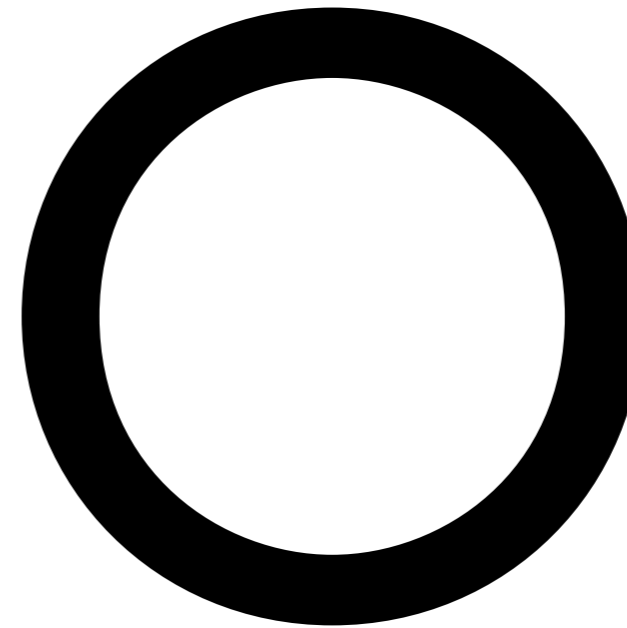


A journey of perfection



Movement of one of the first Chopard pocket watches in the 1860s

As Chopard turns 150, Signature traces the journey of this brand that has today become a synonym of sophisticated elegance...



One hundred and fifty years of excellence bordering very nearly on perfection is nigh impossible to achieve. But, not when the name associated with that feat is Chopard. Founded in 1860, this Geneva based luxury watch, accessories and Jewellery Company owes its birth to Louis-Ulysse Chopard. Whilst the company's original focus lay in developing precise pocket watches, it has since expanded considerably to include a range of luxury items. In 1963, the company was bought by Karl Scheufele. He has orchestrated the company's meteoric growth alongside wife Karin and children Karl-Friedrich and Caroline since then. Chopard, the company is structured around certain core values which include upholding traditional family values, commitment to philanthropic goals, a focus on dazzling creativity backed by innovation, the importance of passing on techniques and ensuring impeccable quality.

Various subsidiaries have been set up around the world so as to strengthen Chopard's international presence. In 1975, the French subsidiary was set up in Paris, followed in 1976 by the



The house in Sonvilier where Chopard was founded (circa 1860s)

● MILESTONE

Chopard Watch Corporation in New York. As of 2010, Chopard has a total of 12 subsidiaries in Germany, Austria, Spain, France, the United Kingdom, Italy, the United States, Latin America, Asia, Japan, Hong Kong and Malaysia. The group is active in 124 countries and can safely presume that it has established itself as a benchmark for perfection in watch making and jewellery craftsmanship.

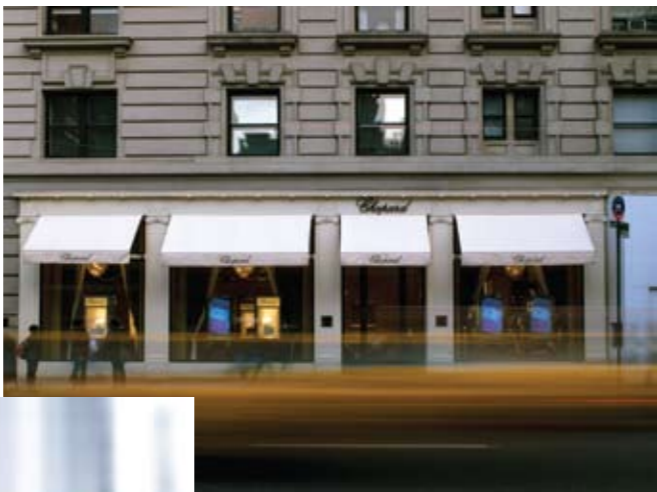
The Chopard look was inspired by the Art Nouveau and the Art Deco movements. The company's style is distinctive and multifaceted much like the clientele it caters to; for example, the 1970's saw the birth of the famous Jeans watch; the 1970's were an era of sensuality and vivid bright colours as highlighted by the vibrantly coloured, deliberately curvy watches produced by Chopard.

Carline and Karl Friedrich Scheufele have penned a new chapter in Chopard's

life during the 1990's and the twenty first century as they have reinvented the family business in their own distinctive ways. Caroline's Haute Joaillerie collections is the epitome of splendour whilst Karl-Friedrich's steel sport's watch, the Saint Moritz, took advantage of the young designer's knowledge that the boundaries between different formal evening wear, sporting wear, casual wear, semi casual wear are fast blurring away to create a sense of style in consumers that is both complex and manifold. The premiere of the watch was an instant success and the designer has since unveiled other models such as the Monte Carlo and the Gstaad. Caroline meanwhile has built upon the Happy Diamonds 'diamonds set free' line. Today she is universally acknowledged as a creative genius and an astute business woman. Her bold and innovative jewellery designs have allowed Chopard's transition from watch making to jewellery craftsmanship to be smooth sailing. Her



Chopard Family ▲



▲
709 Madison Avenue flagship boutique, New York City- new concept design by Thierry Despont



▶ The Scheufele family: (from left to right) Christine Scheufele, Karin Scheufele, Karl-Friedrich Scheufele, Karl Scheufele and Caroline Gruosi-Scheufele



▲ Making of the Palme d'Or

famous designs include the Happy Sport, Imperiale, La Strada, Ice Cube, Two o Ten, Golden Diamonds, Happy Spirit, Casmir and many many more. The collections and designs were instant successes and have, over time become timeless classics. They drew inspiration from various sources including the beautiful mountainous regions of Kashmir (India) and pebbles skipping across water.

Today, Chopard is recognised as an icon of elegance. Stars and celebrities across the world continue to

adorn themselves with the company's creations. Chopard is ever present at the world's most prestigious events and red carpets around the world are dazzled by the firm's creations; from the Cannes Film Festival to the Baftas, to the French Cesar's; you name it and Chopard is there. Screen hopefuls and movie veterans around the world are fans of Chopard's elegant designs and trust in the company to help them dazzle the crowds. Cate Blanchett, Zhang Ziyi, Pénélope Cruz, Diane Kruger, Charlize Theron, Marion Cotillard, Emmanuelle Béart, Isabelle

Huppert, Gwyneth Paltrow, Angelina Jolie, Sharon Stone, Catherine Deneuve all sport the brand's products at various red carpet events.

Chopard is one of the few watch companies around the world that produces in house watches. Whilst the company's collection lines are numerous and its creative flow of designs seems to be never ending, Chopard continues to take an active interest in philanthropy. At the height of its success the company feel that it is only natural that it should want to give back to the world.

Various collections are designed solely for charitable purposes. Limited series like the Wiener Staatsoper help fund research in leukaemia. A collection reflecting Elton John's flamboyant melodramatic style was unveiled to help fight aids in conjunction with the celebrity and Chopard also works hand in hand with the Prince's Foundation.

Still at the pinnacle of its success, it looks like Chopard will continue to be the brand ambassador for elegance for many more years to come ♡

**EXTRAORDINARY
BESTIARY**

Momentous occasions such as 150th anniversaries call for magnificently grand creations. Ladies and gentlemen, feast your eyes on Chopard's Haute Joaillerie collection of 150 unique animal-themed pieces.

True to its legendary creativity and boldness, the company has mobilised all its talent for this birthday collection, drawing on its long experience to mix tradition, advanced techniques and documented research, and taking its taste for excellence and novelty to new heights.

Caroline Gruosi-Scheufele, Co-President and Artistic Director, has dreamed up 150 Haute Joaillerie creations that celebrate animals, a world barely yet explored by the company. The result: An extraordinary dream-like collection of the most beautiful, mysterious animals ever created.

With help from the Haute Joaillerie department designers, Caroline Gruosi-Scheufele poured over specialised encyclopaedias and even consulted the Chinese calendar to come up with a collection of animals that is at the same time original, aesthetically pleasing and humorous. Species from every latitude – cats, giraffes, and parrots, for example – are represented in the form of bracelets, necklaces, brooches, earrings and rings.

Along with animals that are often represented in jewellery – wolves and cats, for example – the Swiss jeweller did not hesitate to honour other beasts that are more exotic (hippopotami) or unusual (seahorses), at first thought less pleasant (rats), or imaginary (dragons) or endangered (polar bears, koalas).

Instead of the usual plain depictions of animals or birds, the company offers a whimsical and enchanting zoo that dares to idealise frogs and clownfish and does not hesitate to bring them to life through what are virtually little scenes.

The Chopard range is available exclusively at Khimji's Watches, Shatti Al Qurum.



Frog with Crown ring
Frog ring in white gold set with emeralds (3cts), black diamonds and white diamonds, holding a crown featuring a stunning brilliant-cut yellow diamond (3cts) entirely surrounded by yellow diamonds.



Bee Brooch
Bee Brooch in white and yellow gold set with black, yellow and white diamonds.



Polar Bear Ring
Polar Bear ring composed of two sapphires (0,1ct), one onyx and diamonds (23,8ct) set in white gold.



Monkey pendant
Monkey pendant in white gold set with brown diamonds (5cts) and tsavorites (5cts), on a white gold chain set with briolette-cut rubellites (16cts).