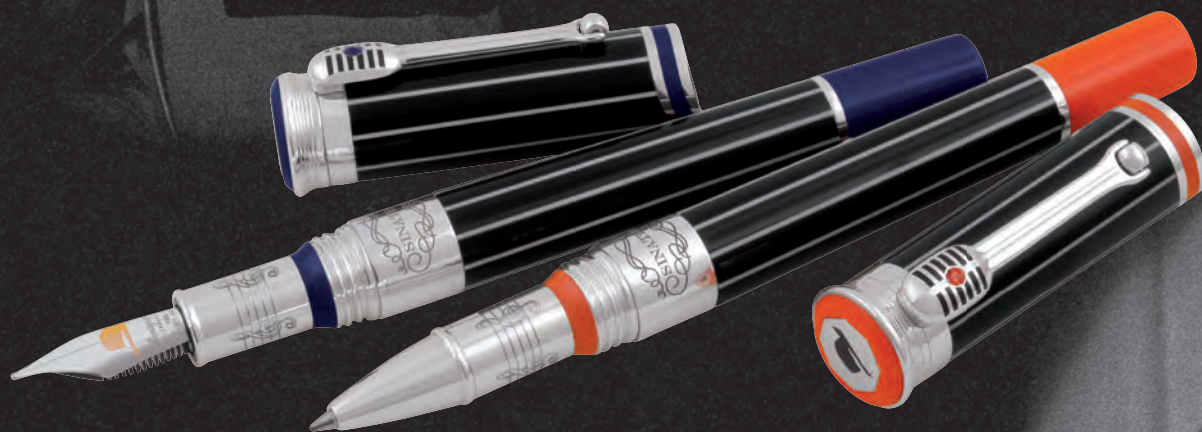
CLOCKWISE FROM TOP: A SPECIAL PAINTING FOR FREDDA BY U.S. ARMY BEHAVIORAL HEALTH SPECIALIST PATTY FRANCE; PARALYZED VETERANS OF AMERICA BANQUET WHERE FREDDA AND OTHERS WERE RECOGNIZED FOR THEIR SERVICE TO VETERANS' CAUSES; PATTY FRANCE HOLDING HER NEW PEACETAG IN IRAQ; AND CORINNE LINCOLN-PINHEIRO, AN ARMY WIFE AND JOURNALIST, MODELING HER PEACETAG, WHICH READS: "BETTER THAN A THOUSAND HOLLOW WORDS IS ONE WORD THAT BRINGS PEACE."

necklace, Corinne asked about its meaning. "I admire the PeaceTags' symbolism," Corinne says. "It's a reminder of those still in harm's way, the injured and those who made the ultimate sacrifice." Corinne wrote an article about PeaceTags for *The Ranger*, a newspaper and online magazine that serves Joint Base Lewis-McChord. Corinne now wears a PeaceTag and sums it up this way, "Wearing the PeaceTag supports our troops and actively speaks up for peace. I see it as a challenge to consider different perspectives to what has been a complicated issue for epochs—war or peace? And is freedom truly 'free'?" ■

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Water is a giver of life. Everything contains moisture and nothing can flourish without fluids. When water is touched, it spreads in circles that become wider and wider. It is gentle and gives pleasure but can also be fierce. This collection is Franco's way of saying that your influence spreads very far around you in all directions, like circles.

Giving Matters

At Alvin Goldfarb Jeweler, giving back to the community is not just a privilege we are grateful for—it's our way of life. We strive to donate our time, services and products in an effort to touch other people's lives, much in the way that so many people who've walked into our store over the decades have touched ours. After all, as Winston Churchill once said, "We make a living by what we get, but we make a life by what we give."

Alcott Elementary PTSA
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 Arbor Heights Elementary
 Assistance League of Seattle
 The Bandage Ball benefiting Overlake
 Hospital Auxiliaries
 Bellevue Chamber of Commerce
 Bellevue Breakfast Rotary Club
 Bellevue High School PTSA
 Bellevue Lacrosse
 Bellevue Overlake Rotary Club
 Bellevue Noon Rotary Club
 Bellevue Rotary
 Bellevue Wolverine Football
 Bishop Blanchet High School
 Boys & Girls Clubs of Bellevue
 Boys & Girls Clubs of King County
 Broadway Bound Children's Theatre
 Catch a Rising Star Dinner and Auction
 benefiting Eastside Domestic
 Violence Program
 Cherry Crest Elementary
 Childhaven
 Clyde Hill Elementary
 Cougar Ridge Elementary
 Cross of Christ Church

Detlef Schrempf Foundation
 DIFFA Glam Fashion Show benefiting
 AIDS research
 Doors: Opening Doors to the Arts
 Dreams of Hope Auction benefiting
 Seattle Children's Hospital
 Ducks Unlimited
 Eastside Catholic High School
 Eastside Christian School
 Eastside Domestic Violence Program
 Enatai Elementary
 Family Law CASA
 Fashion First benefiting Starlight
 Children's Foundation
 Federal Way Knights
 Fisher Family and Friends Auction
 & Golf Invitational benefiting
 Marsha Rivkin Center for Ovarian
 Cancer Research
 Fred Hutchinson Cancer Research Center
 The French American School
 of Puget Sound
 Friends of Youth
 Gilda's Club Seattle
 Goodwill Industries International
 Good Wishes

The Greater Washington Chapter of the
 National Multiple Sclerosis Society
 Habitat for Humanity
 Holy Family Parish
 Hope Heart Institute
 Hopelink
 Jennifer Rosen Meade Preschool
 Jewelers for Charity Foundation
 benefiting Make-A-Wish Foundation
 The Jewish Day School of
 Metropolitan Seattle
 Jewish Federation of Greater Seattle
 Junior League of Seattle
 Juvenile Diabetes Research Foundation
 Laurelhurst Elementary School
 Lenny Wilkens Foundation
 Little Bit Therapeutic Riding Center
 Make the Evening Matter: A benefit to
 support the cure for colorectal cancer
 Medic One Foundation
 Medical Teams International
 Medina Elementary School
 Mercer Island Boys & Girls Clubs
 Morningside Academy
 Morris Alhadeff Memorial Golf
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 Our Lady of Guadalupe Catholic School
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 Providence Christian School
 Purrfect Pals
 Reach for the Stars benefiting Families
 for Effective Autism Treatment
 Recovery Café
 Rotary Club of West Seattle
 Sacred Heart School
 Seahawks Wives Club benefiting
 Childhaven
 Seattle Aquarium Society
 Seattle Children's Hospital
 Seattle Children's Theatre

Seattle Dances
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 Seattle Theatre Group
 St. Anne School
 St. Monica Parish
 St. Thomas School
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"When we called Steven five years ago asking him to participate in our first Bryce Fisher Celebrity Golf Tournament to benefit Gilda's Club Seattle, his response was immediate and he has supported us every year since and has become an integral part of the event that raises money to fund our Camp Sparkle summer camp for kids who are touched by cancer."

—Bryce A. Fisher, chairman, Bryce Fisher Celebrity Golf Tournament

"Year after year, Goldfarb employees have enthusiastically jumped in to support so many Childhaven families, to fill so many needs. They have given from their hearts and their own finances to adopt a family over the holiday season, and their generosity continued throughout the year. We always knew that we could entrust AGJ employees with the particularly needy families."

—Marie Sohl, Childhaven, Eli Creekmore Memorial Branch

ABOVE, LEFT AND CENTER: THE WOODLAND PARK ZOO ANNUAL JUNGLE PARTY IS ONE OF SEATTLE'S WILDEST CHARITY EVENTS AND THE BIGGEST FUNDRAISER FOR THE ANIMALS. ABOVE RIGHT: VOLUNTEER LYNDY MARTIN OVERSEES THE ROLEX FOR A HOLE-IN-ONE AT THE HOPE HEART CLASSIC.

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KIND WORDS AND SENTIMENTAL STORIES FROM OUR EXTENDED FAMILY. (THE PLEASURE HAS BEEN ALL OURS.)

I just wanted to take a moment and thank you for the excellent customer service you provided for me while handling the repair of my watch. I received my watch yesterday and was extremely pleased with the quality of the repair work and the attention to detail that Breitling provided. I will definitely be using Alvin Goldfarb Jeweler for my future needs. —*Mike M.*

As I look at the gorgeous ring on my finger, I am blinded by the brilliance of the diamond and sapphires. It is perfect. Thank you so much for everything! (Is there any way I can clone you?) —*Carol M.*

Your team was great on my last visit—they're always very helpful and easy to work with. You guys always deliver great value and customer service. —*Steve S.*

I just wanted to let you know what a pleasure it was meeting you. Your staff was very nice and professional; now I understand why my friends say there's no better place to purchase a fine-quality gemstone or Rolex than from Alvin

Goldfarb! Now I am a believer, too. I hope to see you again and whenever I need a watch or diamond, I'll be seeing you. Thanks again. —*Shawn P.*

Thank you for your call today! It was an honor to purchase such a wonderful watch, and your staff (as always) was impeccable! I really appreciate the service, and love to support local businesses. You guys are doing a great job! —*Angus N.*

My fiancée sincerely believes the ring I worked with you on is the most beautiful she has ever seen—and she works with big-time celebrities at publicity events! I want to thank you for your patience and kindness. —*Sean G.*

She loved it!!! —*Kevin S.*

The watch is everything I was hoping it would be! Thanks for all of your help, and I look forward to doing business with you again in the future. —*Chris B.*

You could have knocked me over with a feather when I opened my Alvin

box and saw the necklace. I love, love, love it! —*Kathy B.*

I wanted to thank you for the amazing experience I had in purchasing my new watch. You were extremely helpful, and your staff couldn't have been better. Thanks again! —*Beau B.*

It's rare that you can find great customer service that is pleasant as well. Thank you so much! —*James L.*

Your store is impressive, exciting, and informative. I am proud to be able to send friends in to your store, knowing they will get exactly what they want and have a fun time buying it. I wish you a prosperous holiday season and, of course, health and happiness. —*Shelley S.*

I love my new watch. In the not-too-distant future we'll be in the market for another watch for my husband, and your store will be the first and only place we look. We had a great experience doing business with you. —*Carol P.*





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