

Cellini Jewelers

A RARE FIND



Cellini's second boutique on Madison Avenue was established in 1987 at the epicenter of the world's most elite shopping district.

French couturier Yves Saint Laurent once proclaimed, "fashions fade, style is eternal." Cellini Jewelers embodies that mantra with a timelessly beautiful collection that transcends fleeting trends.

The Adams family first opened Cellini's flagship location in the Hotel Waldorf-Astoria more than thirty years ago, later adding a second boutique among the posh shops that line New York's Madison Avenue. Renowned for its personalized service, Cellini is a perennial favorite in reviews of the Big Apple's premier jewelers, drawing raves for having one of the most extensive selections of rare watches and jewelry in the world.

Sophisticated and discerning, the Cellini collection appeals to those who share a passion for life's finer things. In showcases sparkling with the latest styles for everyday chic along with heirloom-quality pieces to be treasured for generations, bejeweled scintillation finds its place alongside haute horlogerie here. Cellini offers a rare opportunity for shoppers to experience one of the largest collections of limited edition and one-of-a-kind timepieces found anywhere. Complicated mechanical watches made by some of Europe's most historic watch manufacturers intermingle with daring creations from the growing number of independent watchmakers.

Rare Find

More than just a gathering place for the handiwork of many of today's most acclaimed watchmakers, Cellini has become an important arbiter of style thanks to a willingness to introduce promising watch brands through the years.

Before going on to achieve much-deserved success, companies such as A. Lange & Söhne, Audemars Piguet, and Roger Dubuis found a first North American home at Cellini. After adding Guy Ellia and H. Moser & Cie. to its collection last year, Cellini has become the leading U.S. retailer for such hot new brands. Just this year, each boutique presented watches from Bell & Ross and Giuliano Mazzuoli.

Cellini is also proud to be the first store in the U.S. to carry Maitres du Temps, a brand that debuted during the annual watch shows of 2008 in Geneva. The company's initial offering is fittingly called Chapter One. Developed with three grand names of high watchmaking—Christophe Claret, Peter Speake-Marin, and Roger Dubuis—this unusually styled grande complication is the first to combine a tourbillon movement with a monopusher column wheel chronograph, retrograde date and GMT displays, and rolling cylinders to indicate the moon phase and day of the week.

Another rarity to be found at Cellini this year is the limited edition 1833 Collection by Jaeger-LeCoultre, a brand that celebrated its 175th anniversary in 2008. To mark the occasion, this "watchmaker's watchmaker," as the brand is often called, has unveiled a series of four exceptional Master Control watches in 18-karat rose gold: Master Minute Repeater, Master Grand Tourbillon, Master Eight Days Perpetual SQ, and Master Ultra Thin.

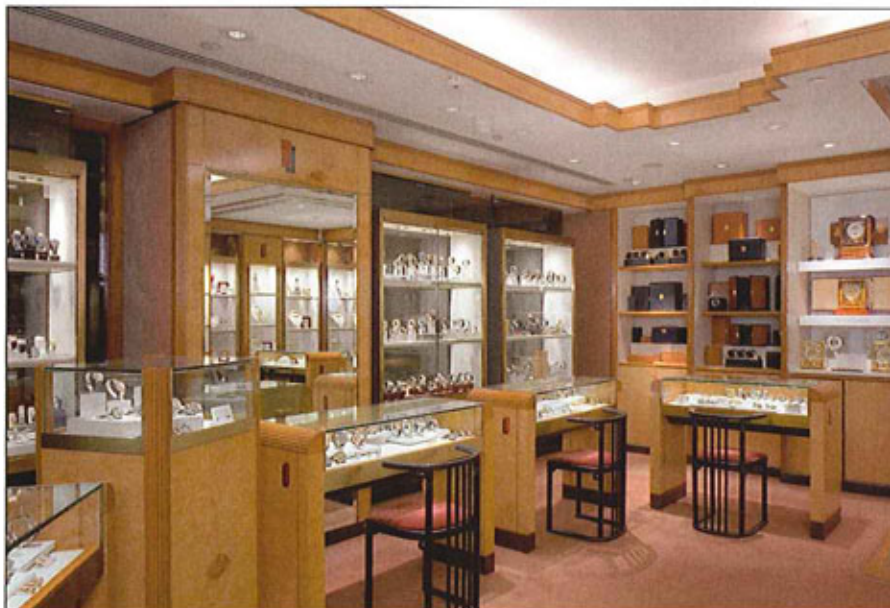
Scintillating Style

Watches only tell half the story: Cellini's superb selection of jewelry ranks among New York City's best. To maintain its legendary reputation for excellence, Cellini's president, Leon Adams, personally selects all of the gemstones featured in the store's one-of-a-kind pieces.

From elegant understatement to over-the-top glitz, Adams says the only limit is the customer's imagination. "We have an exceptional collection of flawless white and colored diamonds as well as rare and exotic gemstones," he adds. "That range gives us the ability to handcraft a personal masterpiece tailored to reflect anyone's unique style."



The Cellini flagship store was founded in 1977 at the Hotel Waldorf-Astoria.



With two locations in the heart of New York City, Cellini continues to build upon its reputation by offering an unparalleled collection of the world's best timepieces, rare and exotic jewelry, and unsurpassed personalized service.

Cellini offers a veritable rainbow of natural colored diamonds. These high-quality gems are used to great effect on a dazzling 38-carat necklace that includes blue pear-cut diamonds, green and yellow radiant-cut diamonds, pink asscher-cut stones, and an orange heart. This year, Cellini unveiled a matching platinum bracelet containing nearly four carats of yellow, pink, orange, and chartreuse radiant-cut stones.

Cellini is an authorized retailer for A. Lange & Söhne, Audemars Piguet, Baume & Mercier, Bell & Ross, Cartier, Chopard, De Bethune, DeWitt, F. P. Journe, Franck Muller, Gérald Genta, Girard-Perregaux, Giuliano Mazzuoli, Guy Ellia, H. Moser & Cie., Hublot, IWC, Jaeger-LeCoultre, Jean Dunand, Maitres du Temps, Panerai, Parmigiani Fleurier, Piaget, Pierre Kunz, Richard Mille, Ulysse Nardin, and Vacheron Constantin.



Cellini is only one of two U.S. retailers to carry Maitres du Temps.

STORE LOCATIONS

Hotel Waldorf-Astoria
301 Park Avenue at 50th Street
New York, NY 10022
212-751-9824

509 Madison Avenue at 53rd Street
New York, NY 10022
212-888-0505

800-CELLINI
www.CelliniJewelers.com