

01/10/14

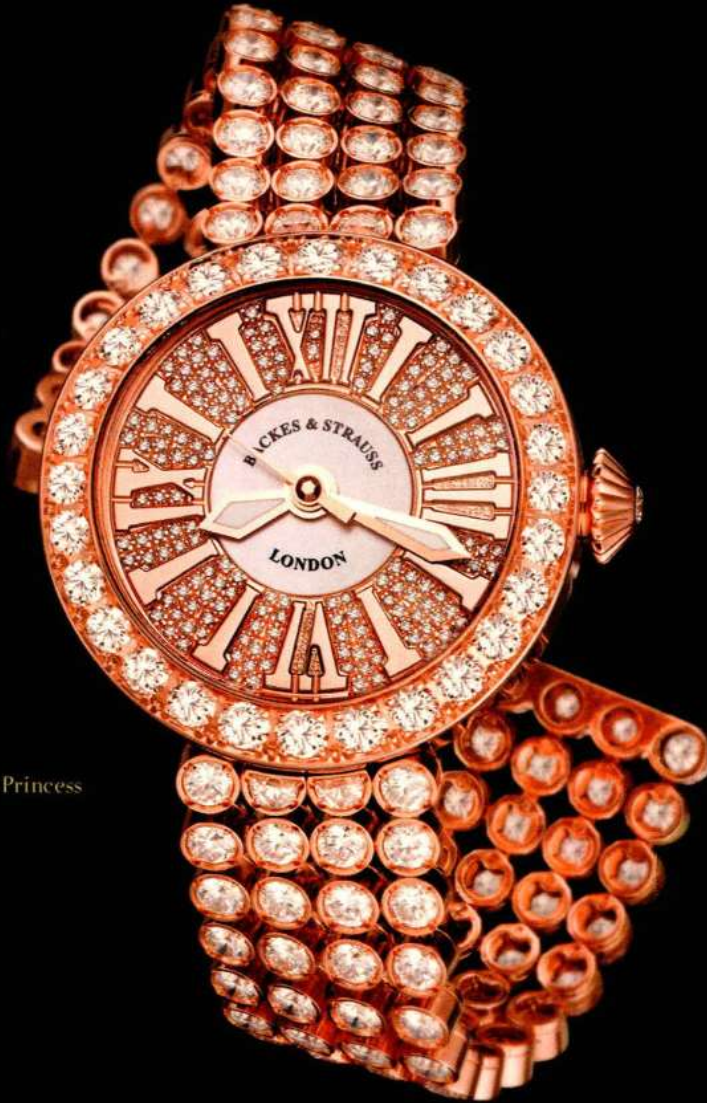
Harrods Magazine UK

N°10

Circulation 104.000

Pag.121

Backes & Strauss, Watch (adv)



The Piccadilly Princess



BACKES & STRAUSS
London

Masters of Diamonds since 1789

The Fine Watch Room, Ground Floor

01/10/14

Harrods Magazine UK

N°10

Circulation 104.000

Pag.130

the ultimate double agent

Backes & Strauss, Watch

Ted Humble-Smith, Photographer

Becky Branch, Stylist



ULTIMATE

THE ULTIMATE DOUBLE AGENT

Functionality is just one attribute of the latest watch from Backes & Strauss. The 321 others are green or white and gloriously sparkling

PHOTOGRAPHER TED HUMBLE-SMITH



Is it a bracelet with a handy facility for telling the time? Or is it a watch with the gloriously distracting addition of 80 emeralds and 241 ideal-cut diamonds? Backes & Strauss solves the problem by simply describing The Harrods Princess as a *pièce unique*. When the brand's horological experts set their sights on creating a bejewelled masterpiece, they turned for help to the world's leading supplier of responsibly sourced coloured gemstones. Living up to its reputation, Gemfields provided a selection of Zambian emeralds – known for their deep green colour – which were hand-set alongside Backes & Strauss' signature diamonds. The resulting timepiece-cum-bracelet is a star attraction at the Biennale exhibition taking place in-store this month. And we're guessing that whoever is lucky enough to become its owner will be happy – whatever it is.

The Biennale exhibition runs from 9th September to 12th October. Backes & Strauss Harrods Princess watch £240,000

Stylist Becky Branch