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December 2013 – January 2014



*Bold
& Brilliant*

Precious Diamonds that Last a Lifetime



WILLIAM GOLDBERG

by Nina Hald

Inspired Brilliance

*An internationally renowned
jeweller advances the quest for the
perfect diamond*

Diamonds are beautiful and captivating. They light up the elegance of a woman no matter how she wears them. A single diamond is more brilliant than any other gemstone. “[It] speaks for itself without requiring any enhancements,” says Eve Goldberg, the daughter of renowned jeweller, William Goldberg. With her casual elegance, she is the quintessential New Yorker from head to toe, catering to the exclusive tastes of the top one per cent of the diamond jewellery market, wearing her signature 70-carat diamond chain when going to work.

Always worn by royalty — emirs, pashas and kings — diamonds are the focus of the pieces made by her family-owned enterprise, William Goldberg. “We are the ultimate luxury brand for those in the know; and the ASHOKA cut has been the focus for our

family brand for the past 10 years,” Goldberg says from her office in New York.

Conferred with a registered trademark, the prized ASHOKA cut is named after the Indian King Ashoka (268-233 BC) — a revered spiritual and enlightened ruler, whose name meant ‘removal of sorrow’. Today, ancient pillars carved with his edicts — bearing silent witness to his reverence for life, tolerance, compassion and love for peace — tell the story of a remarkable leader who treated his subjects as equals, regardless of their religion, political standing or financial status.

Centuries later, the perfect diamond was discovered in the Golconda region of Southern India, and was turned into an Ashoka cut; a 41.37 carat highly coveted beauty. When the stone came up on auction in 1988 at Sotheby’s in St. Moritz, diamantaire William Goldberg and his son Saul entered a frenzied bidding war for it — but alas, they

William Goldberg’s patented ASHOKA cut was inspired by the Indian King Ashoka, and the original Ashoka diamond

SOLITAIRE DESIGN

From the ASHOKA collection by William Goldberg

The versatile *Lili* Chain can be worn as a long or short necklace, or wrapped around the wrist

did not acquire the stone. Instead, a seed of inspiration was planted in the elder Goldberg. Enchanted by the Ashoka mystique, he set out to modernise the cut, adding more facets and rearranging some, producing a stone with more brilliance, light and fire to it. Introduced in 1999, William Goldberg patented its ASHOKA cut, — named after the diamond that ‘got away’ — which turns 15 in 2014.

“When my father started working in the business as an apprentice some 60 years ago, his mindset was always ‘just about the diamonds’. We do make some very important pieces with emeralds and sapphires, but diamonds are always our main focus since they are our heritage and what we know best. Diamonds were my father’s passion and he passed it on to us,” says Goldberg. She handles the sales together with her brother Saul and her brother-in-law Barry Berg, and both gentlemen work together in sourcing for the right stones — crucial to William Goldberg as its centre of universe.

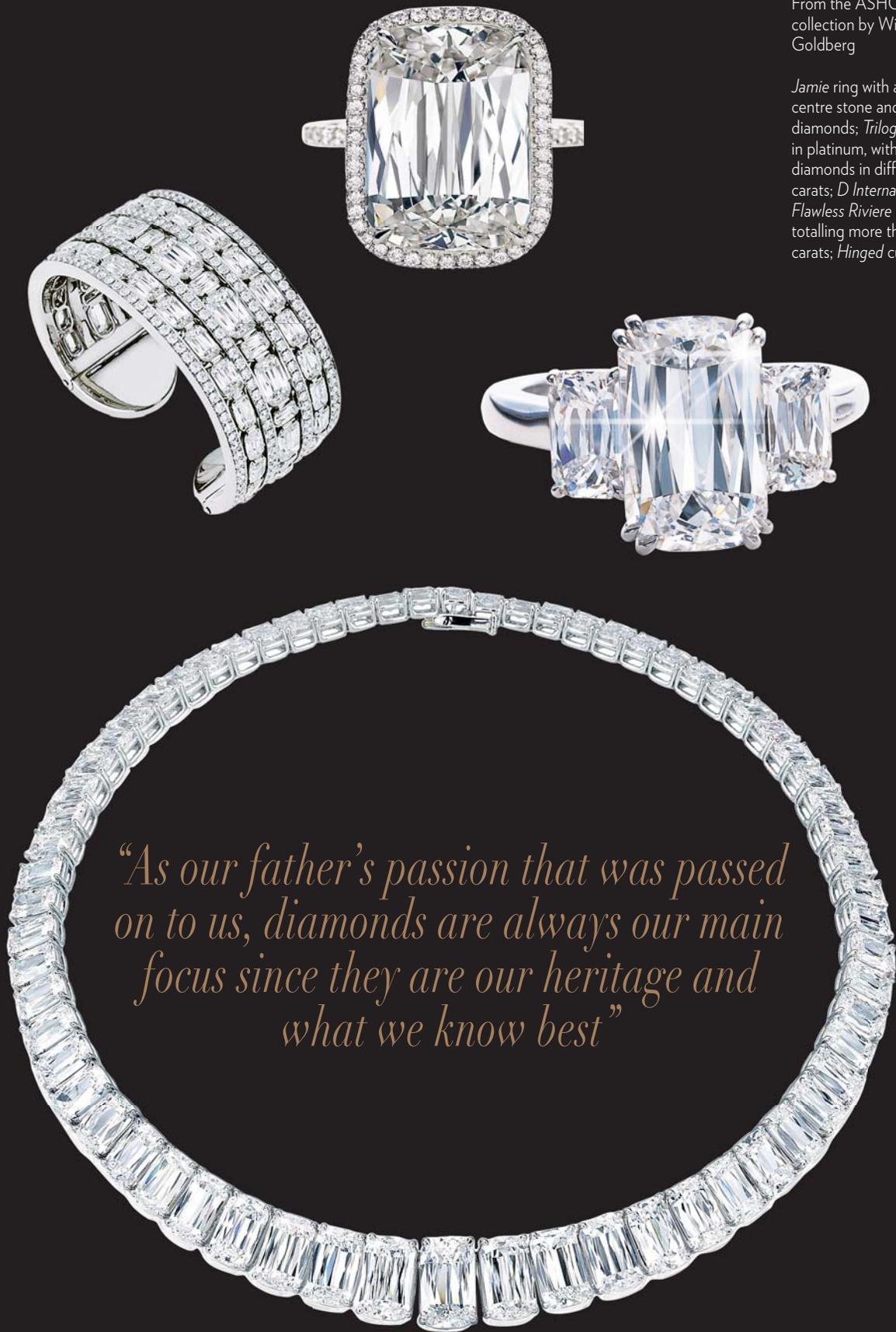


*Enchanted by the Ashoka mystique,
William Goldberg set out to modernise the
cut by adding and rearranging facets*

CLOCKWISE FROM
TOP

From the ASHOKA
collection by William
Goldberg

Jamie ring with a
centre stone and pavé
diamonds; *Trilogy* ring set
in platinum, with three
diamonds in different
carats; *D Internally
Flawless Riviere* necklace
totalling more than 100
carats; *Hinged* cuff



*“As our father’s passion that was passed
on to us, diamonds are always our main
focus since they are our heritage and
what we know best”*



FROM TOP
Fewer than one in five diamonds meet the requirements of being an ASHOKA-cut diamond

Trellis ring from the ASHOKA collection by William Goldberg

Fewer than one in five stones have what it takes to become an ASHOKA. Taking up to six months for an ASHOKA diamond to emerge from the rough, the result is an elongated shape with precisely rounded corners that are nothing short of breathtaking. A master cutter works on each diamond at the New York headquarters, situated at William Goldberg Way — guaranteeing its quality, brilliance, and rarity. Goldberg explains with a confident smile that the ASHOKA cut diamonds seem to be bigger in appearance when set on an eternity band.

“My father loved challenging us and Saul was quick to accept them — simply because



A single diamond is more brilliant than any other gemstone — it “speaks for itself without requiring any enhancements”

he hated to say ‘no’. One such challenge was to create a necklace with 100 carats of D-flawless ASHOKA-cut diamonds, and Saul and Barry made this possible by finding them! These kind of pieces are not for many clients, but when they do see a piece like that, they are quick to buy it,” Goldberg says.

If at all the first 41.37 carat Ashoka-cut diamond, which so inspired William Goldberg, should ever be in an auction, the Goldberg family will be ready to bid — and succeed in acquiring the precious stone, if Eve Goldberg has any say in the matter. 



Fewer than one in five stones have what it takes to become an ASHOKA-cut diamond



CLOCKWISE FROM TOP
From the ASHOKA collection by William Goldberg

Triple Row Chandelier earrings; Datia earrings; Eternity band with Sideways Eternity band; Luxe watch; Deb bracelet

William Goldberg Way

A few years after William Goldberg’s passing, the family received a call from the City of New York, as authorities had decided to name a block in commemoration of William Goldberg. On Father’s Day in 2006, family members and close friends gathered on 48th Street, between Madison Avenue and Fifth Avenue, for the official naming of William Goldberg Way. The ceremony was led by a personal friend, Senator Charles Schumer, who called the late founder “a prince among men”. His tireless work was the key in establishing New York City’s Diamond District as the premier marketplace in the world for jewellery and precious stones.