

BEJEWELLED™

THE MAGAZINE OF LUXURY

WHAT'S NEW

PERFECT
PEARLS
DAZZLING
DIAMONDS
LOCAL
WEDDINGS
AND THE
NEW ICONS



ALVIN GOLDFARB
JEWELER





ROBERTO COIN

POIS MOI COLLECTION



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HISTORY AND **HEROES.**

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 **ALVIN GOLDFARB**
— JEWELER —



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HOUSE OF LULY
The fashionable world of Luly Yang.

PRESIDENT:
STEVEN GOLDFARB
FOUNDER: ALVIN GOLDFARB
305 BELLEVUE WAY NE
BELLEVUE, WA 98004
425.454.9393
AGJEWELER.COM
ALVIN GOLDFARB JEWELER
IN-HOUSE PHOTOGRAPHY BY
ANGELA & EVAN PHOTOGRAPHY
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ART DIRECTOR: ALICIA NAMMACHER
EDITORIAL DIRECTOR: RACHEL HART
PRODUCTION MANAGER: HEIDI PAGE
1417 FOURTH AVE. SUITE 600
SEATTLE, WA 98101
206.284.1750
TIGEROAK.COM

ON THE COVER:
ON HER, FROM LEFT: DIAMOND
SWINGING EARRINGS; EMERALD
CUT DIAMOND RIVIERA
NECKLACE; 42-INCH 35-CARAT
TOTAL WEIGHT DIAMOND OPERA
NECKLACE; 18K CUSHION CUT
BLUE SAPPHIRE AND PAVE
DIAMOND RING; ONE-OF-A-KIND
DIAMOND CHARM BRACELET;
ROBERTO COIN CENTO DIAMOND
BRACELET; PRIVATE LABEL
PLATINUM ETERNITY BAND;
DIANE VON FURSTENBERG BLACK
LEATHER DRESS, CANOPY BLUE.
ON HIM: ROLEX YACHTMASTER;
18K WHITE GOLD BLACK DIAMOND
BAND; NORDSTROM BRAND
WHITE SHIRT; TOPMAN NAVY
BLAZER AND POCKET SQUARE,
FROM NORDSTROM

COVER PHOTOGRAPH
BY COCO ARAMAKI
STYLED BY HILARY FOLKS

THIS PHOTO BY
HAYLEY YOUNG
FOR DETAILS SEE PAGE 63



ROBERTO COIN

CENTO COLLECTION

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40 LEGENDARY YEARS BETWEEN LAND AND SEA

The Heritage Chrono Blue is saturated with the azur of the Mediterranean in summer. Tudor glides with ease over the surface of time with this new edition of its legendary chronograph 7169, fusing technical perfection, chic and glamour. Launched in 1973, it has measured magical instants on land and at sea to become the iconic legend it is today.

TUDOR HERITAGE CHRONO BLUE

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greetings!

FROM US TO YOU

Something New



STEVEN GOLDFARB
AND ALVIN GOLDFARB

DEAR FRIENDS: It seems like there is always something new going on; a new Husky Stadium, a new tunnel being drilled through downtown, and a new floating bridge taking shape between Seattle and Bellevue. It's the same here at Alvin Goldfarb Jeweler, where we have new jewelry and watches to share with you, both in our store and in the pages of this magazine. This year, we created a beautiful new Rolex Showroom, and are very excited to be among a very select number of jewelers in the country to introduce Tudor timepieces to the U.S. market (page 66). We also have new collections that can transform your cherished jewelry into something original and exciting.

While jewelry is appreciated for its intrinsic value, it is the meaning behind each piece, the occasions and love it symbolizes, that makes it special. Jewelry can be a bridge between one generation and the next, as something new becomes an heirloom. And of course, jewelry has long been the mark of a committed relationship proclaiming love for all to see.

Every year we create beautiful items to help you ring in upcoming festivities, be it a wedding, anniversary, birthday or holiday. We introduce new products we know you'll love, along with jewelry trends and fashion spreads to inspire you. We showcase style-forward daytime jewelry and glittering evening statement pieces, sporty and elegant timepieces, fun gift items as well as Northwest people and places we find truly special. The themes we focus on are ones that define Goldfarb's: optimism, happiness, confidence and appreciation.

The Goldfarb philosophy is one of gratitude. We are privileged to be 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. In the meantime, we look forward to seeing you in our store for your "something new."

Warm regards,

Alvin I. Goldfarb
Chairman

Steven B. Goldfarb
President

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ALL THAT

Glitters



JEWELRY TRENDS

milestones

TRANSFORMATIONS

style + substance

Second Serve

"FASHIONS FADE, STYLE IS ETERNAL." —*Yves Saint Laurent* While athletic gear has become more high-tech and hemlines might be different, this shot of the always-stylish Alvin and Jackie Goldfarb, taken before a game of tennis in 1979, might as well have been snapped yesterday. The past 30-plus years have seen major changes in fashion, but these days, the retro look is totally on trend. "Over my 60-plus-year career in jewelry, I've seen trends come and go," says Alvin. "Big cocktail rings that could only be worn to special occasions were all the rage in the '60s and '70s. Gold chains, worn Mr. T style, some with gold coins, were huge in the early '80s. In the '90s, jewelry changed from predominately yellow gold to platinum or white gold. The constant has been the special meaning and lasting value jewelry has between people: It proclaims love and binds generations." Your mother's pearls? That anniversary tennis bracelet? Fall in love all over again with a treasured piece. Indeed, everything old is new again.

The Culture Club



A string of pearls is one of the chicest and most classic things a woman can wear—and thanks to the gem's air of innocence, often one of the first pieces of fine jewelry one receives as a gift. No longer relegated to formal affairs or your grandmother's neck, pearls have busted out of their prim shell and taken on a whole new luster.



Presidential Pearls

While the Roosevelt neighborhood in North Seattle is named after Theodore, another famous Roosevelt, Eleanor, has also left her mark on the region. From 1936 to 1943, Eleanor's son-in-law, John Boettiger, was the publisher of the *Seattle Post-Intelligencer*, and her daughter, Anna, wrote for the newspaper. During that time, Eleanor's son Elliott fell in love with the region, settling in Bellevue in his

later years. Elliott and Alvin Goldfarb became friends, and Alvin was able to obtain the former first lady's signature 64-inch-long strand of pearls—which she wore wrapped around her neck three times—as a token of their friendship. The pearls have been loaned to museums and presidential events throughout the decades since and will be on display at Goldfarb Jeweler through the end of December.



ABOVE: ELEANOR ROOSEVELT'S TRIPLE STRAND PEARLS ARE STRUNG WITH A CUSTOM MADE YELLOW GOLD AND BLUE SAPPHIRE CLASP

LEFT: MRS. ROOSEVELT IN HER SIGNATURE PEARLS, WHICH ARE ON DISPLAY AT GOLDFARB'S THROUGH DECEMBER

MIKIMOTO

120th
ANNIVERSARY



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MEN'S CLUB



Pen Name

WHAT TO GET THE MAN WHO HAS (ALMOST) EVERYTHING

A pen, like your car and timepiece, communicates the type of man you are to the world. Pull out a Bic and you're one guy. Pull out a slick, finely made, hand-etched Montegrappa pen and you're a force to be reckoned with. Montegrappa has been crafting fine writing implements in the northeastern Italian town of Bassano del Grappa since 1912 and is proud of its standing as the first Italian pen manufacturer. It was a Montegrappa pen that Ernest Hemingway used to write his war correspondence as an ambulance driver during World War I, and over the decades, several heads of states, including Pope John Paul II and King Juan Carlos of Spain, have used these pens to sign key official documents. * Montegrappa has always been a favorite of celebrities, most notably Al Pacino, Antonio Banderas and brand ambassador Sylvester Stallone, who designed Montegrappa's popular limited-edition Chaos line, which features pens, watches, cuff links, and an inkwell covered in skulls, snakes and flames. This bold collection joins Montegrappa's other odes to popular culture, including the Batman set, which includes a watch, a pen and cuff links so sleek and modern, even Bruce Wayne himself would want them. ■

FROM LEFT: MONTEGRAPPA'S FINEST PENS INCLUDE THE ST MORITZ (\$945), BATMAN (\$3,350), CHAOS (\$5,750) AND ALCHEMIST (\$265). BELOW IS THE BATMAN BOX (\$4,945), WHICH INCLUDES A WATCH, CUFF LINK AND A PEN.





FREDERIQUE CONSTANT
GENEVE

Live your passion

with Runabout Moonphase & Riva Historical Society

The glamorous, powerful wood-hulled motor boats - so popular in the 20's and 30's - were the inspiration for the Runabout Moonphase, a timepiece designed to evoke passionate images of magnificent crafts and roaring engines, racing across the white-capped waters of pristine lakes. Frederique Constant proudly supports the Riva Historical Society.



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WHAT'S NEW



The Crown Jewel

GOLDFARB'S NEW ROLEX SALON IS FIT FOR THE KING OF FINE TIMEPIECES

The new Goldfarb Rolex Salon, completed this past spring, is a gorgeous marvel—as luxe as the namesake watches it holds, with leather-paneled walls, a fawn-colored marble floor and walnut accents, all flowing together in one seamless design. Take those few steps up from the main store and into the new salon and you're transported into a different world, one that makes the experience of shopping for a Rolex as special as it should be. ✱ The new salon showcases the brilliance of the Rolex brand and adds to its iconic style and substantial allure. A Rolex store-within-a-store is an honor bestowed on few jewelers and is a mark of confidence and respect for a shop. The team at Goldfarb Jeweler is thrilled to have been able to build its new Rolex Salon this year to showcase these exceptional timepieces. ✱ “My father, Alvin Goldfarb, worked with Rolex from his first days at Friedlander and Sons in 1957, and we’ve been fortunate to carry the brand since he opened his own store in 1980,” says Goldfarb Jeweler president Steven Goldfarb. “Rolex has a deserved reputation for quality, reliability, and for holding their value. And it’s the first self-winding waterproof watch, which makes them perfect for the active Northwest lifestyle.” ■

CLOCKWISE, FROM
ABOVE LEFT: GOLDFARB
JEWELER'S NEW,
LUXE ROLEX SALON;
A CLASSIC ROLEX
SUBMARINER IN
STAINLESS STEEL AND
18K YELLOW GOLD

LALIQUE



PAYSAGE D'HIVER

lalique.com



Gold Goes Bold

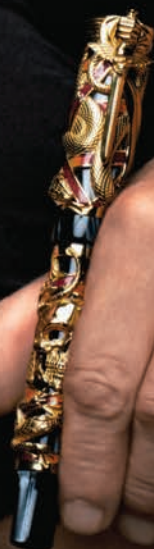
Valued beyond compare, gold is the standard by which all treasures are measured. Coveted by humankind since the dawn of time, civilizations have risen and fallen because of it and love proclaimed in its name. This season gold is audacious and spirited, not at all for the faint of heart. Layer it on. Too much is never enough.

HAVE AN ARM PARTY WITH THESE GOLD BRACELETS. FROM TOP: ROBERTO COIN POIS MOI BANGLE; ROBERTO COIN CENTO BANGLE; FOUR GURHAN YELLOW GOLD AND STERLING BANGLES; AND A ROBERTO COIN SMOKY TOPAZ FIVE-ROW BRACELET

Montegrappa
ITALIA

CHAOS

Sylvester Stallone's
choice of fine
writing instruments



montegrappa.com

Milky Way

Prized for their opaque and mysterious nature, milky aquamarine, green amethyst and chalcedony are formed when microscopic droplets of water are captured within their matrix during their infancy. What results are swirls of baby blue, translucent greens and mellow cobalt communicating a transcendent sense of calmness to the wearer and admirer, like diving into a deep, placid pool.

OPAQUE GEMSTONES MAKE A SUBTLE BUT POWERFUL STATEMENT. FROM LEFT: ROSE GOLD AND AQUAMARINE EARRINGS FROM ALBERTO PARADA AND GURHAN'S 24K GOLD AND STERLING CHALCEDONY PENDANT WITH MATCHING EARRINGS



REINVENT
YOURSELF



RENDEZ-VOUS NIGHT & DAY
Jaeger-LeCoultre Calibre 967A

Every woman has a Rendez-Vous, with herself. The Rendez-Vous Night & Day timepiece is entirely crafted and gemset at the Manufacture in the Vallée de Joux, Switzerland. Its automatic movement keeps pace with the constant changes in a woman's life, as she perpetually reinvents herself. Rendez-Vous is more than a watch, it is a state of mind.


JAEGER-LECOULTRE

YOU DESERVE A REAL WATCH



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TREND

Ring in the New

The wedding world is full of new energy and couples are avidly personalizing their nuptials, from the invitations to the vows, and of course, the rings. Whether it's brushed gold, puzzle rings, textured metals or ceramic bands, the choice to make a statement with your everyday, left-hand forever ring is easier than ever.

CHOOSE A WEDDING RING THAT'S AS SPECIAL AND UNIQUE AS THE WEARER. CLOCKWISE FROM TOP LEFT: 18K YELLOW GOLD ILARIA DIAMOND RING; 18K YELLOW GOLD, WHITE GOLD AND ROSE GOLD ROLLING RING; 14K YELLOW AND WHITE GOLD INLAY BAND; GREEN RADIANT DIAMOND RING WITH 14K YELLOW GOLD BEZEL STACKED WITH GREEN CERAMIC RINGS AND AN 18K YELLOW GOLD MULTICOLOR DIAMOND BAND





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TREND



Green with Envy

Smoothed and polished, rather than faceted, cabochons are prized for their rich, rounded shape, allowing a deeper view into the gemstone's center. Often found as ellipses, or ovals in fine jewelry settings, watch aficionados will recognize circular cabochons on their fine timepieces, where they are used to top the crown that winds the watch.

THESE DRAMATIC, ONE-OF-A-KIND EMERALD CABOCHON EARRINGS SAY A LOT ABOUT THE WEARER—AND IT'S ALL GOOD

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all that glitters

TRANSFORMATIONS

Second Chance to Shine

TRENDS MAY COME AND GO, BUT DIAMONDS, GOLD AND EMOTIONAL CONNECTIONS LAST FOREVER



The passage of time is not always kind to the things we love—jewelry styles included. Maybe the engagement ring you were given in 1973 doesn't translate quite so well in 2013. Or perhaps you're tempted to pluck out the precious stones from the somewhat busy (read: gaudy) brooch your great-aunt left you (bless her heart). Instead of burying those old pieces in your jewelry box, breathe new life into them. The artisans at Goldfarb's will work with you to update, re-create or completely transform your jewelry into refreshed pieces you'll wear with pride for years to come. ■

TOP TWO PHOTOS: JEANNE PHINNEY PHOTOGRAPHY



A NUMBER OF OLDER AND NO LONGER WORN PIECES OF JEWELRY WERE USED TO CREATE A STUNNING NEW PAIR OF DIAMOND EARRINGS FOR BRIDE, LINDSAY, TO WEAR ON HER WEDDING DAY. THE EARRINGS WERE ABLE TO BE BOTH SOMETHING OLD AND SOMETHING NEW FOR HER SPECIAL DAY

1

WE START WITH THE OLD PIECES, DETERMINE THE METALS AND JEWELS WE HAVE TO WORK WITH

2

THEN WE TALK ABOUT STYLE PREFERENCES, AND SKETCH OUT A ROUGH DRAWING OF WHAT THEY ENVISION FOR THE NEW PIECE

3

THE SKETCHES ARE TRANSCRIBED TO A COMPUTER PROGRAM, WHICH FINE TUNES THE DESIGN INTO A 3D DRAWING

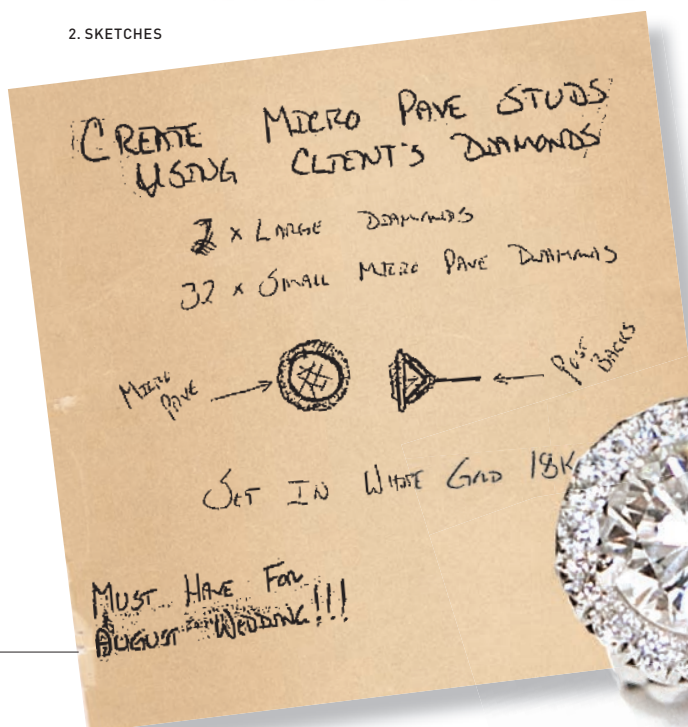
4

THE DESIGN IS GIVEN TO OUR ARTISAN JEWELER AND YOUR PIECE IS REBORN

1. ORIGINAL PIECES



2. SKETCHES



3. CAD (COMPUTER AIDED DRAWING)



4. FINISHED PRODUCT



RAYMOND WEIL

GENEVE



PRECISION
IS MY INSPIRATION

raymond-weil.com | freelancer collection

**WHY SAVE
THE MUSIC**
foundation

all that glitters

WEAR + PAIR

Day to Night

THE BEST JEWELRY CAN DRESS UP OR DRESS DOWN YOUR FAVORITE OUTFITS. AFTER ALL, IT'S ABOUT HOW WELL YOU WEAR IT—AND HOW GOOD YOU FEEL—THAT REALLY SHINES THROUGH



WHEN GOING FROM OFFICE TO DINNER, TAKE TIME TO CHANGE YOUR OUTFIT, BUT NOT YOUR JEWELRY. WE SHOW YOU HOW. FROM LEFT: DIAMOND OPERA LENGTH NECKLACE; ROBERTO COIN

ROBERTO COIN, GURHAN AND MEMOIRE STACKING BRACELETS; 18K WHITE GOLD DIAMOND STUDS; ULTRA THIN FREDERIQUE CONSTANT WATCH; 18K WHITE GOLD BOLLICINE NECKLACE; ROSE GOLD SAPPHIRE AND DIAMOND RING



ALVIN GOLDFARB — JEWELER —

PRESENTS



RAHAMINOV
DIAMONDS



Designs by

Tamara RAHAMINOV Goldfiner



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GROUP GIFTS

RING
\$105BRACELET
\$1,495EARRINGS
\$395

Share the Love

GATHER A GROUP OF FRIENDS AND LOVED ONES TO GIVE A GIFT THAT IS GREATER THAN THE SUM OF ITS PARTS

It's a common conundrum around holidays and birthdays: What is a wow-worthy gift to get that hard-to-buy-for person? Rather than scattering your energies, consider banding together, pooling resources and purchasing a larger, thoughtfully chosen, heirloom-quality piece that you can proudly present during a special celebration. ✱ With Goldfarb's Group Gift service, choosing the gift and organizing the details is an absolute breeze. After a comfortable per-person dollar amount is chosen by the group (usually between \$35 and \$50), an expert at Goldfarb will suggest several options, taking into consideration the budget, event and most importantly, the recipient's personal style. Once the gift is chosen, the team at Goldfarb will handle gathering the funds and wrapping the gift—leaving you with time to focus on the party planning. ■

THE SHOP IS FULLY STOCKED WITH MANY GREAT GROUP GIFT CHOICES, BUT ALLOW US SUGGEST A FEW OF OUR CURRENT FAVORITES TO INSPIRE YOU. CLOCKWISE FROM TOP: THE STARDUST COLLECTION STERLING SILVER HAND-STIPPLED RING IS UNDER \$20 WHEN SHARED WITH SIX FRIENDS; GURHAN OPEN LINK BRACELET IN 24K AND STERLING SILVER IS \$95 PER PERSON WHEN SHARED BETWEEN A GROUP OF 10; SILVER AND GOLD TOPAZ EARRINGS BECOME \$50 WHEN EIGHT PEOPLE CONTRIBUTE; AND THIS HAND WOVEN BRACELET IS \$90 WHEN 11 FRIENDS GO IN ON IT TOGETHER

CUFF
\$990

ENFANTS
BOX
\$855



WITH ITS MOTIF OF DANCING INFANTS, THE ENFANTS CRYSTAL BOX IS A CLASSIC LALIQUE DESIGN, EVOKING GREEK AND ROMAN ARCHITECTURE. ITS BEAUTY IS EVEN MORE EVIDENT FROM THE INSIDE OUT, WHERE THE FINE DETAILING CAN BE APPRECIATED. A GIFT LIKE THIS BECOMES A TREASURED FAMILY HEIRLOOM.

The Ultimate Gift Box

CINDY'S FRIENDS FETED HER BIRTHDAY WITH HEARTFELT MESSAGES TUCKED INSIDE A BEAUTIFUL LALIQUE PIECE



When Cindy's friends sat down to plan a major milestone birthday celebration for her, they knew they wanted it to be one to remember. Rather than give this Bellevue resident several small gifts, the group decided to pitch in on a luminous Lalique Enfants box (or angel box, as the group dubbed it because of the cherubic children that adorn it and as a reflection of Cindy's sweet demeanor), one of famed French jewelry designer René Lalique's most popular Art Nouveau pieces. "We each wrote down a wish for something that would make Cindy's next year special," says close friend Patti. "May you and your family have abundant health and happiness' was mine." Group gifts are a fabulous way to collaborate on one really spectacular gift for that special someone in your life.

The Elements of Surprise

1. A representative from the group gift-giver contacts Goldfarb's in person, by phone, or through email.
2. The team at Goldfarb's makes gift suggestions based on the recipient's tastes and style that fit the group's expected budget.
3. Goldfarb's contacts all participants, by email, with gift choice and a photo of the item.
4. Once the gift is approved, payment is collected from each gift giver by Goldfarb.
5. The gift is beautifully wrapped for pick-up on the specified day.

Mark the Day

YOUR GUIDE TO GREAT GIFT IDEAS BY OCCASION

THE OCCASION	THE GIFT	THE THOUGHT
NEW BABY BOY/GIRL		Something silver. Welcome the next generation with a sweet, heirloom-quality gift that can be enjoyed by them for years to come.
SWEET SIXTEEN		Diamond studs. This very special birthday is the right time for a young woman to begin her collection of fine jewelry.
GRADUATION		Fine writing instrument. The future is bright for new graduates, and they've got a lot to say. Send him or her off into the world with the right pen for the job.
GROOM		Cufflinks for him. Mark the happy occasion with a gift as meaningful as the day itself.
NEW MOM		Charm bracelet or locket. Start a tradition by giving a new mom a bracelet, adding a charm to it each Mother's Day. Or place a sweet photo of her new baby inside a locket that will lie right next to her heart.
NEW DAD		Signet ring or timepiece. Fatherhood is an important step in a man's life, and a luxe signet ring or fine timepiece shows the world that he's up for the challenge. Plus, they both make great gifts to give to his children once the time is right.
MOTHER'S DAY		Tennis bracelet. Mom deserves all the thanks in the world, and a stunning diamond tennis bracelet is a great way to show your gratitude for all that she does for you.
FATHER'S DAY		Monogrammed flask. Have dad's name, initials or favorite toast engraved on a flask for Father's Day with the promise to enjoy it together sometime throughout the year.
RETIREMENT		Fine timepiece. You've dedicated years of your life to your career, and retirement means you deserve a fancy watch as an investment in your golden years.

CELEBRATE ETERNAL
LOVE.



NORMAN SILVERMAN

Passion for Exceptional Jewelry

Precious Gems

WHETHER CELEBRATING A MILESTONE AND A DREAM COME TRUE OR A KIND ACT OF PAYING IT FORWARD, TREASURED PIECES HAVE THE POWER TO CONNECT

Miracle Worker

After losing one of her beautiful Roberto Coin Cento diamond stud earrings, a very special fortieth wedding anniversary present from her husband Bob, Ellen Gatton had given up hope of ever seeing it again when lo and behold she received a call from Steven Goldfarb. Janet Elzey had found the earring while walking in a park. Using a microscope Janet realized the gem was in fact a diamond and that it had a laser inscribed serial number. She tracked the number to Roberto Coin in New York who researched that it had been obtained by Alvin Goldfarb Jeweler. Goldfarb's was able to match it to Ellen who had lost it weeks earlier. She had just told Bob of its loss when the call came. Janet Elzey truly is an honest and ethical person who resisted the "little devil" on her shoulder instead taking great joy in reuniting the earring with its owner. Ellen, Bob and Janet met at Goldfarb's and reaffirmed their faith in humanity and miracles.



BOB, ELLEN AND JANET EXPERIENCED THE ULTIMATE HAPPY SERENDIPITY



FROM LEFT: THE HAPPY PARENTS-TO-BE; CHARLIZE; AND THE ROLEX DAYTONA COSMOGRAPH IN STAINLESS STEEL AND 18K YELLOW GOLD—ONE OF THE WORLD'S MOST SOUGHT AFTER TIMEPIECES



Papa's Pride

When Tyler and Jackie were married three years ago Jackie knew that her husband's dream was to own a Rolex Daytona watch and Tyler knew that it was Jackie's dream to have a family. Jackie became pregnant in January and gave birth to their daughter Charlize on September 19. As a way to share her joy, Jackie purchased Tyler's dream watch and had it engraved with the words, "I love you Daddy, Charlize Annelie Elizabeth," and presented it to him on his fiftieth birthday from his new baby girl. Today, the family is healthy and happy—and the concept of a reverse "push prize" is born.





*Celebrate
the Holidays
with
Goldfarbs!*

Amore Magnete Bracelets
are stylish, affordable, & fun!

Italian sterling silver bracelets
finished in gold, rose, silver & black.
At \$95 each, they're the perfect
gift! (or gift for yourself.)



*
all that glitters

PAWPARAZZI

A Dog's Life

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



BRANDI
AND
BARKLEY



MARK AND
NIKKI GARZA



SCOUT AND
GINA HARRIS



ELLIE
PERFORMS
REGULARLY AT
GOLDFARBS.
STOP BY FOR
A SHOW



EILEEN AND PEPE HOXIT. PEPE IS A
RESCUED DOG FROM THE SEATTLE
HUMANE SOCIETY. EILEEN AND PEPE
ARE GRATEFUL FOR THE BLESSINGS
THEY GIVE TO EACH OTHER



BOB, GATES, AND
VALERIE YURINAS WITH
STEVEN AND ELLIE



REACHER
AND
BRONIUS



CHARLIE AND
MAGGIE BILLOW



ELLIE AND HER
NEW BFF

STORY

by Kranz & Ziegler



ALVIN GOLDFARB
— JEWELER —

Bold as Love

THE WORDS OF JIMI HENDRIX, GRACED ON THE LATEST EDITION OF PEACETAGS,
RESONATE JUST AS DEEPLY TODAY AS THEY DID IN THE 1960S

During times of war, any deliberately peaceful action or intention is a powerful thing. Even the smallest act creates a ripple that can turn into a torrent if it gains enough speed. Since 2007, when they were founded by Fredda Goldfarb, PeaceTags—sterling silver and steel dog tags engraved with the wise words of sages and notable thinkers, such as Maya Angelo, Martin Luther King Jr. and

**“WHEN THE
POWER OF LOVE
OVERCOMES
THE LOVE OF POWER,
THE WORLD WILL
KNOW PEACE.”**

Mother Teresa—have been embodying the hope of worldwide peace. Not only are the quotes powerful, a portion of the sales from each tag sold is donated to nonprofit organizations that support the health and healing of returning soldiers and their families.

2013 is a banner year for PeaceTags, thanks to a partnership with Experience Hendrix, the family-run trust for the inimitable Jimi Hendrix, whose innovative guitar technique continues to influence and shape rock 'n' roll. The quote on his tag, “When the power of love overcomes the love of power, the world will know peace,” reflects the enduring message of his time. The tag will also be engraved with Jimi’s actual signature,



TORBEN DRAGSBY / © AUTHENTIC HENDRIX, LLC

ULVIS ALBERTS / EMP MUSEUM / AUTHENTIC HENDRIX, LLC

and proceeds will benefit construction of the new Jimi Hendrix Park in Seattle, his hometown, where the public can celebrate his life and legend.

“I feel honored that the fans of today listen to and are inspired by [Jimi’s] notes and lyrics,” says his sister Janie Hendrix, who runs Experience Hendrix. “His words from decades ago are still relevant today.”

“I am a big fan of PeaceTags,” she



ANTHONY HAYWARD PHOTOGRAPHY



continues. "I love what they represent... and the inspiration and joy that comes knowing the net proceeds will go to...a park dedicated to Jimi."

The 2.5-acre park, located adjacent to the Northwest African American Museum in Seattle's Central District, will feature a wave wall with Jimi's image in silhouette, a butterfly garden, steppingstones etched with his lyrics and a performance area for artists.

"Both Jimi and his dad served in the U.S. Army," says Fredda. "Later, Jimi became one of the most iconic representatives of the '60s peace and love generation. He really personifies the unity of two ideas I had when I came up with PeaceTags: You can be supportive of veterans and their families and be a supporter of peace."

PeaceTags are available at peacetags.com, Goldfarb Jeweler and at fine retailers nationwide. ■

CLOCKWISE FROM OPPOSITE TOP LEFT: JIMI HENDRIX PERFORMING IN COPENHAGEN, DENMARK ON SEPTEMBER 3, 1970; BACKSTAGE AT THE SEATTLE CENTER ARENA WITH HIS THEN-6-YEAR OLD SISTER, JANIE HENDRIX, ON FEBRUARY 12, 1968; THE JIMI HENDRIX PEACETAG; THE ICONIC MAGIC OF JIMI HENDRIX'S MUSIC IS TIMELESS; A RENDERING OF THE FUTURE JIMI HENDRIX PARK IN SEATTLE; PEACETAG'S FREDDA GOLDFARB WITH JANIE HENDRIX



GRAHAM F. PAGE / EMP MUSEUM / AUTHENTIC HENDRIX, LLC



Dear Steven

BORROWING A PAGE FROM LEGENDARY ADVICE COLUMNIST 'DEAR ABBY,'

STEVEN GOLDFARB TACKLES YOUR MOST QUIZZICAL JEWELRY DILEMMAS

Dear Steven,
I am so excited! My husband gave me jewelry for my birthday this year—a gorgeous pendant. It is the first piece of jewelry he's gotten for me since we became engaged. I never wanted to ask for jewelry, so I've ended up with a sprinkler system for our anniversary, golf clubs for Christmas (I don't play golf), new cabinets for our anniversary and a flat-screen TV for my birthday (it seems to show only ESPN). Here's the problem: Although he finally is on the right track, it is not exactly what I have in mind. What should I do? I don't want to appear ungrateful or spoil this for either of us.
Sincerely,
Gem Deprived



Dear Gem,
I am glad your husband is on the right track. Really, as husbands, all we want is a happy, healthy and contented family. Your reaction can set the pattern for years to come. First, show your happiness openly. Make him feel like his time, effort and thoughtfulness were all worth it. If what you really want is a different

piece of jewelry in the same price range, this is something we can help with. A simple phone call from us can let him know that on a recent visit to the store you saw another item, close to the same price (make sure it is close) that you love. We'll ask if he minds if you exchange it. I bet he won't mind a bit if you make the exchange, because he genuinely wants you to absolutely love his gift. Once he learns what you like, everyone is happy. You can stop in often to keep your jewelry clean and we will keep a "wish list" of things you like for the next occasion.

Dear Steven,
I am looking for something a little different and edgy for my wedding band. I admire the classic look on other people, but I want something less traditional. Do you have any suggestions?
Thank you,
Lady Looking

Dear Lady Looking,
I am so glad you asked. We recently brought in a new line of ceramic rings that are unique, durable and gorgeous. We created them to stand alone or to be stacked with other rings, which means you can create something that is totally your style and have the ability to change it around for the different ways you dress. They come in several colors, including



the Seattle staple, black.

Dear Steven,
I would describe my wife's style as timeless and classic. I want to invest in jewelry she can wear and enjoy for years and pass down to our daughter when the time comes.
Sincerely,
Thoughtful Husband and Dad

Dear Thoughtful,
There are several items that are part of a classic jewelry wardrobe. The most versatile and wearable for every day is a pair of diamond stud earrings. I have yet to meet the woman who would not love them. No other jewelry is as timeless...



Dear Steven,
My husband is wonderful and buys me jewelry regularly. I'd like to get him something he can enjoy and be proud of as much as I am with my rings, bracelets, earrings and pendants.
Sincerely,
Searching

Dear Searching,
You are describing a fine timepiece, and I can think of many that fit the bill. Most men will wear a wedding band, a watch and occasionally, a bracelet or neck chain. Still, a fine timepiece is the only piece other men tend to notice and remark on—it gives them something to bond over. Watches hit all the buttons for men: They are practical, durable, individual, collectible (he can have more than just one), have lasting value and can be shared from one generation to another. He will love it.



CLOCKWISE FROM FAR LEFT: A GORGEOUS OVAL DIAMOND PENDANT WITH MICRO PAVE DIAMOND HALO; SATURN CERAMIC RINGS WITH SPINNING DIAMOND BANDS; THE BREITLING TRANSOCEAN CHRONO IN STEEL IS SO HANDSOME; A PAIR OF CLASSIC ROBERTO COIN CENTO DIAMOND STUD EARRINGS



The Pocket Watch Key Collection

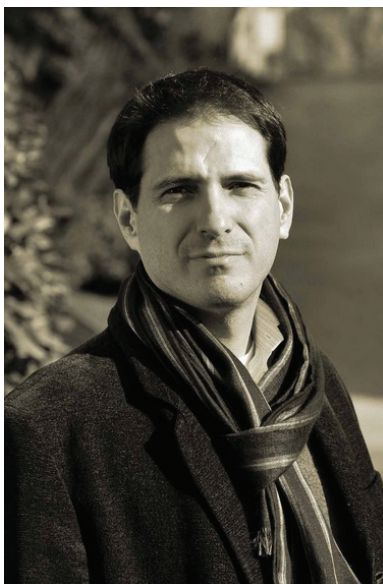
MONICA RICH KOSANN

Old World Charms

ALBERTO PARADA DRAWS ON HIS SOUTH AMERICAN AND EUROPEAN ROOTS FOR HIS STUNNING—

AND VERSATILE—COLLECTION OF ECO-FRIENDLY JEWELRY

ALBERTO
PARADA (RIGHT)
AND BELOW
WITH STEVEN
GOLDFARB
DURING A
RECENT VISIT TO
THE STORE



Washington, D.C.-based designer Alberto Parada has a special affinity for Seattle. It's where, in 2007, he launched his first collection on the runway during the city's short-lived—but fabulous while it lasted—Green Fashion Week. Parada used all recycled gold for that inaugural collection, and was on the forefront of the green jewelry movement at the time. "I had always used clients' existing jewelry for their new designs," explains this self-taught, first-generation jeweler. "But it took something like the 2006 movie *Blood Diamond* to put sustainable jewelry practices on the map." This dedication to sustainable jewelry and conflict-free diamonds is what created a fast friendship between Parada and Steven Goldfarb, who dedicates prime space in his Bellevue store to the Alberto Parada collection. ✱ Over the years, Parada has taken it upon himself to educate the world about the effects of mining and the toll of blood diamonds. He chooses only fair-trade, sustainable and ethically mined gemstones (mostly from Brazil) for his work, which ranges from delicate diamond hoop earrings with interchangeable charms to statement-making rings. Parada is never shy with color: He'll blend a bold blue chalcedony with natural black diamonds on a rose gold setting; or invert an orange carnelian cabochon—flat, rather than rounded side up—in a dazzling setting surrounded by tiny diamonds. His sleek modern pendants riff off of geometry, where negative space holds as much weight as the other design elements. He points to the landscape of Paraguay and Uruguay—South American countries where he spent most of his childhood—and the European influence of Spain, Portugal and Italy as important muses for his Old World-meets-contemporary style. ✱ Parada releases two collections a year—spring and fall—to coordinate with major fashion weeks, then adds pieces throughout the year for holidays or as the inspiration strikes him. "I create wearable art," Parada explains. "My jewelry is trend focused, but is really designed for the trendsetter."



CLOCKWISE FROM
TOP LEFT: ALBERTO
PARADA'S 18K WHITE
GOLD CARNELIAN
AND DIAMOND DROP
EARRINGS; 18K ROSE
GOLD AND WHITE TOPAZ
FLOATING PENDANT;
18K YELLOW GOLD
SIGNATURE PENDANT
ON BLACK CORD; 18K
ROSE GOLD CUSHION-
SHAPED CHECKER-
CUT
CHALCEDONY RING;
AND 18K GOLD PERIDOT
CASSAM RING



SPARKLE LIKE THE GREAT
WHEEL, SEATTLE'S
BRIGHTEST WATERFRONT
ATTRACTION. OPPOSITE:
18K WHITE GOLD
BAGUETTE DIAMOND AND
FANCY YELLOW DIAMOND
CENTER STONE RING; AND
WHITE GOLD PEAR-SHAPED
BLUE SAPPHIRE AND
DIAMOND BRACELET



THE NEW ICONS

CREATE YOUR OWN SIGNATURE STYLE INSPIRED BY SEATTLE'S NEWEST FAVORITE PLACES



SPLIT BY ROXIE PAINE, IN SEATTLE ART MUSEUM'S OLYMPIC SCULPTURE PARK, IS INSPIRING AND DRAMATIC—JUST LIKE BEAUTIFUL JEWELRY. TOP TO BOTTOM: STARDUST COLLECTION STERLING NECKLACE, EARRINGS AND RING







HUSKY PRIDE! PURPLE AND GOLD NEVER LOOKED SO CHIC. A RAYMOND WEIL UW WATCH IS SURROUNDED BY A PURPLE AMETHYST AND LEATHER BRACELET FROM STORY, STRUNG WITH GOLD CHARMS



COCKTAIL

ON HER: SIX-CARAT TOTAL WEIGHT DIAMOND STUD EARRINGS; 18K ROSE GOLD ZIPPER NECKLACE WITH BLACK AND WHITE DIAMONDS; 18K ROSE GOLD ROBERTO COIN CENTO AMULET BRACELET; AN IMPORTANT FANCY INTENSE YELLOW DIAMOND RING; DIAMOND AND 18K ROLLING RING; 18K WHITE GOLD ROBERTO COIN CENTO AMULET BRACELET; 18K YELLOW GOLD ROBERTO COIN CENTO AMULET BRACELET; ROBERTO COIN PRIMAVERA STRETCH BRACELETS IN 18K WHITE AND ROSE GOLD. MAJE TOP, NORDSTROM. DRINK: WATER OFF A DUCK'S BACK SLUSHY. OPPOSITE, ON HIM: BREITLING NAVITIMER MONTBRILLIANT ON LEATHER STRAP. BILLY REID CREWNECK, NORDSTROM. DRINK: ANTIMOTION



HOUR

HEAD TO ARTUSI ON CAPITOL HILL FOR DRINKS AND DON'T FORGET
THE DETAILS—THEY MAKE THE MOMENT
PHOTOGRAPHS BY COCO ARAMAKI / STYLING BY HILARY FOLKS



ON HER, CLOCKWISE FROM TOP: 24K GOLD BRIOLETTE RUBY NECKLACE AND 24K GOLD MULTI-STONE BRIOLETTE NECKLACE, BOTH BY GURHAN; STERLING AND 24K GOLD MOONSTONE RING, ALSO BY GURHAN; 18K AMBER, TOPAZ, CITRINE AND PERIDOT BRACELET; 18K YELLOW GOLD CABOCHON PERIDOT BRACELET; GURHAN 24K GOLD AND BLACK DIAMOND BRACELET; STACKED ROBERTO COIN POIS MOI COLLECTION RINGS; ROBERTO COIN PRIMAVERA BRACELET. TRINA TURK DRESS, CANOPY BLUE. DRINK: BRUJITA MIA

OPPOSITE, ON HIM: STERLING AND LEATHER BRACELET; JAEGER-LECOULTRE MASTER STAINLESS STEEL ULTRATHIN WATCH; PIANEGONDA STERLING PUZZLE RING. NORDSTROM BRAND SHIRT, TOPMAN TIE, SEVEN OF DIAMONDS JACKET, FROM NORDSTROM. DRINK: NEGRO MODELO BEER. ON HER: STACK OF PAVÉ MULTICOLORED SAPPHIRE RINGS; PIANEGONDA PEARL AND STERLING EARRINGS, NECKLACE AND RING; STERLING BANGLE; STERLING STARDUST CUFF; STERLING BLACK RHODIUM BANGLE. SANDRO BLUE DRESS, CANOPY BLUE. DRINK: PUNCTURED BICYCLE. FOOD: HOUSE-MADE GRISSINI WRAPPED IN PROSCIUTTO









LEFT: PIANEGONDA
STERLING PUZZLE RING;
AND 42MM PANERAI PAM
337 WATCH. NORDSTROM
BRAND SHIRT, TOPMAN
SUIT, TOMMY HILFINGER
BOW TIE, ALL FROM
NORDSTROM. DRINK:
MENABREA BEER

RIGHT: 40MM STAINLESS
STEEL AND PLATINUM
ROLEX YACHT-MASTER
WITH PLATINUM BEZEL.
TOPMAN DARK DENIM
SHIRT, PENGUIN POCKET
SQUARE, NORDSTROM.
DRINK: LA VALENTINA
MONTEPULCIANO
D'ABBRUZZO




ON HIM: PANERAI
RADIOMIR WATCH. HUGO
BOSS SHIRT, NORDSTROM,
JCREW TIE.
DRINK: HOUSE NEGRONI

OPPOSITE, ON HER:
GURHAN ORANGE
CHALCEDONY EARRINGS;
24K GOLD AND JADE
PENDANT; 14K YELLOW
GOLD 34-INCH ORANGE
CARNELIAN NECKLACE;
RED JADE AND DIAMOND
RING; PANERAI PAM 337
WATCH; GURHAN
STERLING SKITTLES
BRACELETS IN BLUE,
POPPY, MOSS GREEN AND
RAINFOREST GREEN
TOPAZ, GARNET, BLUE
TURQUOISE AND PERIDOT;
18K YELLOW GOLD
MARTELLATO OVAL RING;
GURHAN ORANGE
CHALCEDONY BRACELET;
18K YELLOW GOLD AGJ
BRACELET. HALOGEN
TOP, NORDSTROM.
DRINK: LA VALENTINA
MONTEPULCIANO
D'ABRUZZO

CREDITS:
PHOTOGRAPHER:
COCO ARAMAKI,
STYLIST: HILARY FOLKS
HAIR AND MAKEUP:
KAIJA TOWERS, ALL FOR
THE DROUIN AGENCY
PHOTO ASSISTANT:
ANDREW WAITES
MODELS: BRJAN L.,
JACOB S., ERIN R.,
ANNIE B., EVALIA L.,
ALL FOR HEFFNER
MANAGEMENT
NAILS BY MIKER,
COURTESY OF JULEP
SPECIAL THANKS
TO ARTUSI BAR ON
CAPITOL HILL,
ARTUSIBAR.COM





HOT



ROCKS

WHATEVER YOUR PLEASURE—WHITE, BLACK, CHAMPAGNE OR CANARY—THESE DIAMONDS SIZZLE.

PHOTOGRAPHS BY HAYLEY YOUNG



A STUNNING 18K GOLD, BROWN AND WHITE DIAMOND PENDANT; 18K WHITE AND YELLOW GOLD FANCY YELLOW DIAMOND RING; 18K WHITE GOLD BROWN CUSHION TRANSLUCENT DIAMOND RING WITH WHITE PAVÉ DIAMONDS.

18K WHITE GOLD PAVÉ
PENDANT AND 18K WHITE
GOLD CHAIN NECKLACE;
BLACK ROUND BRIOLETTE
DIAMONDS WITH WHITE GOLD
LINKS AND CLASP



FROM TOP: TWO-SIDED HALO
RING WITH THREE-SIDED
MICRO PAVÉ SHANK WITH
ROUND DIAMONDS; 18K WHITE
GOLD SPINNING RING WITH
BLACK, BROWN AND WHITE
DIAMONDS; 18K WHITE GOLD
PAVÉ DIAMOND SADDLE RING



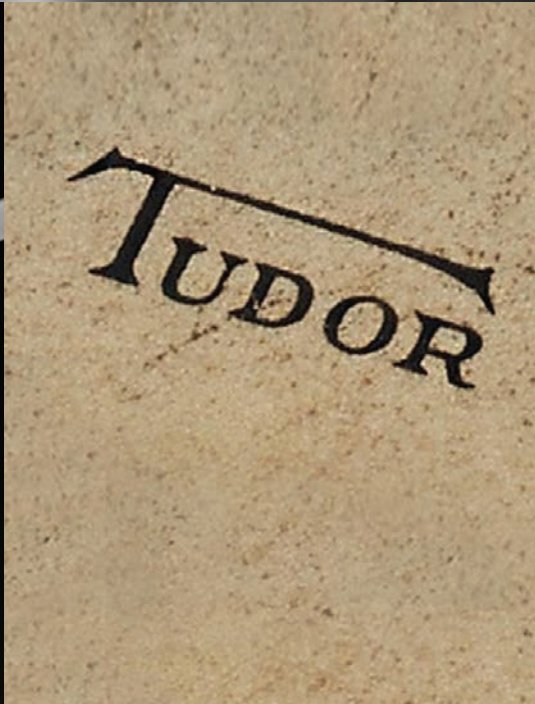


PRIVATE LABEL BLACK
AND WHITE DIAMOND
PAVÉ BRACELET

TUDOR WATCH WATCH YOUR STYLE

“For some years now I have been considering the idea of making a watch that our agents could sell at a more modest price than our Rolex watches, and yet one that would attain the standards of dependability for which Rolex are famous. I decided to form a separate company, with the object of making and marketing this new watch. It is called the Tudor Watch Company.” —*Hans Wilsdorf, founder of Rolex and Tudor watch companies, 1946*





T

he announcement marked the birth of the Tudor watch brand. Mr. Wilsdorf's intuition was simple and ingenious. The public was ready to recognize and appreciate a product whose technical, aesthetic and functional qualities were guaranteed by the Rolex brand, which had already earned worldwide renown for high-quality timepieces. Today, the same is true. Tudor watches are stylistically retro, young and backed by more than 100 years of assurance from Rolex.

Like owning your first new car, having

a fine timepiece on your wrist is a goal to which most men aspire. Tudor may seem like a new brand, but it was born in 1926 and hit its heyday in the '70s and '80s. The distinctly preppy, easy-to-wear watches take the crown (so to speak) in their fine attention to detail, using similar cases, dials and materials as its more famous older brother. To see the true difference, you'd have to look inside. While all Rolex watches have movements manufactured "in house" solely for the company's own use, inside a Tudor you will find a solid, Swiss-made ETA movement

(the manufacturer that supplies the internal workings for the better part of the Swiss watch industry).

American watch fans are able to enjoy timepieces from Tudor at fine jewelry stores such as Alvin Goldfarb Jeweler. The collection achieves a balance between elegance and performance. The watches are inspired by the retro-chic design of the 1950s and 1960s. Classic refinement with a modern twist, by which attention to detail and clean lines emphasize timeless style, is the hallmark that makes Tudor a great choice. ■



BIG DATE

Tudor makes a bold statement with its Big Date models, which are classically styled timepieces with clean, easy-to-read, dials. These models are available in steel or steel with a gold center link; the double-window big date at 12 and subdial second hand at 6 balance the design perfectly.



HERITAGE BLACK BAY

The Heritage Black Bay is inspired by a Tudor diver's watch that made its first appearance in 1954. The watch also pays homage to Tudor watches of the 1960s with the signature "snowflake hands" and Tudors of the 1980s with the burgundy-colored, unidirectional bezel (and burgundy accent on the crown). The watch has a steel case with a diameter of 41 millimeters, and is waterproof to 200 meters (660 feet).



THE PELAGOS

Tudor's other diving watch, the Pelagos, features a case made completely of titanium, and is waterproof to a depth of up to 500 meters (1,640 feet). The Pelagos is available with a titanium bracelet equipped with a spring-loaded, self-adjusting mechanism, developed and patented by Tudor, which automatically adjusts itself, contracting as a diver descends and his diving suit compresses, and expanding as he ascends.



TOGETHER, ROLEX AND
TUDOR OFFER SOME OF THE
MOST DISTINGUISHED WATCH
BRANDS IN HISTORY



CLAIR DE ROSE

Tudor also offers women's watches, notably its Clair de Rose collection. One of the highlights of the Clair de Rose is the center-mounted, rotating second hand, a cutout of Tudor's rose symbol. The rose is also found on the cabochon on top of the crown. In addition, the Clair de Rose collection features mother-of-pearl dials.



FASTRIDER

As the official "Timing Partner" of Ducati, the Italian motorcycle manufacturer, Tudor created the Fastrider, as a series of chronographs inspired by the world of motorcycle racing. The Black Shield model is quite out of the ordinary. Made of high-tech ceramic, it distills strength and power with supreme reliability.



HERITAGE ADVISOR

The Heritage Advisor is a modern version of Tudor's 1957 alarm watch, updated from 34 millimeters to 42 millimeters, but still maintaining the mechanical alarm. Like the Black Bay watch, the Advisor is part of the Heritage line, which draws on Tudor's past for inspiration.

An Icon in the Making

SCENES FROM THE
VERY FASHIONABLE
LIFE OF FASHION
COUTURE DESIGNER
LULY YANG

THE DESIGNER WITH
STEVEN GOLDFARB IN
HER GORGEOUS HOME.
INSET: THE RING THAT
CAPTURED HER HEART

A visit to Luly Yang's atelier and boutique is a refined and elegant experience—and very much a reflection of the designer herself, whose style, clothing, taste and poise, both professionally and personally, are legendary among the region's fashion cognoscenti. ✱ A Luly gown is what sartorial and nuptial dreams are made of: impeccable construction, luxurious fabrics and finishes, and her signature fit focused on the graceful shape of a woman's hourglass curves. Since Yang launched her business in 2000, her work has graced the figure of many gala attendees and brides, and her work is as iconic as the Fairmont Olympic, the grand dame of Seattle hotels in which her shop is housed. Yang has left an equally lasting legacy with her charitable work, which includes producing legendary fashion shows benefiting Seattle Children's Hospital and Camp Korey, as well as her involvement in the Asian community for the Wing Luke Museum and the Chinese New Year celebration by the Hong Kong Association of Washington. ✱ So when Yang and her husband were looking for her wedding ring, she was sure they'd have to custom design it. "We looked everywhere, even during our travels to Europe and Asia. Since I have great passion for couture

and architecture, I wanted my ring to possess the same qualities of beauty and sensitivity in design," Yang explains. But once the couple walked through the doors at Goldfarb Jewelers, they knew they had found the one. "It was an emotional and aesthetic decision," she says. "I loved the design; its lightness gives air around the center stone and allows the setting to have height without weight. It reminds me of the beauty of lace, and there is translucency from all angles." Plus, she adds, when viewed in profile, it reminds her of the Eiffel Tower, which is where she and her husband had their first date. ✱ Yang is a consummate Seattleite, having moved here from Taiwan when she was 10, and is blessed with the chance to travel internationally many times throughout the year. "I split my time with my family between Seattle and Vienna, which I love," says Yang, who is inspired by the music, art, architecture and opulence of that famously refined European city. "Plus," she adds with a smile, "I'm only an hour's flight from Milan!" ■



The Luly Interview

What is your idea of perfect happiness?

Perfect happiness for me comes from living a balanced and healthy life so I can enjoy the things I love the most: Spending quality time with my family and lifelong friends. Happiness is having freedom of time and space to have quiet time, to discover new cultures and cities, and to be inspired by my surroundings and experiences.

Which living person do you most admire?

I admire my mother for her artistic eye, patience, elegance and grace.

What is the quality you most like in a man?

Confidence in himself plus kindness and generosity towards others.

What is the quality you most like in a woman?

Women who are confident and love being a woman. I like to celebrate femininity in my designs and create silhouettes that enhance a woman's inner and outer beauty through curves and feminine proportions.

When and where are you happiest?

Work — In my studio draping new creations, I am in my own world.

Home — At home with family enjoying a long and relaxing Sunday breakfast.

Play — Long walks on a quiet tropical beach or picnics in a park.

What do you consider your greatest achievement?

Taking a risk to follow my dreams! Making the change in my career 12 years ago and starting Luly Yang Couture from just the belief in an idea. The building and growing pains were and still are worth it. It's been 12-plus years, and I am more passionate about it than ever.

Who are your heroes?

Coco Chanel, Christian Dior

What is your motto?

The mind works like a parachute; it functions best when open!

THE NEW MRS.
BERGSTROM'S
SPECTACULAR
WEDDING RING

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.

ALANTE PHOTOGRAPHY



TARA (VAIL) AND TYSON APPERSON

MAUREEN
(VANOSS) AND
MATT WALTON



MATTHEW LAND STUDIOS



ASHLEY
STRAND-BAY
AND NICK BAY



LAURA
HOFFMAN AND
DON SULLIVAN

MARISA
(DILORENZO)
AND MICHAEL
DAVIDSON



KERI BOLTON PHOTOGRAPHY



MONICA
(GONZALES)
AND BRANDON
"BUB"
BERGSTROM

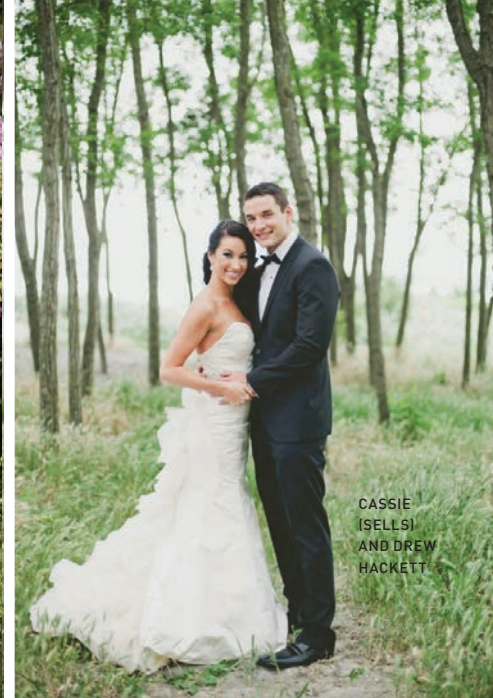
ALANTE PHOTOGRAPHY

CHRISTINE
(WENT-
WORTH)
AND RICK
MCMANUS

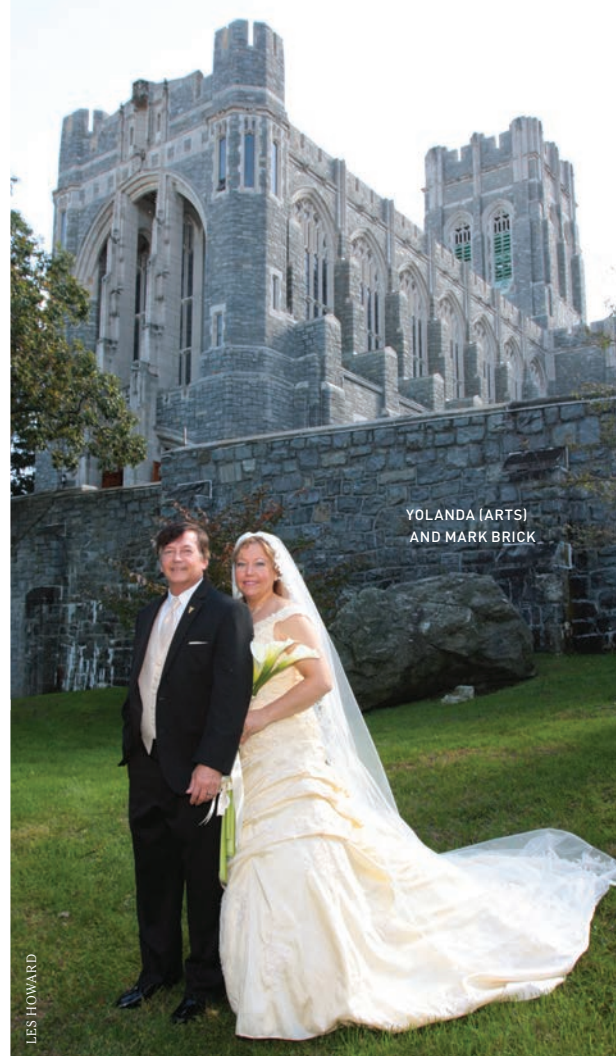


REBECCA ELIASON PHOTOGRAPHY

CASSIE
(SELLS)
AND DREW
HACKETT

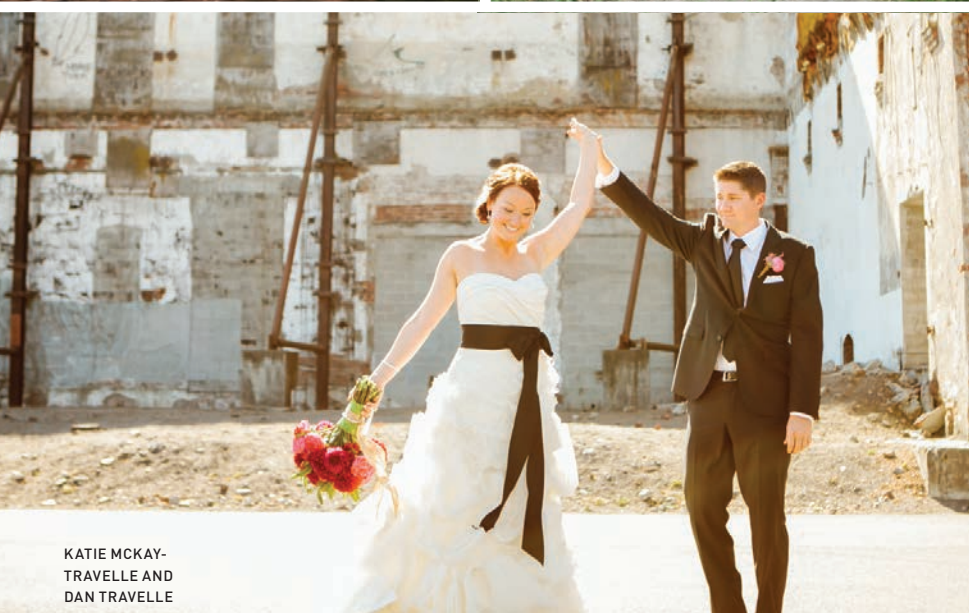


YOLANDA (ARTS)
AND MARK BRICK



LES HOWARD

KATIE MCKAY-
TRAVELLE AND
DAN TRAVELLE



JEMMA (POUNDER) AND KEVIN HILL



NICOLE (OLSEN)
AND BRIAN DERR





TIANNE (MCKINLEY) AND
SCOTT BAILEY



ANNIE
(PEDERSEN) AND
STEVE RICCI



LINDSAY (JOHNSON) AND
AARON SIEVERKROPP

JEANNE PHINNEY PHOTOGRAPHY

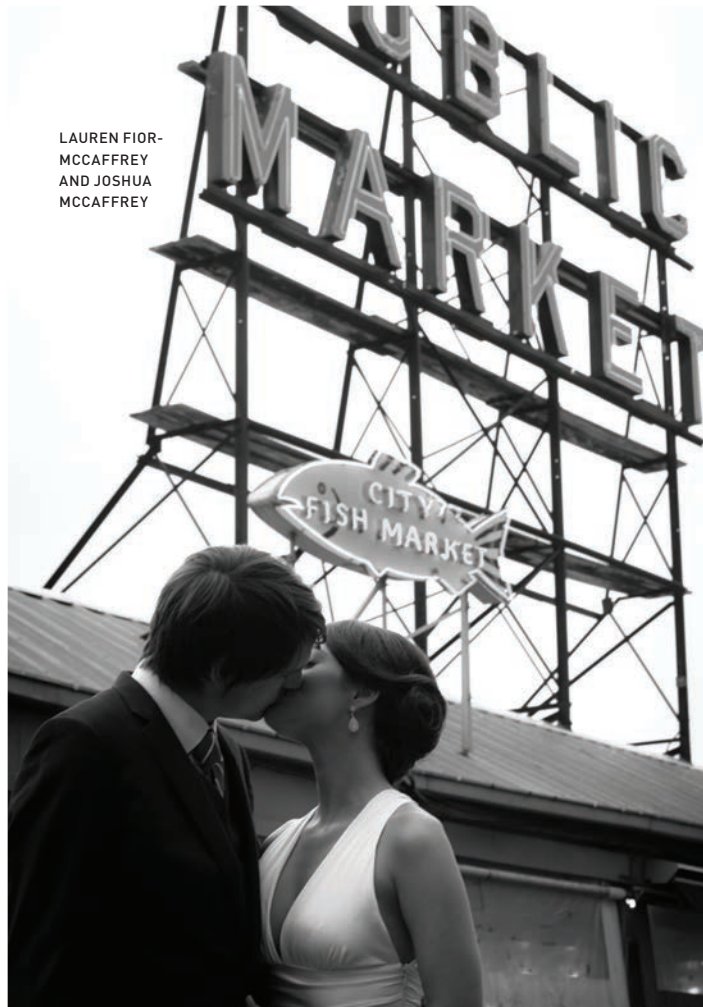


VIVIENNE
(MAYHILL) AND
CAMP OWENS

RICK TAKAGI



JAY TORRES AND KEVIN MANGAN



LAUREN FIOR-
MCCAFFREY AND
JOSHUA
MCCAFFREY

What's New?

Alvin Goldfarb Jeweler is proud to have the most knowledgeable employees staying ahead of trends and styles in fine jewelry. And it starts with each of us trying something new ourselves. This year, we took our inspiration from our staff and asked them to share what's new in their world, along with their favorite new music and jewelry.



Steven

SOMETHING NEW: Something new for me was taking up guitar this year. Learning any musical instrument has been on my list of New Year's resolutions for a long time. So far, I do it just for me (and Fredda of course). I won't be giving up my day job anytime soon. Playing has made me appreciate music more than ever. **NEW MUSIC:** I'm always on the lookout for a song I can play, but I have renewed respect for all the ones I can't. Country music is much more complicated than it sounds. It's all new to me. I made an effort a few years ago to listen to country. Now I love it. I've been doing the same with classic (the popular classical stuff we all learned watching Bugs Bunny) and some foreign pop. I can't understand a word, but I find it easier working to music when I can't sing along. **FAVORITE JEWELRY:** I am very excited about **TUDOR WATCHES**. So much so, I've already secured one. It's supposed to be a surprise but I'm pretty sure I'm getting one for the holidays. I do not have a watch with a blue dial and the strap makes it wearable when I'm dressed casual. Also, I am thrilled with an emerald cut diamond eternity band we just finished. It takes months to match the more than one carat diamonds and set them into platinum. This ring turned out perfectly.



STEVEN PICKED UP THE GUITAR THIS YEAR, GETTING RAVES FROM HIS NUMBER ONE FAN





Tiffany

SOMETHING NEW: My 3-year-old son, Colten, is still the newest life changing reason to celebrate. He, along with his big sister, Mia, bring a new adventure everyday (actual it's about every four hours). I'm sure all parents can relate. **NEW MUSIC:** Sometimes I need easy-to-listen-to music. I discovered Bruno Mars when he was on *Saturday Night Live* and have loved him ever since. He is so talented. I have to admit a mix of 80s hits is always fun to fall back on, too. **FAVORITE JEWELRY:** We just made an actual working **ZIPPER NECKLACE**. It has black diamonds set into rose gold on one side with white diamonds down the other (see right and page 52). The necklace puts the "funk" in function, it really works!!!



Sara

SOMETHING NEW: There are lots of new joints, hips and vertebrae in my family. For the first time in a long time everyone walks without pain and can indulge in active hobbies—and that is worth celebrating! **NEW MUSIC:** Usually if I don't hear Bono's voice I turn the station but I love Robin Thicke's "Blurred Lines"—that darn song sticks in your head all day long...love it! If my favorite band U2 had recorded it I know it would be a classic. **FAVORITE JEWELRY:** Our new ceramic line of jewelry is awesome and the **BLACK CERAMIC RING GYPSY SET** (right) is wonderful. It is not only comfortable but the diamonds pop off the black background. Next up might have to be the matching earrings.



Shelly

SOMETHING NEW: I am taking up a new hobby of "mixology" by going to bartending school. No, I have no plans on leaving my current position here at Goldfarb's. I just love learning and have always been interested in stirring up new concoctions. I have helped press fruit to make homemade ciders and I look forward to learning how to "mix" up something new; maybe even to share with my friends here at work. Come by for a cocktail! **NEW MUSIC:** I listen to *everything*, from classical to 80s, electronic to the obscure. I am loving an English singer/guitar player named Ben Howard right now, check him out. Music always sets a "mood" for me. For driving in the car, Abba to ZZ Top. When home making dinner, Ottmar Liebert to Madonna. And when I am working out, anything electronic as loud as I can get it. **FAVORITE JEWELRY:** Something new is all the color in jewelry. We have color in rings, necklaces, earrings and some really amazing leather and gem bracelets. We get so used to wearing black, brown and grey here in the Northwest it is nice to see a "pop" of color. My favorite is an **ORANGE "STORY" BRACELET** (right) full of different color, shape and size charms.



meet the experts

TEAM GOLDFARB

[continued]



Kevin **SOMETHING NEW:** This year I did it again; I have a problem with cars! I bought a new, old 1972 Mercedes 280 SE 4.5 at auction. We are having so much fun with it. It is a celebration every time we go for a ride. **NEW MUSIC:** I am a huge fan of the Seattle Chamber Music Society. We attend with long-time friends every year. It's the highlight of my summer. Although this summer I spent a fair amount listening to and watching the video from Robin Thicke's "Blurred Lines"—along with the rest of America. Also, I've been listening to the Sweet Brown remix on YouTube a lot. **FAVORITE JEWELRY:** My favorite piece in the store this year is the **MIKIMOTO PEARL 120TH ANNIVERSARY STRAND**. It is a 42-inch rope of 9mm pearls of exquisite quality. The clasp is 18K white gold and diamond, in the classic Mikimoto style, but enhanced for this special strand. These are very large pearls with superb luster and symmetry. Only a limited number of these magnificent strands were produced for this special occasion.



Brandi **SOMETHING NEW:** I'm celebrating a new place to live in my old city. I lived in Seattle for five years and decided it was time to come back to the eastside to be near my family, many of my friends and my newish job (I've been with Goldfarbs for over a year now). **NEW MUSIC:** I love Pandora; I can create a station around a song or artist I love, like Feist and Ben Harper, and be content all day. **FAVORITE JEWELRY:** My favorite piece is a **PAVE DIAMOND RING DESIGNED BY ROBERTO COIN**. It is truly something special. You can wear it by itself plus it goes great with all other kinds of jewelry.



Cheryl **SOMETHING NEW:** I am blessed to have many things to celebrate in life; time/trips/experiences with my family and friends: Las Vegas for music and visiting the set of *Pawn Stars*; kayaking in Kauai; burning up my credit card in San Francisco; Kenny Chesney at Century Link (he and I made eye-contact—I know it); nephew's baseball tournament in Steamboat Springs; jumping out of a perfectly good airplane (tandem skydiving) at the Breitling Air Show in Reno; Tacoma with Jon Bon Jovi; Hawaii with my parents; staying home in my back yard for barbeques with my favorite houseguest, Ellie. I am most proud of being The World's Greatest Auntie! **NEW MUSIC:** I am totally a country girl and I'm getting my niece and nephews on board the wagon too. I took the girls to Taylor Swift in September. My music is all Tim McGraw, Toby Keith (Toby and Jimmy Buffet's duet "Too Drunk for Karaoke"), Kenny Chesney, Carrie Underwood, Bon Jovi, Faith Hill, Brad Paisley, Miranda Lambert, Blake Shelton—too many to list. **FAVORITE JEWELRY:** A few years ago I started wearing bigger, technically men's watches. I got hooked. This year Breitling created a larger, but still very feminine, **TRANSOCEAN CHRONOGRAPH** with a diamond bezel, mother-of-pearl dial and a pretty strap. I love it.





Vicki **SOMETHING NEW:** I have been very lucky to be a stay-at-home mom for 15 years. It has been the most emotional, exciting, and difficult “job” I have ever had. As my children became more independent, I realized it was time to think about doing something new. I was recently given the opportunity to return to the workforce here at Goldfarb Jeweler. I love it here! The staff is amazing! They are so friendly, patient and kind. After I drop my kids off at school, I really look forward to coming to work everyday...so far—just kidding! **NEW MUSIC:** I listen to whatever my kids want on the radio. It avoids arguments and makes for a peaceful drive. When I am alone, I listen to all types of music. Usually older songs so I can sing loud to the lyrics. My kids won’t let me sing in the car because it embarrasses them—not that I have a bad singing voice. **FAVORITE JEWELRY:** I love diamonds! I love the way they sparkle and the way I feel when I wear them. My favorite piece of jewelry is a **THREE DIAMOND DROP NECKLACE**. I have three beautiful children and the graduated size of the diamonds represent each of them.



Patricia **SOMETHING NEW:** Last year I had to miss my regular girls road trip. It will definitely be on this year’s to do list. I did get to visit Hawaii for the first time in years. I can’t believe how much it has changed. Honolulu is a big, big city. Next time Maui. **NEW MUSIC:** My friends and coworkers, Kevin and Sara made me listen to “Blurred Lines” all last summer. It is very catchy, but really, enough already. I’ve gone back to my favorite classic rock, Bob Seger, The Eagles, Foreigner, Tom Petty, Van Halen. I rock out on my drive to and from work. **FAVORITE JEWELRY:** My new favorite piece of jewelry is the **JAEGER LECOULTRE RENDEZVOUS IN ROSE GOLD WITH DIAMONDS**. I know it is a wrist watch, but it is so beautiful it seems like jewelry to me.



Alyssa **SOMETHING NEW:** A couple years ago I decided to go back to school to pursue a second degree in interior design. This year will be my last year; I will be finishing this spring. I’m really looking forward to graduation and starting a career in the interior design business. I think having a background in design has made me enjoy working at Goldfarb and learning about jewelry even more. **NEW MUSIC:** I am always searching for the new electronic dance music (or EDM). I started listening to it a few years ago and now I must say am one of its biggest fans! My new favorite DJs out there are Martin Garrix and Dimitri Vegas/Like Mike. I am usually listening to EDM, but I have always had a passion for music and love anything from alternative to Motown. Some of my friends even like to call me DJ Goldberg! **FAVORITE JEWELRY:** My favorite piece of jewelry currently is a **BLUE LAPIS RING BY GURHAN**. One of this season’s trends has been bold blues, so this ring fits right in! I love the mixture of sterling silver and 24K gold because it allows you to wear it with any jewelry. This ring is definitely a show stopper!



meet the experts

TEAM GOLDFARB

[continued]



Ann **SOMETHING NEW:** I find myself treasuring the things worth celebrating in life with family and friends more and more. At the top the list of who I love to celebrate with are my two adult children. We have a wonderful relationship filled with love and mutual respect, and we truly enjoy spending time together. **NEW MUSIC:** My father first introduced me to country music at a very young age, since that was his favorite. As I grew up I moved away from country and began to enjoy many other genres. A year ago, my daughter brought country music back into my life. In this last year, I have gone to five live country concerts (Carrie Underwood twice) and I was reminded how much I like the sound, the story, and messages in this kind of music. I have discovered I am a country girl at heart. **FAVORITE JEWELRY:** We have a **NECKLACE OF BLACK DIAMOND BEADS**. It is almost 150 carats. I think it sparkles in low light as much or more than bright sunshine. It is gorgeous.



Mark **SOMETHING NEW:** Sad as it sounds getting a new roof and new furniture this year made me so happy I could cry—for real. Even better, I got to visit the “promised land” for a 60s music guy this year, Liverpool. Awesome! It exceeded my expectations in every way. **NEW MUSIC:** When it comes to music it’s always gonna be classic rock. Though each decade has had incredible songs the 60s have set the standards that have never been equaled—and never will. The new music I hear the most is through my daughters who are 10 and 7 years old. They like Selena Gomez, Taylor Swift and the like. While not really my cup of tea, I’m a little embarrassed to admit that I actually like One Direction. The guys are talented singers/performers and have had pretty good songs written for them. (Did I really say that out loud? I hope that made my girls happy). **FAVORITE JEWELRY:** As one of **BREITLING**’s biggest fans I still can’t say enough about the brand and I am so impressed with all of their new models this year as well as the updates they have done to their classics. It’s great to represent this brilliant watch line.



Katie **SOMETHING NEW:** I am always grateful to be home and away. At home I am extremely lucky that I have an amazing cook for a husband. He really is my better half. We feel very blessed to have such great friends who appreciate his culinary skills. Often we have people over to eat, drink, laugh, talk about how we are getting old and we never leave the kitchen. If I get to be over 300 lbs you will know why. I have been blessed to have the opportunity to go to some very magical places around the world. This year we went to the Philippines. It was beautiful. My favorite was a few days of adventure spent at El Nido, an island outside of Palawan. It was voted one of the top 10 resorts in the world. They totally deserve it. **NEW MUSIC:** The music I listen to depends on the day and my mood. I like most everything. I like to listen to the radio so I can keep up with what is new and change at will. **FAVORITE JEWELRY:** One of my favorite trends is **STACKABLE RINGS**. There are so many to choose from these days with different materials in metals and gemstones. Having a variety of rings gives a look that can be changed daily. I’m all about wearing your jewelry, and stackable rings give you more reasons to take things out of the jewelry box. They give an old ring a whole new attitude.



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TO CELEBRATE*



Katie

Ann

Mark

Vicki

Cheryl

Brandi

Sara

*The Most Knowledgeable, Professional, and
Fun People in the Jewelry Business*



Steven

Tiffany

Patricia

Kevin

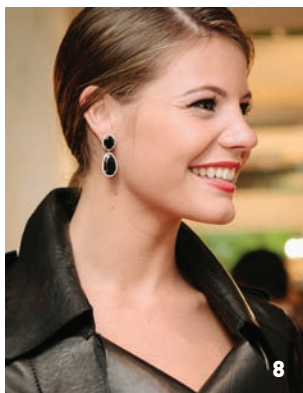
Alyssa

Shelly

305 Bellevue Way N.E.
Bellevue, WA 98004
425.454.9393

www.agjeweler.com

On these pages, enjoy scenes from charitable events sponsored or supported by Alvin Goldfarb Jeweler.



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- 3 JEWELRY THAT BOTH LOOKS AND FEELS GOOD
- 4 OUR SPRING WATCH EVENT FEATURED CARS FROM BARRIER MOTORS 5 STEVEN AND STORE FOUNDER, ALVIN GOLDFARB AT THE WATCHES, WHEELS AND WINE EVENT 6 LULY YANG, ALEX HAYES AND GENE JUAREZ AT THE LULY YANG FASHION SHOW 7 LULY YANG, STEVEN AND FREDDA GOLDFARB 8 MODELS SHOWCASED GORGEOUS GEMS AND FABULOUS FASHIONS
- 9 FREDDA, ROBERTO COIN AND JJ MCKAY
- 10 MARY GOT TO KNOW ROBERTO DURING HIS VISIT TO GOLDFARBS

GURHAN TRUNK SHOW

Acclaimed Turkish designer Gurhan visited Alvin Goldfarb Jeweler and hosted an exciting trunk show of his sterling silver and 24K pure gold jewelry collections.

WATCHES, WHEELS, AND WINE

For the grand unveiling of our new Rolex Salon, Goldfarbs hosted a spring watch show featuring watches, wheels (autos from Barrier Motors), and wine (featuring DeLille Cellars).

ROBERTO COIN PERSONAL APPEARANCE

Roberto makes very few personal appearances during the year and even fewer in the United States. As a personal favor to Steven and Freda he hosted a very special day of jewelry and friendship at the Goldfarb's Bellevue store.

LULY YANG FASHION SHOW

Kathy Price and Chris Doucet of Realogics Sothebys Real Estate included Goldfarb Jewelers in a Luly Yang fashion show highlighting gorgeous fashions and the importance of appropriate jewelry.



BEADFORLIFE

BeadforLife creates sustainable opportunities for women living in extreme poverty through the creation and sale of beautiful paper jewelry, and by connecting people worldwide in a circle of exchange that enriches everyone. This summer Fredda and Steven Goldfarb were “bangled”—honored for their leadership with the gift of BeadforLife bracelets.

LENNY WILKENS FOUNDATION

The Lenny Wilkens Foundation is dedicated to delivering healthcare and education services to young people while honoring their dignity and sense of self-respect. Goldfarbs is a proud sponsor of the raffle and charity auction.

DETLEF SCHREMPF FOUNDATION GALA AND GOLF TOURNAMENT

The Detlef Schrempp Foundation serves as a fundraising entity for Northwest children's charities. Goldfarb Jewelers has long supported their vision to assist those organizations in providing children a better chance at succeeding in life.

FIRST TEE GOLF TOURNAMENT

First Tee has introduced the game of golf and its inherent values to over seven million young people teaching integrity, respect and perseverance. The character education and life skills programs help young people prepare for success in high school, college and life.

- 1** CHOOSING IS A CHALLENGE. HELPING OTHERS IS A JOY
- 2** DEVIN HIBBARD, EXECUTIVE DIRECTOR OF BEADFORLIFE “BANGLED” FREDDA AND STEVEN GOLDFARB TO SHOW APPRECIATION FOR THEIR LEADERSHIP
- 3** JEWELRY THAT IS COLORFUL, BEAUTIFUL AND HELPFUL
- 4** SHELLY, CASSIE, PATTI AND DANA AT THE LENNY WILKENS EVENT
- 5** STEVEN WITH MEMBERS OF THE ORIGINAL DREAM TEAM, MAGIC JOHNSON, COACH LENNY WILKENS AND CLYDE DREXLER
- 6** WINNERS OF THE GOLDFARB GOLD RAFFLE FROM THE DETLEF SCHREMPF FOUNDATION GALA
- 7** DETLEF AND MARI SCHREMPF
- 8 & 9** FIRST TEE FOURSOMES.

Gratitude

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



"I really wanted to thank you again for all of your help creating Lizzy's engagement ring. I gave it to her two weeks ago while in Paris. We couldn't be happier! She thinks, and I agree, that it is the most beautiful ring we could've imagined...Your jeweler did an absolutely fantastic job designing exactly what she was looking for! Again, we truly appreciate all the time you spent with me to help make this experience for us as perfect as possible. I've shared some pictures of the moment with you, so you can see just how thrilled she was and how great the ring looks on her finger. Thanks again!" —*Matt*

ABOVE: MATT'S FIANCÉ, LIZZY, SHOWS OFF HER LOCK AND RING IN PARIS WHILE STANDING ON THE PONT DES ARTS "LOVE LOCK" BRIDGE. THE LOCK IN HER RIGHT HAND IS NOW ON THE BRIDGE. THE RING STAYED ON HER ENGAGEMENT FINGER

"You have a customer for life and I will never shop elsewhere!" —*Tony*

"My experience was truly a pleasure yesterday. As you can imagine, I was a bit nervous/anxious about the whole engagement process. I left yesterday with confidence and a smile on my face. Again, I greatly appreciated your time, and thank you for keeping me grounded." —*Dante*

"What a pleasure it was to work with Cheryl and Steven. I will be sure to let people know about the effortless buying experience. Thanks again!" —*Tom*

"Kevin, I am in love with the pearls I just purchased. Such a classic. Thank you for taking such good care of me. You make me feel special every time even though I am not one of your 'high rollers.' I appreciate you and your team so very much." —*Heika*

"We appreciate the great services that you and your staff have provided through the years. The watches make great sales prizes and create a competitive spirit amongst our staff. We will continue to use you as our go-to source as the number of members of our corporate 'Rolex Club' continues to grow." —*Phillip*

"Thank you very much for taking care of me...We are both really excited about the watch...have I ever told you that I think you're the best? Maybe just once, lol. Here's another thing I've never told you...I enjoy wearing my Sub every day. I am as excited as the day I got it. If I hear of anyone even thinking about buying a watch from someone else I promise to hunt them down, beat them up and drag them to your store :) Please tell Steven that I am demanding that you get a raise. Hope you're having a great weekend." —*Chris*

"The day has finally come. My Rolex Submariner arrived yesterday and it is amazing. I wanted to thank you. I would never buy a watch anywhere else... you are all so great and truly nice people. I have

wanted a Rolex for over 10 years now and because of you that day has arrived. Thank you!" —*Mike*

"Thanks for the note. We have always so appreciated the service that everyone at AGJ provides. We have been moving every three years for the past 10 years. It is very comforting to know that regardless of where we live, a simple phone call or email is all it takes to get world class jewelry service through your team. We'll always remain huge fans of your company and team and continue to rely on you for our jewelry needs." —*Darrell*

BELOW: ALVIN GOLDFARB JEWELER HIT ANOTHER GRAND SLAM IN RECOMMENDING FABULOUS GIFTS FOR TWO OF "THE GIRLS" WHO WERE BEING CELEBRATED. GOLDFARB'S HAS BECOME THE JEWELER OF CHOICE FOR SELECTING SOMETHING UNIQUE FOR EACH OCCASION. GIFT IDEAS HAVE INCLUDED AMORE MAGNETE BRACELETS, ROBERTO COIN EARRINGS, AND A HEMATITE AND PEARL BRACELET. IT IS ALWAYS A THRILL TO SEE WHAT IS INSIDE A LITTLE GOLDFARB'S BOX!

"Katie, thanks so much for the [group] gift suggestions. We chose a pair of hoop earrings by Roberto Coin which our girlfriend absolutely loved. Well, everyone loved the earrings so you may be getting more business. Our girlfriend was proudly wearing and showing them off the entire evening. Thanks so much for taking care of us." —*Carmen*





5.8 Collection

TheFifthSeason
by Roberto Coin



Celebrate!

Have you ever wondered how the team at Goldfarb Jeweler stays so happy and enthusiastic? Aside from truly enjoying our jobs and getting to work with amazingly gorgeous gemstones all day, it's fair to say that we derive most of our pleasure from our fantastic customers and the look of joy in their eyes when they find that piece of jewelry that is just perfect for them. We're always scouting for fresh, cutting-edge and beautiful inventory to keep the store feeling exciting, and we pride ourselves on keeping up with trends in the world of jewelry design. So whether you're looking for something brand new to add to your wardrobe or want to rework a piece that you've had for years, we always have new and exciting ideas to share with you. Our mission is clear: to help you celebrate and appreciate life's most meaningful moments through the gift of fine jewelry, and it's our pleasure to do so. ■

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