



SCHAFFRATH

UNIQUE SINCE 1923



*Welcome
to our unique
brand*



FINE JEWELLERY
HANDCRAFTED IN GERMANY



Christian Schaffrath

As a passionate brand strategist, Christian Schaffrath puts his heart and soul into developing SCHAFFRATH into a premium- niche brand. The Business Administration graduate and experienced diamantaire is the great-grandson of the company's founder, Adam Schaffrath, and heads its Diamond, Sales, and Communication and Marketing Divisions.



Alexander Leuz

Alexander Leuz is a goldsmith and has been the visionary mastermind behind SCHAFFRATH for 25 years. The great-grandson of Adam Schaffrath is the fourth generation to own the company and, with great attention to detail, designs its extraordinarily elegant jewellery creations that boast a revolutionary character.

WELCOME TO SCHAFFRATH



Everything always begins with a vision. The vision of the Leuz and Schaffrath families has been shaping the company for almost 100 years, within the context of their time. Throughout the generations, we have been united by a passion for our trade and devotion to the world's most beautiful stone – the diamond.

Under the unicorn logo, whose aesthetics and clarity, beauty and magic symbolise the essence of our jewellery design, we have made a name for ourselves in the international jewellery world as an exquisite, exclusive producer of distinctive diamond jewellery creations.

We are proud of our achievements to date and can reflect upon an eventful history, during which we have made many changes, while remaining true to ourselves. Every day, we work with meticulous care and dedication to develop and continue to create our alluring and uniquely beautiful pieces of jewellery. Because we have not yet achieved our vision. And continue to carry the torch. For us and our families!



Alexander Leuz



Christian Schaffrath



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01



THE NEW LOOK



IMAGES OF ELEMENTAL POWER

The SCHAFFRATH campaign is a tribute to the power and beauty of the elements, to whose interaction we owe one of the most fascinating natural phenomena: the diamond. Originating deep in the Earth's core, exposed by the power of volcanic activity and brought to life by masters of their trade to reveal its radiance and magic. Every stone is naturally beautiful. Every piece is unique. As unique and distinctive as the person who wears it. This is our world, this is our passion. This is SCHAFFRATH diamond jewellery.

*Naturally beautiful diamond
jewellery. At one with the elements.
At one with itself.*

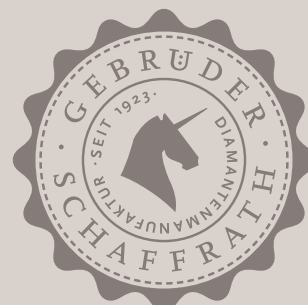












THE SCHAFFRATH BRAND



DIAMOND JEWELLERY WITH THE UNICORN LOGO

The traditional Hanau-based company, SCHAFFRATH, is one of the country's most innovative diamond jewellery makers and enjoys an international reputation. Since it was founded in 1923, the family-run firm has constantly evolved, allowing it to lead the brand and its rich traditional values into the future, while continually setting new design and quality standards. To this day, all its individual operations are coordinated and consolidated under a single roof at its head office: from initial idea, to design and production.

The unicorn stands for the uniqueness of the Schaffrath brand. It symbolises aesthetics and clarity, grandeur and strength, beauty and magic, and therefore reflects the core essence of our jewellery design.



DIAMOND JEWELRY
MANUFACTURER
SINCE

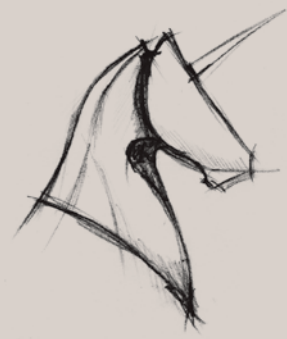


'2020'



'1923'





SCHAFFRATH COURSE OF TIME

15th
January
1923



ADAM SCHAFFRATH
Son of a goldsmith
and trained diamond cutter
(1892–1963)



ALOIS SCHAFFRATH
Factory owner (1904–1975)

1925



The company is registered in Hanau. This traditional city in Hesse is a world-famous jewellery town and one of Germany's four main jewellery centres.

1926



QUALITY

At an early stage, Gebrüder Schaffrath adopted the standard that is now considered to be the hallmark of the diamond trade: reliable grading.



1928



Gebrüder Schaffrath expands its expertise and also begins bruting, whereby the diamond

is cut round, giving it its basic shape. The business grows and moves into its own factory.



Adam Schaffrath first makes contact with the diamond exchanges in Antwerp and Amsterdam.

1929

The Great Depression. Thanks to its excellent workmanship, the company continues to win orders.



1931



As well as polishing diamonds, the company's product process also now includes cleaving rough diamonds.

1936

The business grows to around 60 staff when the factory is expanded to include modern sawing machinery.



1939–1947

The outbreak of the Second World War brings difficult times. Production is halted. An air raid destroys large parts of the factory. Germany is in ruins.

Reconstruction begins. The excellent reputation that Gebrüder Schaffrath had established before the war brings urgently needed new orders.

1951–1954

The business no longer polishes only third-party diamonds, but also its own, and sells these in its in-house Jewellery Department. Due to strong demand, up to 400 diamond cutters are employed in Gebrüder Schaffrath workshops far beyond the region's borders.



1960

THE »ULTIMATE ACCOLADE«

For the first time, Gebrüder Schaffrath is allowed to purchase high-quality raw materials from the diamond monopolist De Beers.



SCHAFFRATH GENEALOGY 1892 – 2020



1963



A new generation sets new goals: the production of its own jewellery collection.

The company's 40th anniversary: the firm has been family-owned for three generations.



1967



Master handcrafted jewellery: a necklace made for an overseas customer.

The Gebrüder Schaffrath business gains an affiliated setting and polishing workshop.



1970



»Reliable grading« appears in the company's communications as a quality seal.

The establishment of an in-house Jewellery Department creates all the prerequisites for jewellery making.

1972–1973



First attendance at a jewellery show in Copenhagen, followed by many other trade fairs, e.g. Inhorgenta in Munich.

Opens its own office at the diamond exchange in Frankfurt am Main.

1975–1988

OBJECTIVE

To make jewellery production the most lucrative branch of the company. The firm

continues to grow. To meet the increasing order volume, jewellery production is expanded.

1990–1995

Over the years, De Beers assists Gebrüder Schaffrath with various advertising campaigns.

Gebrüder Schaffrath obtains the rights to exclusively sell the Flanders Cut Diamond in Germany.



2003



Gebrüder Schaffrath celebrates its 80th anniversary with the EDITION 80. An individual diamond cut was developed especially for this edition: the »Schaffrath Cut« with 80 facets.



2009–2014

CHANGE OF NAME
The brand adopts a younger, more international approach: Gebrüder Schaffrath becomes SCHAFFRATH.
EXPANSION POLICY
SCHAFFRATH establishes new strategic contacts

and secures a place in the international premium segment with Liberté®.
ALLIANCES
Six leading German jewellery brands, including SCHAFFRATH, establish »German Finest«.

The present day

Christian Schaffrath and Alexander Leuz establish SCHAFFRATH as an international premium-niche brand, with new visions and concepts. Innovative features and unique design ideas give

SCHAFFRATH a distinctive market presence. The brand with the unicorn logo is gaining prominence every year and has become a distinguished global player that now exports items of jewellery all over the world.



CHRISTIAN SCHAFFRATH
The Business Administration graduate joined the Executive Board in 2009.



ALEXANDER LEUZ
The designer and goldsmith joined the company in 1994 and the Executive Board in 2007.



SCHAFFRATH THE FACTORY



MULTIFACETED CRAFTSMANSHIP, MADE IN GERMANY

At SCHAFFRATH, original craftsmanship in all its facets meets exquisite materials and unique design ideas. It is this interaction of passion, dedication, creativity, intuition, innovative thinking and an obsession with perfection that creates unparalleled items of jewellery. Made for people with the highest quality and design standards - and those with a keen sense for their jewellery's spirit.

*Building on the past to shape the future.
Schaffrath produces innovative design creations
of premium quality.*

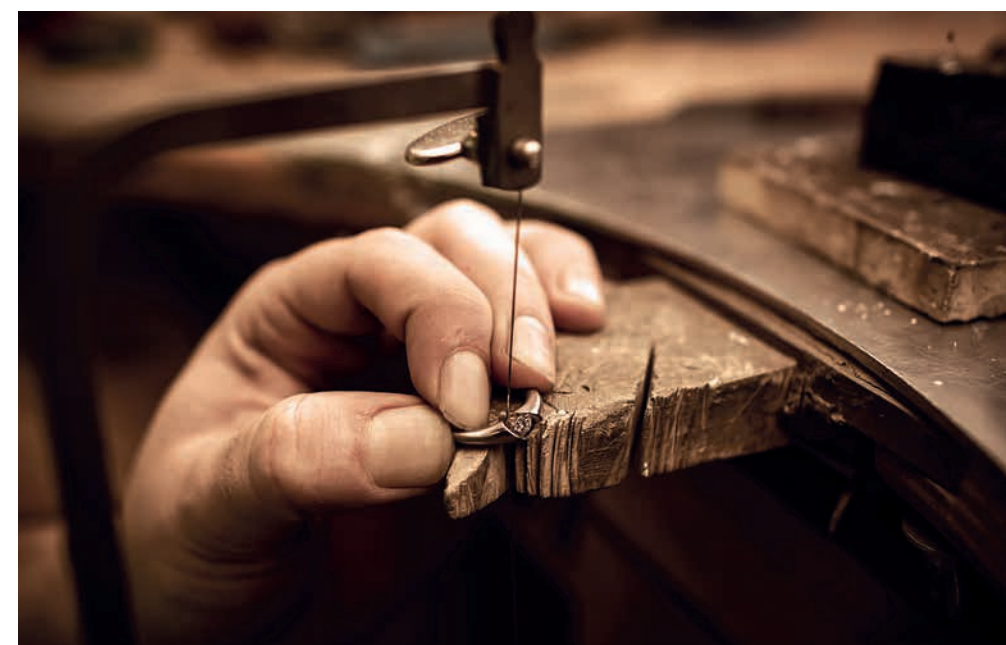
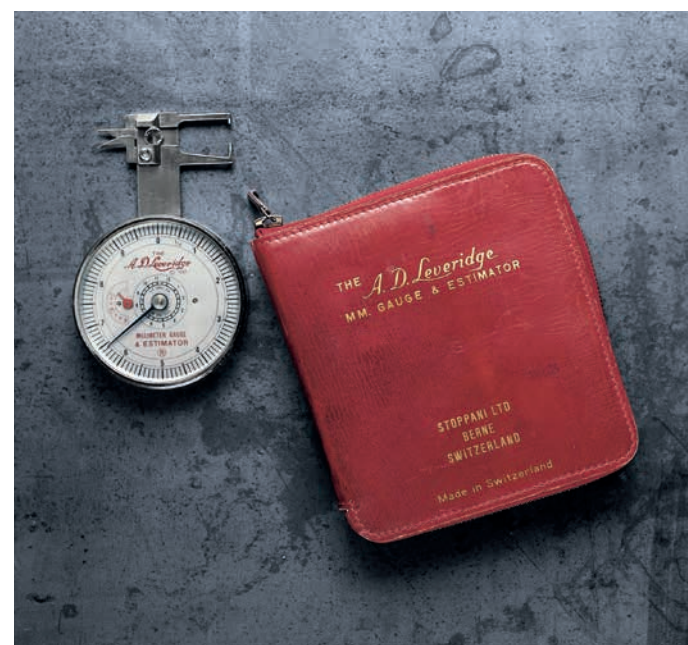


Erklärungen: AL=Auszange. JZ=Inzange. A=Ablauf. G=Gegen

Diamond jewellery making is an intricate feat and time-consuming process that demands an exceptional eye and total concentration.



Artists, experts and perfectionists: at Schaffrath, diamond experts, goldsmiths, polishers and setters work hand-in-hand.



At Schaffrath, it is people, not machines, who breath life and soul into every stone and every piece of precious metal.



SCHAFFRATH DESIGN HIGHLIGHTS



VENDETTA
»2005«



DOLCE
»2013«



THE DIAMOND CONSPIRACY
»2015«



ZOOM
»2010«

A TIMELINE OF OUR CREATIVITY AN EXTRACT

Christian Schaffrath and Alexander Leuz joined the Executive Board at the turn of the century and their visions have lent new flair to the brand and its designs. Since then, a host of unique, award-winning jewellery creations has been added to the portfolio, which all have one thing in common: they all tell a story. Developed around an unconventional conceptual idea or ingenious technical feature, their shape, colour, material and name have been refined and perfected. The content, character and soul of every single item of SCHAFFRATH jewellery make it a work of art.

VENDETTA (2005) A feminine weapon. A dangerously beautiful jewellery collection made of sparkling platinum with a blood red inlay. Full of erotic power, blistering passion and fateful devotion. Originally designed for the little finger, symbolically based on the shape of a knuckle-duster.

DOLCE (2013) is naughty but nice. A ring resembling an irresistible sweet that is both enticing and alluring. Four different basic components allow Dolce to be individually configured in terms of its colour, precious metal and edging. Winner of the COUTURE Design Award and Jewelers' Choice Award 2013.

THE DIAMOND CONSPIRACY (2015) A diamond ring that conspires to conceal its most precious treasure on the inside - 123 cut diamonds. A revolutionary concept contrary to every convention of presenting valuable jewellery in a way that is clearly visible to others. Conspiracy is a pure understatement that interprets the wearing of jewellery as a totally personal, almost wilful experience.

ZOOM (2010) is a ground-breaking, patented ring innovation whose width can be infinitely adjusted, making it

suitable to wear on any finger as your mood dictates, or even zoomed out on a bracelet. Pictured with 72 diamonds.

1 SCHAFFRATH ACCESSOIRES (2017) Our sub-label for contemporary, professionally manufactured accessories. The hero of the collection: THE UNICORN, an urban unisex pendant made of steel with 18-carat gold plating.

2 SYMPHONIE (2007) Countless diamonds cluster in harmonious unison around the coloured tourmaline gemstone, like a note head.

3 (2014) + 7 (2015) CLASSICS Timeless, elegant rings - like all the items of jewellery in this range. In this case with an attractive twist.

4 PATCHMATCH (2020) All the pieces in the new collection feature a delicate, playfully girlish look and can be mixed and matched to your hearts' content.

5 SYMPHONIE (2007) An elegantly composed ring with a navette-cut aquamarine.

6 RING IVY (2012) Gently curved, like an ivy tendril. Voted Ring of the Year 2012 by Deutscher Diamant Club.

8 LA LUNA (1998) Crescent-shaped ring. For La Luna, SCHAFFRATH developed a revolutionary setting technique - the soldering-in process. For the first time, the diamond could be set to one side of the ring, almost floating (thereby creating the basis for the patented Liberté® setting). This timeless jewellery icon was recently named Ring of the Year 2020 by Deutscher Diamant Club.

9 (2007) +11 (2009) UNITY A reinterpretation of the classic cocktail ring in a lucky-eight shape. The stone and

the wearer's skin touch, becoming one magical entity. Images show smoky quartz and pink tourmaline with cut diamond edging.

10 ZOOM (2010) see left

12 PROTÉGÉ (2016) Protect what you love. Like a tender hug, the Protégé is inclined around the cut diamond at its centre. Awarded Ring of the Year 2016 by Deutscher Diamant Club.

13 KORONA (2000) This jewellery collection was inspired by the corona of a solar eclipse: the diamond corona in the body of this piece of jewellery sparkles in the shape of a circle, only revealing its inherent value at second glance.

14 40085 (1978) Timeless beauty. A classic that is truly worthy of its name. Unchanged for over 20 years.

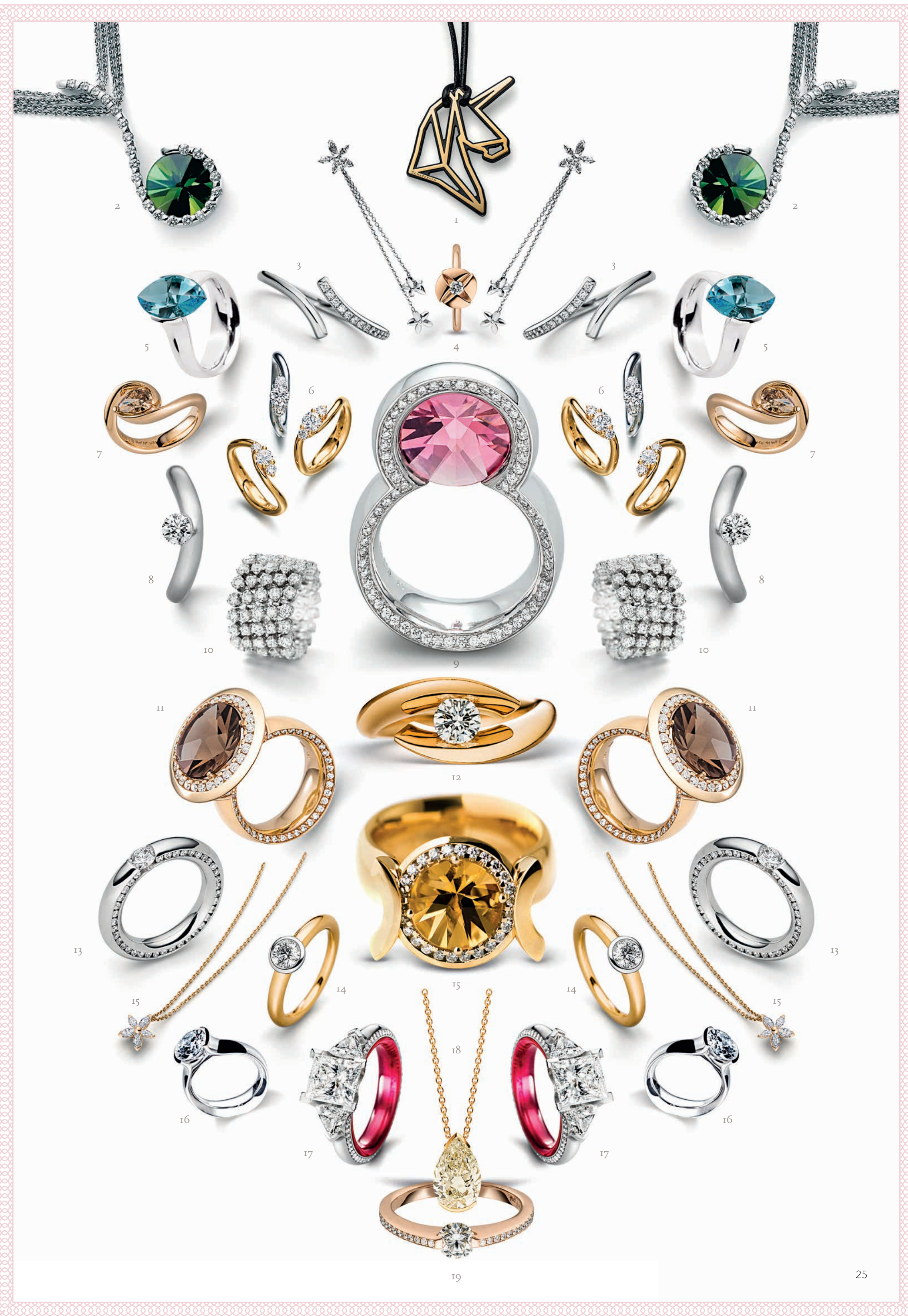
15 LIBERTÉ® FASHION (2009) A cocktail ring with a free-moving coloured stone. An extravagant fashion statement.

16 37002 (2005) An all-time favourite of our Classics range. A pure solitaire. Discreet and elegant.

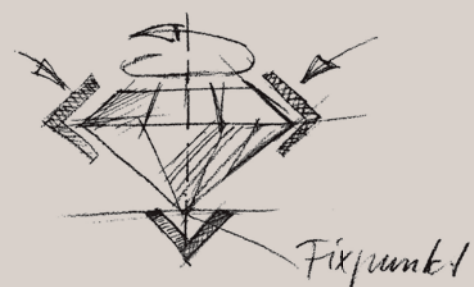
17 VENDETTA MODEL V1000 (2012) The power of love. Custom-built for an Arab princess, with a diamond enthroned in the middle. With a princess cut, of course.

18 CLASSICS (2019) A sensuous diamond pendant in a traditional teardrop shape.

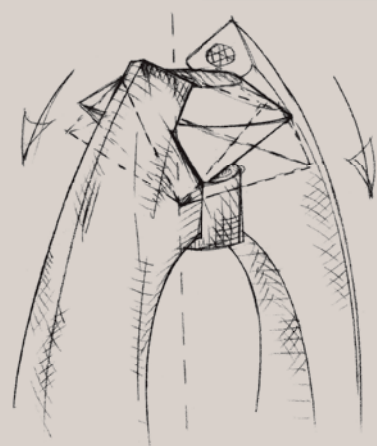
19 LIBERTÉ® MODEL L2N23 (2020) is both a commitment and a promise. From our current engagement ring collection.



04



LIBERTÉ®



THE WORLD'S FIRST RING WITH A FREE-MOVING DIAMOND

In 2002, Schaffrath presented the Liberté® a world first, thereby turning pretty much all the hitherto technical feasibility criteria of diamond jewellery making upside down. While the diamond is firmly positioned in conventional settings, the patented Liberté® setting system lends the stone total 360° freedom of movement. With breathtaking results: every tiny movement alters the diamond's position, allowing it to dance in the light. Like a sparkling firework, light is reflected by the stone's countless facets, shining in every colour of the spectrum and in every direction. It took more than 1,000 hours of development to perfect the Liberté® work of art.

*Fascinating light show:
the Liberté's® lustre is uniquely enchanting.*





LIBERTÉ® L1001

The patented Liberté® free-moving diamond principle not only lends the collection's luxurious rings their unique lustre. It is also available in matching necklaces and pendants, in earrings and bracelets, or in cufflinks.

360° freedom of movement makes the diamond dance, allowing it to radiate in every direction.

The Liberté® showcases the diamond from every angle and in all its beauty.

Only a delicate arc made of a platinum-iridium alloy attaches the stone to the ring band at certain points. Alternatively, the diamond can also be placed between two lateral mounts.

The Liberté® is the world's first »unmounted« diamond ring. The interplay of light and movement ignites its spectacular diamond firework display.









BEHIND THE SCENES



A TOUGH PHOTOSHOOT

Sylt. An island of extremes. Vastness. Light. And wind. A stage for the elements and thus the ideal setting for our campaign.

Pre-production: preparation and planning are everything for outdoor shoots. Island weather is deceitful and changeable – especially in April. The production team and model are confirmed. Equipment and technology prepared. Locations and processes defined. Outfits, styling, jewellery items selected. The weather forecast: fair to cloudy. That will do, we're ready!

Shoot day: 7.00 am. Depart for the first location. The weather conditions – apocalyptic. Foam-whipped sea, horizontal rain, violent squalls, a temperature of 5 degrees Celsius. Those who can, leave. But we remain. Our combined strengths defy the forces of nature. Our model and photographer are working hard, pushing themselves right to the limit. Improvisation is everything. And our perseverance pays off, rewarding us two-fold: with fantastic, expressive photos and – sunshine. After many exhausting hours of stormy weather, we finally conclude our shoot in glorious sunshine and almost sheltered from the wind in the dunes of Lister Ellenbogen. What a day, what weather! What a setting!

*Expressive, spectacularly natural and beautiful.
The finished images speak for themselves.*



The cold was etched on our model's face. Whenever possible, we wrapped her in blankets. She had enormous stamina and gave her absolute all.



Look, this take worked really well. Let's make more of it. Improvisation is everything. Camera Assistant No.2 had already completed everything at this point.



Even the coffee was moved to safety.



Hitting the ground - photographer and equipment at the limit. No effort was spared to get the perfect shot.



This beach chair is a wonderful thing indeed. I'll stay here, wonderfully protected from the horrible wind.

Scan this QR code to watch the film.



Family on board. The children, who didn't seem to mind the weather, acted as moral support.



BOUTIQUE OPENING IN SYLT



AT THE HEART OF THE ISLAND

Germany's most northerly island is not only a natural paradise, but also an absolute travel hot-spot, whose illustrious epicentre is Kampen. Which is precisely where SCHAFFRATH has opened its first shop-in-shop boutique, in a prominent location on Strönnwai. Alongside jewellery made in his own factory, the owner, Matthias Zimmer, also now presents items of SCHAFFRATH jewellery in his showroom, in exclusive partnership with the brand. Which you can touch, experience and fall in love with.

Other SCHAFFRATH boutiques in selected locations are already being considered and planned.

*Why not combine the pleasant with the practical?
Visit Schaffrath while holidaying in Sylt and take a look at your
new dream jewellery in a relaxed, stress-free setting.*



Matthias Zimmer, a third-generation family jeweller based in Castrop-Rauxel



A PERSONAL REFLECTION ON
PASSION AND SEIZING OPPORTUNITIES:

»I first visited Sylt in 2015. I was rather sceptical and judgmental. But as soon as I arrived, I fell so passionately in love with this island that I rented a shop while still on holiday. After two wonderful years here, I needed to find a new location, because my old premises were set to be replaced with a new building. Only very large properties were available. I was looking for a strong partner, with whom I could fill this space and who would also satisfy my discerning Sylt-based clientele. At our head office, we already had an excellent business relationship with SCHAFFRATH. I was also personally acquainted with the likeable men from Hanau after meeting them at a jewellery fair in Las Vegas. I gave them a call. After this conversation, everything progressed very quickly. Because as luck would have it, the two were already intending to open a SCHAFFRATH boutique and had a ready-made, shop-in-shop concept in the pipeline. So we were able to get started right away and seize the opportunity. I was very impressed. Working with SCHAFFRATH is great fun – on both a professional and personal level.«



The Schaffrath
Boutique in the Juwelier
Zimmer store.



Boutique opening in Sylt:
a great atmosphere and
always something to look at.
This is how a party should be!





TIME-OUT FOR THE SOUL

Here in Germany, people have also now discovered that eating can be more than purely the intake of food. Fine dining and home cooking are extremely popular. In recent years, we have increasingly focussed on variety, diversity, freshness, the quality of the ingredients, their origin and their means of production.

And that's good, because it increases our awareness of the value of things. We at SCHAFFRATH, in particular, understand how essential the quality of raw materials is for processing and thus for the end result. But eating can do much more than provide us with energy and optimal nourishment. It gives us pleasure and helps us relax. It brings us together around a table and creates the space and tranquillity required for discussion.

At SCHAFFRATH, cooking together has long been a ritual. It is part of our corporate culture, of our identity. It is a time to clear our heads. Our break from our daily routine. Our time-out for the soul.

Instead of running frantically around during our lunch break to buy ready-made salad and meatball baguettes from the supermarket or queue outside the nearest snack bar, in order to return to our desks as quickly as possible, we prefer to take things easy. We welcome anyone with a recipe idea and fresh ingredients. And then we make a start. Snipping, chopping, stirring, kneading, frying. Anything goes, as long as it's fun and tastes good. It's a bit like the good old flat-sharing days, when the kitchen was at the centre of our lives. Everyone is welcome to join in, to help or simply chat. And when lunch is finally ready, everyone gathers around the table: children, partners, pets and in-laws. Cars, politicians

and holidays. Worries, goals, wishes and desires. Sport, parties and culture. Minor ailments, illnesses and death. Everything and anything is up for debate - depending on where our thoughts and feelings take us, on our mood and on who is present. Sometimes things get heated and extremely lively, sometimes self-reflective and almost philosophical. We even talk about work. Often enough, the most creative approaches and the most constructive criticism come to mind during informal get-togethers. Without these breaks, we would only be half as good. Because they improve our well-being, heighten our concentration and inspire our productivity for the hours ahead. It is precisely these discussions, free from pressure and time constraints, that allow us to grow together and progress, both personally and as a business.

Of course, it's not always like that. We also have days when there's simply no time for a long lunch. When the snack bar, bakery, supermarket and delivery service are our best friends. And sometimes there are days when we just have to get away from it all. Out into the countryside or into town, for a change of scenery. But as often as possible, we consistently try to get together in the kitchen or garden and enjoy a shared lunchbreak with good food. Because we have learned one thing: this time-out for the soul creates closeness and trust. Without it, we would not be the company we are today.

But enough of the talking. Let's get cooking! This aromatic burst of baked sea bream comes from our in-house »simple country fayre« section and is one of our absolute favourites for a quick lunch. Good luck and enjoy your meal!

Our recipe

Descale, wash and pat the sea bream dry. Drizzle the cavity with plenty of olive oil and generously fill with whole garlic cloves, herbs and slices of lemon. Lightly score the outside of the fish and brush with a marinade made of olive oil and crushed sea salt. Place on a baking tray lined with greaseproof paper and garnish with the remaining herbs and slices of lemon. Bake for approx. 20 minutes in a pre-heated oven (electric: 200°C / gas: mark 3) until crisp, then switch on the grill for approx. 3 minutes to finish. Serve with fresh salad and home-made salsa verde.

Quick, tasty and easy is the best way to enjoy our lunch break. Preferably in the garden, if the weather's good.



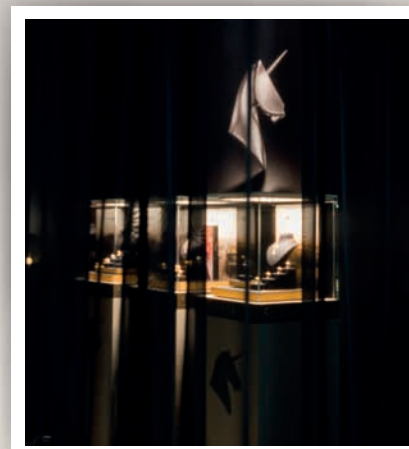
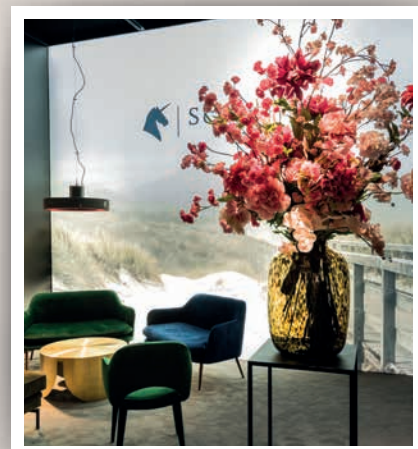
5 sea bream
1 whole garlic bulb
Lemons
½ bunch of parsley
3 rosemary stems
Thyme sprigs
Coarse sea salt
Black pepper
(Mélange Noir from
Jugo Holland)
Good quality olive oil



Accompanied by a small glass of wine, of course. We love this Verdicchio Superiore from Stefano Antonucci with its delicate aromas of pear and apricot.



OUR BRAND IDENTITY



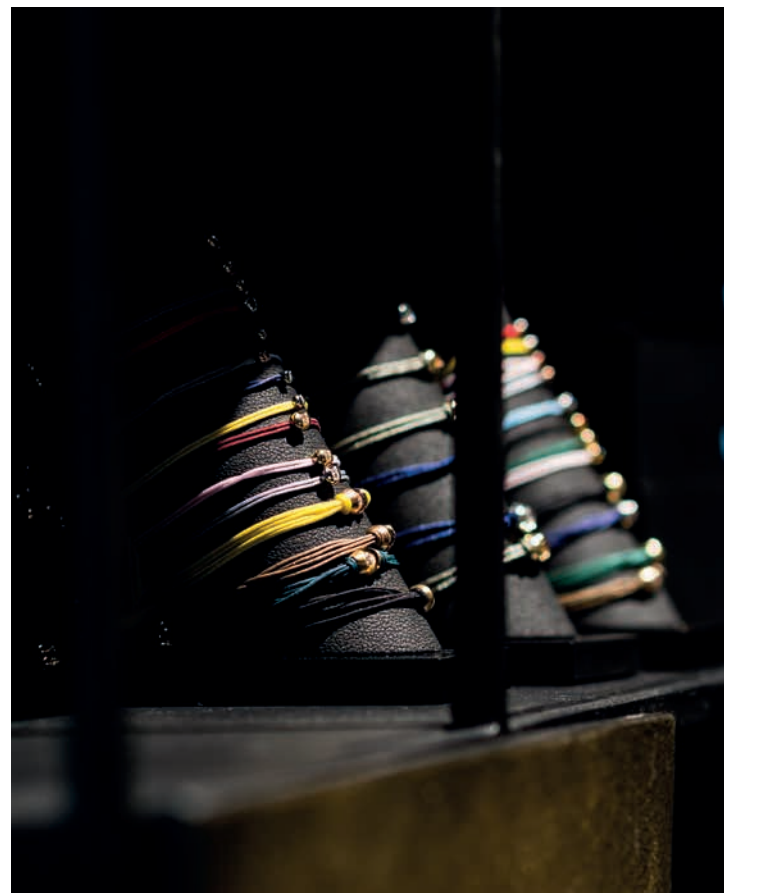
VISUAL AND SENSUAL

Our brand identity highlights what makes us and our jewellery so special: our love of design and style, our flair for quality and materials, our use of contrast, and our flawless functionality and workmanship. Just as diamonds and precious metals ultimately merge into a single symbiotic work of art at Schaffrath, we also use a harmoniously integrated combination of exquisite individual pieces when presenting our brand world.

Everything we do is guided by our eye for elemental beauty. It provides us with moments to pause and reflect, from which we draw strength, energy and sensuality. Be it in the office, in the countryside or when creating our pieces of jewellery.

Skilful use of colours, shapes and materials. Schaffrath seeks and finds harmony in contrast.







CALLA – A JEWELLERY ICON



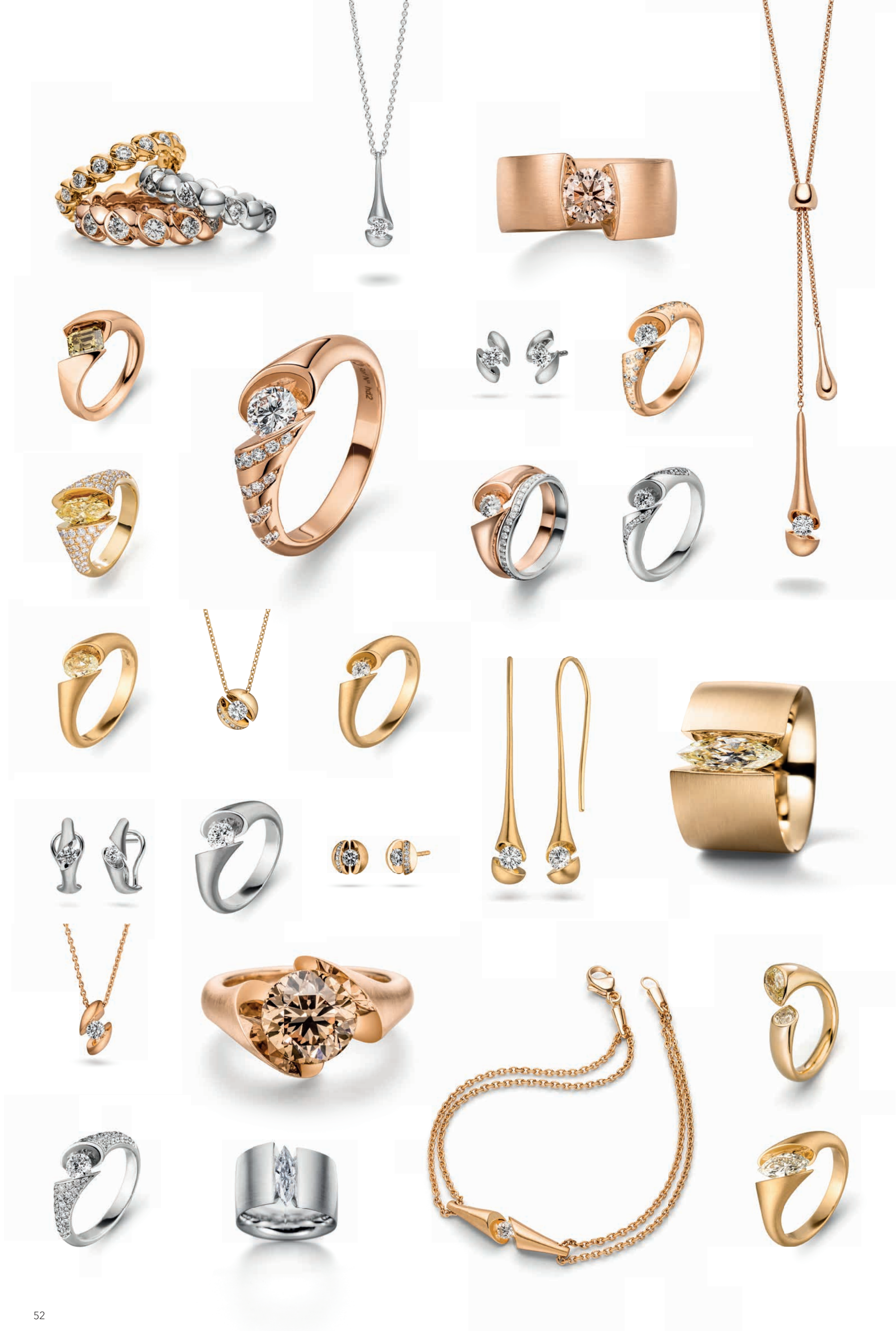
PURE MAGIC AND SENSUALITY

The Calla Collection is inspired by one of the most elegant and sublime flowers of all. The calla lily has been regarded as a symbol of beauty and immortality since ancient times. Its softly curved lines are reflected in all the jewellery items in the range, lending them their unique sensuality.

The Calla diamond ring with its magical mirror setting is the masterpiece of this collection. In 2011, it was named Ring of the Year by Deutscher Diamant Club. Entirely weightless, the diamond seems to be floating between two goblet-shaped golden petals, like in a flower. Highly polished mirror surfaces, which excitingly contrast with the fine matt finish of the ring band, reflect the sparkling light, lending the stone its magical radiance. The gently tapering ring band makes the ring extremely comfortable to wear.

*Sumptuous floral creations.
The Calla Collection boasts a distinctive character.*





CALLA – A JEWELLERY ICON

All models in the Calla Collection are available both with a traditional, round stone in a brilliant cut as well as stones in a range of fancy cuts, including a boat-shaped marquise cut or elongated oval cut. The Calla's own unique character is down to its shape and colour.

Magical lustre – the diamond seems to be floating between the mirror surfaces, allowing it to perfectly reflect the light from all sides.

Depending on personal preference, Calla, like all pieces of Schaffrath jewellery, is available in rose, yellow or white gold.



A diamond protected by two flower heads: Calla is an extremely sensual piece of jewellery. A combination of matt and highly polished surfaces provide visually exciting contrasts.

Never be without it: the gently downward-tapering ring band makes this ring extremely comfortable to wear, turning it into your constant companion.











PORTRAIT: ALEXANDER LEUZ

When Alexander Leuz starts talking about his work, his enthusiasm is hard to rein in, while his love of detail, jewellery and design is clearly noticeable. It relentlessly bubbles and brews away inside him. If he has an idea, he will not let go of it until his thought bubble bursts. This can happen anytime, anywhere. In the middle of the night, while having dinner or looking out of the window.

In these moments, Alexander Leuz needs plenty of blank, white paper. It is his most basic tool and synonymous with his approach: being willing to reject all previous thoughts and actions at any point in the design and development phase. Starting from scratch. Uncompromisingly and consistently questioning what has already been determined. Seeking answers. Finding solutions. Providing evidence. Nothing is impossible, no matter how tricky the situation.

This is how Alexander Leuz has succeeded in developing spectacular design creations, for which SCHAFFRATH has received numerous awards and which have helped the brand achieve its international breakthrough. Take Liberté®, for example. In 2002, the world's first ring with a free-moving diamond was a global sensation that simply took the industry's breath away.

The pursuit of your goal is often a long and rocky process. An inconceivable idea doesn't come to fruition in an instant. Otherwise anyone could do it. It takes a great deal of dedication, commitment, attention to detail, perseverance, meticulous care and, above all, the ability to constantly redefine the task, thereby driving development, sometimes in unexpected ways. It is an exhausting process, often taking months or even years. Never giving up!

»So the moment of completion is even more overwhelming,« believes Alexander Leuz. »That moment when I first put the prototype on my finger, look at it from all sides and can say, wow, it's perfect!«

Where does this urge come from to take nothing for granted and tenaciously see ideas through to the end?

Alexander Leuz pretty much grew up in the middle of the factory where his whole extended family already worked. As a child, he spent hours watching the diamond cutters and goldsmiths at work, inquisitively following every movement of their hands. »Just by observing, it was clear to me that you need

to have an incredible amount of perseverance and passion to finally create a wonderful piece of jewellery.«

He learned the art of free thinking at home around the kitchen table, where Mum, Dad and their three children were all able to express their opinion, ask questions, laugh, discuss and think. Loudly and independently. Without any patriarchal dominance.

Storytelling was also encouraged while sharing a meal.

His Dad, Jürgen Leuz's, stories about the racing driver, Günter Klass, were extremely popular. The Swabian European Rally Champion of 1966 was an uncle of Alexander Leuz and drove for Porsche and Ferrari in the 1960s. In 1967, he was killed in an accident in Mugello (Italy), aged just 31. These fascinating stories from that dazzling motorsport era, when men were heroes, adventurers, hedonists and gentlemen, made Alexander Leuz the ardent fan of racing and vintage cars that he is today.

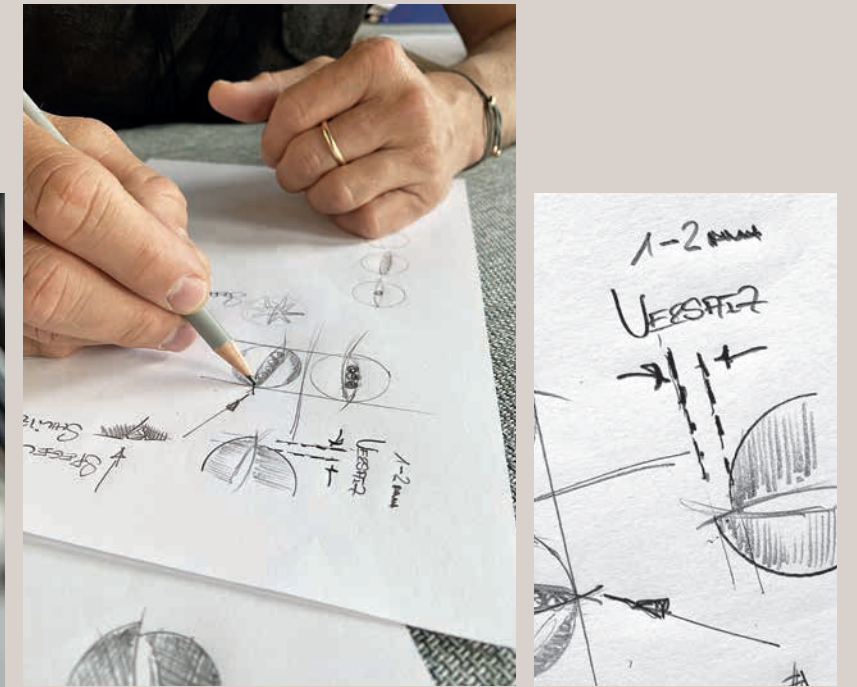
And a great storyteller. Each of his creations – be it Paradoxal, Conspiracy or Vendetta, to name just a few – tells its own exciting story: from the unique conceptual idea, to the choice of shape, colour and material, to giving it a name. The result is pieces of jewellery with substance, depth and soul, which can be read like a book and are extremely moving.

Amidst such beauty, what does he like best about his work? »Most of all, I love the idea of creating a piece of jewellery for a woman, which is perfect for her and will become her lifelong companion, a soulmate, as it were, who will complement and perfect this woman and unite the two of us.

I sometimes experience this when a woman discovers one of my creations, puts it on and from that moment onwards knows, this is my jewellery! It's like Cinderella and the glass slipper, 'a perfect match' and an indescribable sense of elation for me as a designer, which is a just reward for all the passion and effort that has gone into this piece of jewellery,« says Alexander Leuz.

Fortunately for the future, a few more uncut rough diamonds are slumbering in his back room in the form of untold stories and astonishing conceptual visions. Why not create a purely men's collection or even a ring that can change its physical state? Absolutely anything is feasible for Alexander Leuz. It's clear that he will need a blank sheet of paper for that. Maybe right now...

*Pen. Paper. Ready to go.
Alexander Leuz
designing and sketching
his new collection.*



*Almost best friends.
Alexander Leuz with his
BMW 3.0 in Fjord Blue
Metallic. A childhood
dream come true.*



*Switching off, relaxing
and recharging his batteries.
Preferably away from the
beaten track.*



COLORTAIRE

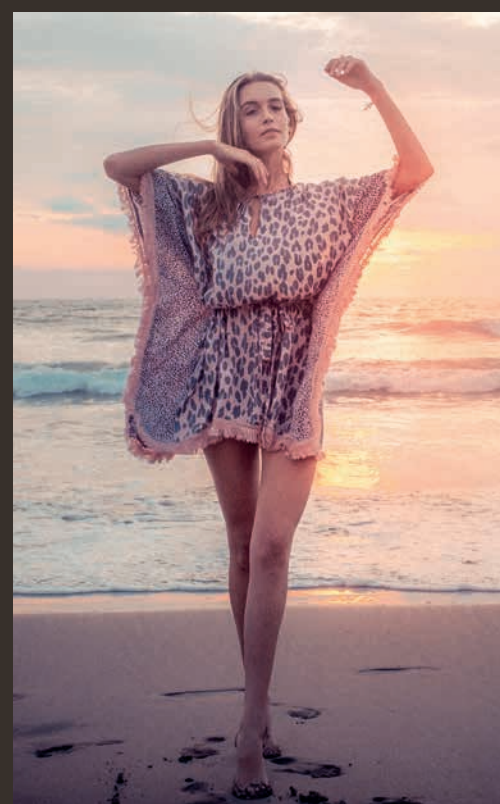
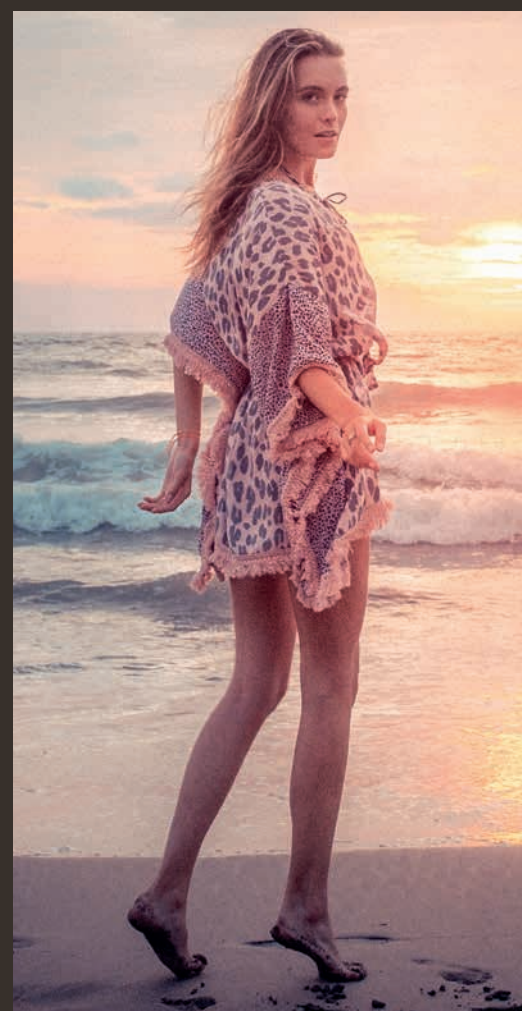
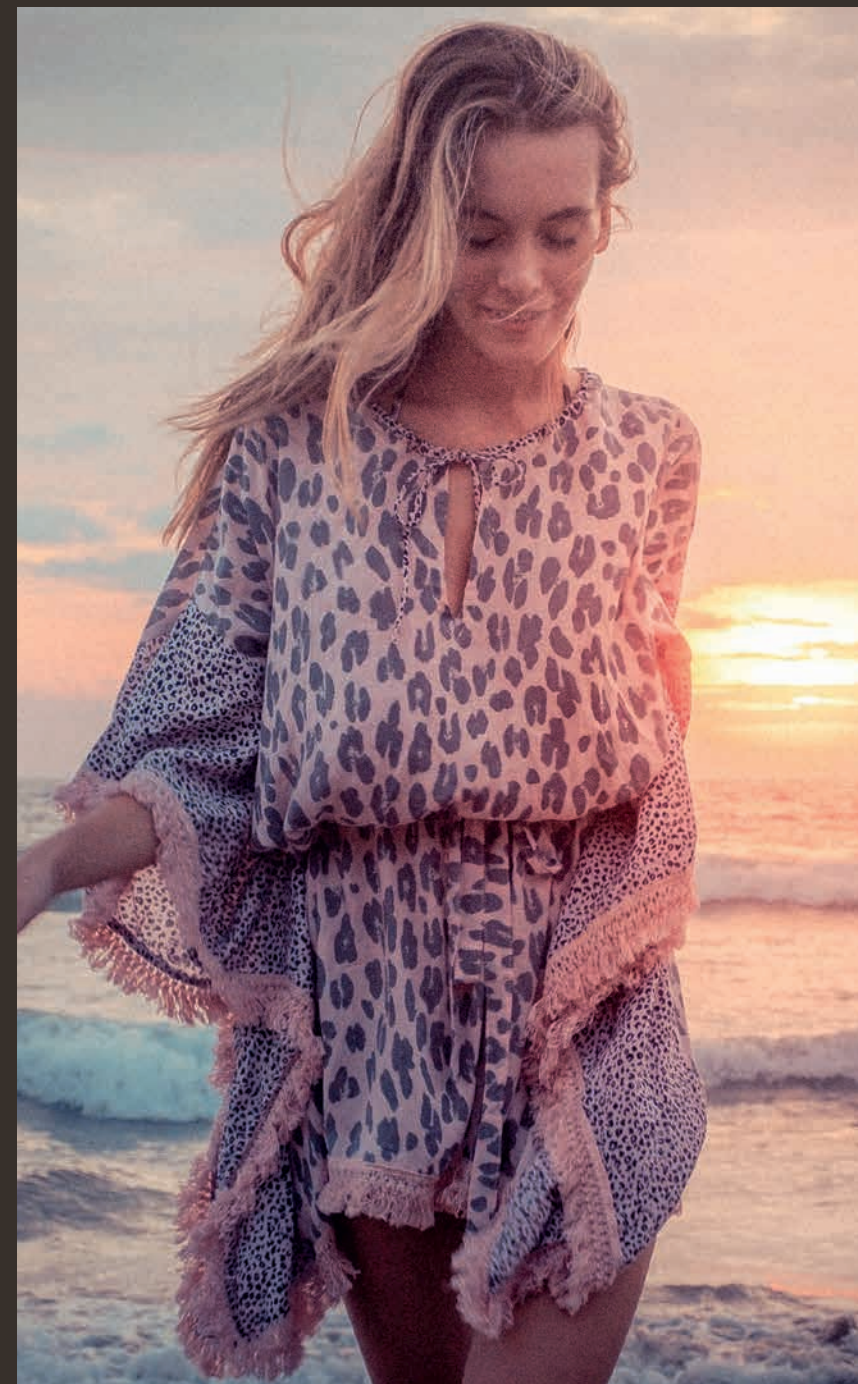


DIAMONDS GO BOHEMIAN

Diamond jewellery can also be casual, hip and edgy. Colortaire – a combination of the words »colour« and »solitaire« – is a unisex range that stylishly combines glamour, fashion and lifestyle, while maintaining the highest quality and manufacturing standards. A glittering solitaire seems to float in a protective bed of yellow, rose or white gold. The finely twisted cord bracelets come in all life's colours and can be easily slipped over your wrist and securely fastened, thanks to their innovative clasp. The Schaffrath unicorn logo adorns the golden closure.

*Colortaire is a casual accessory for any situation.
With a distinctive, high-quality look.*







SUPERB HANDCRAFTED JEWELLERY



48100



L1090



L1062

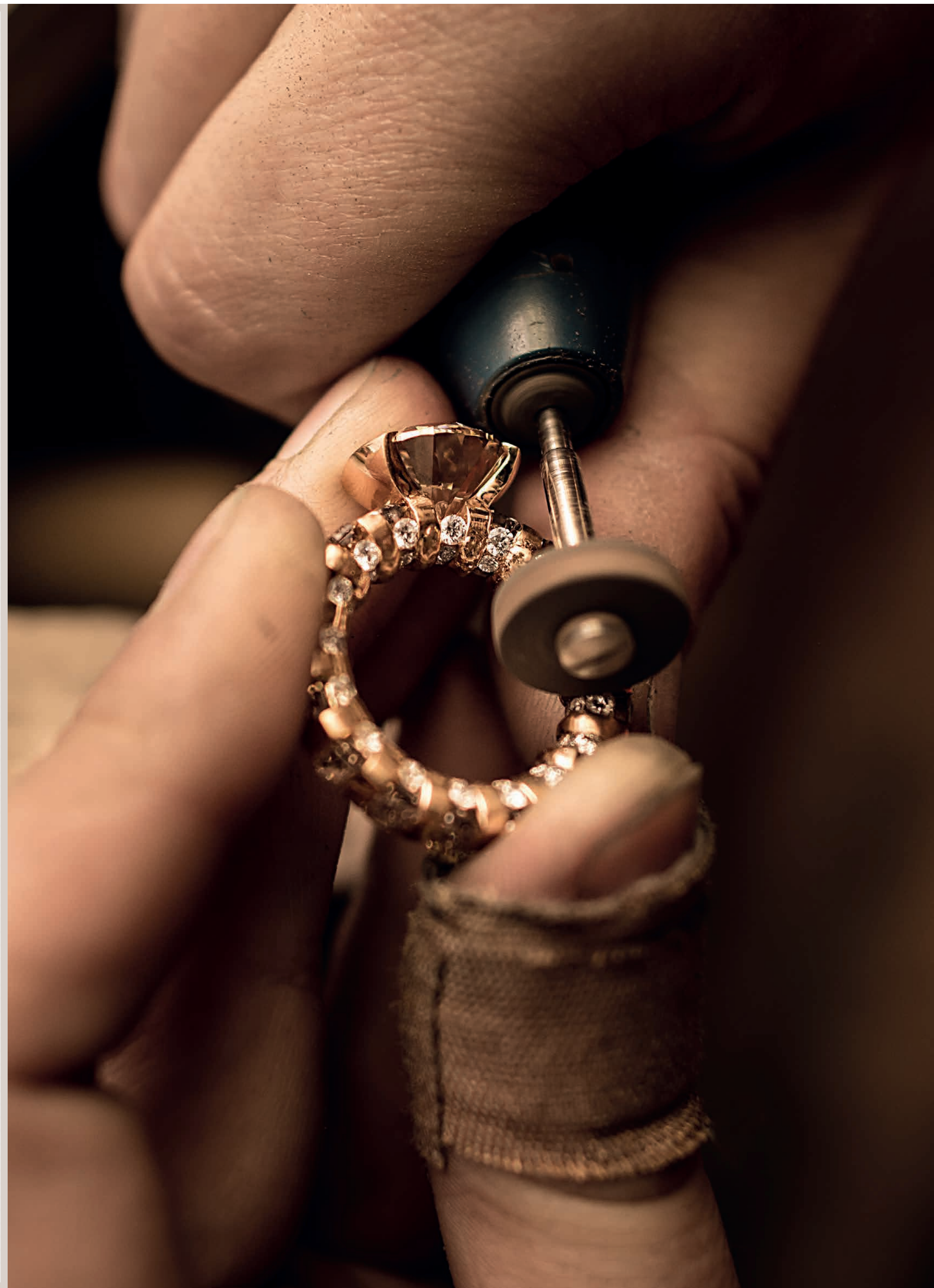


V1500

HIGH JEWELLERY TREASURES

In its High Jewellery Edition, Schaffrath presents splendidly sparkling gems, award-winning creations of outstanding beauty, created for unforgettable appearances and high-profile events. Be it for charity or gala events, weddings, exquisite cocktail parties, dinners or private viewings: these pieces of jewellery are much more than just a valuable accessory. They are an expression of the personality, individual style and uniqueness of the person wearing them.

*Every item in the High Jewellery Edition is
totally unique, created with the most dedicated craftsmanship
and with the utmost precision.*





PARADOXAL THE RING THAT CANNOT BE



The Paradoxal is a truly glamorous piece of jewellery that blurs the lines between reality and fantasy. A dream ring, fascinating yet irritatingly beautiful, that captivates all those who lay eyes upon it, because they believe themselves to be seeing something that cannot be: the entire ring seems to be held together by diamonds alone. 68 cut diamonds and 16 natural brown diamonds line the rose gold ring band that is crowned by a huge, natural brown cut diamond.

The Paradoxal is a masterpiece of high-end jewellery and so magnificent that it needs no further publicity. It speaks for itself. As do the women who wear it.





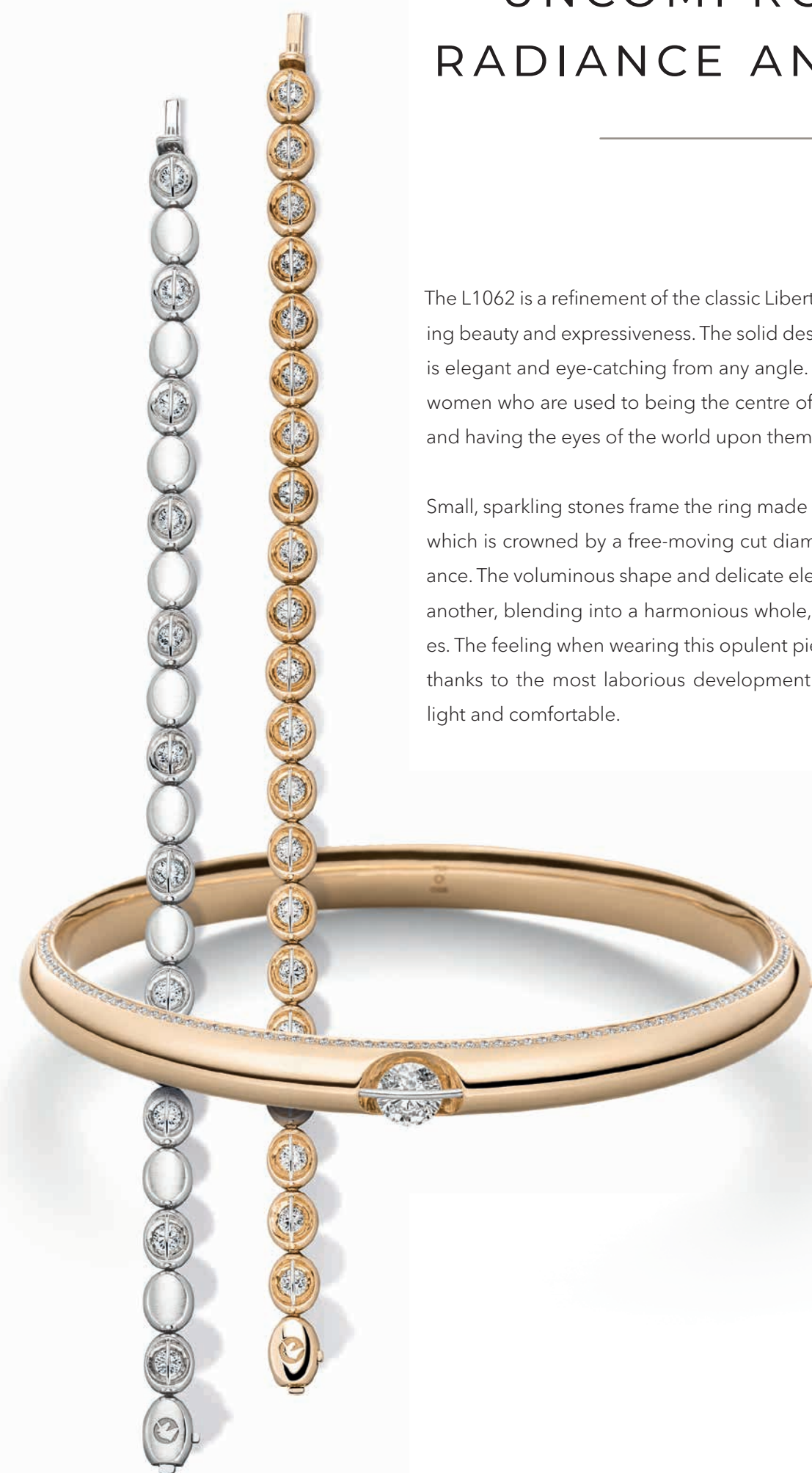
LIBERTÉ® L1090





The L1062 is a refinement of the classic Liberté® range, boasting uncompromising beauty and expressiveness. The solid design instantly attracts attention and is elegant and eye-catching from any angle. The L1062 is therefore perfect for women who are used to being the centre of attention, acting with confidence and having the eyes of the world upon them.

Small, sparkling stones frame the ring made of solid white, yellow or rose gold, which is crowned by a free-moving cut diamond of virtually unparalleled radiance. The voluminous shape and delicate elements merge seamlessly into one another, blending into a harmonious whole, despite their perceived differences. The feeling when wearing this opulent piece of jewellery is also impressive: thanks to the most laborious development work, the L1062 is astonishingly light and comfortable.





MAGICAL COLOUR COUTURE



With the V1500 model, SCHAFFRATH has created an expressive haute-couture ring that brings a fresh twist to the high art of diamond jewellery making, using unusual colour and material combinations. In the V1500, three revolutionary SCHAFFRATH ring concepts – Liberté®, Vendetta and Conspiracy – merge into a new, breathtaking piece of design.

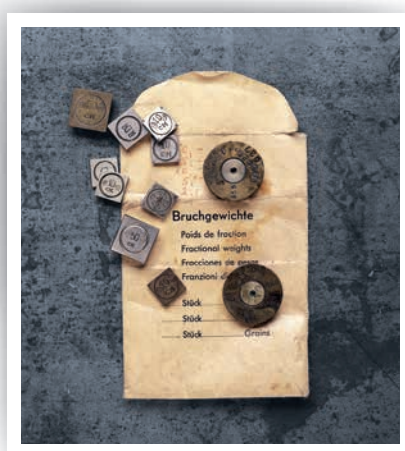
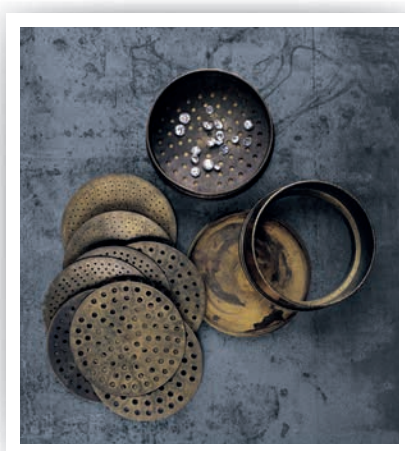
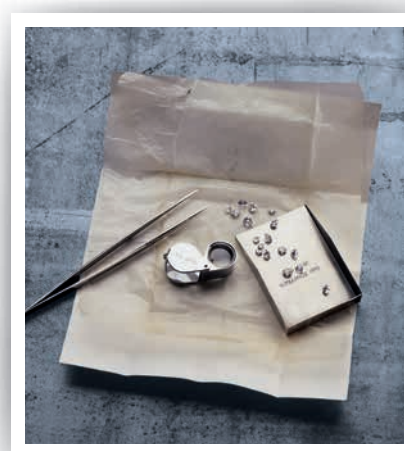
The dazzling highlight is the centrally integrated free-moving stone that starts to rotate at the slightest movement, based on the Liberté® principle, thereby igniting its glittering firework display. But the visual showstopper is the precisely cut, translucent inlay made of coloured corundum. This is framed by a fully diamond-encrusted ring band, providing spectacular visual allure and magically luminous coloured reflections. Due to its special nature, the corundum inlay ensures an incomparably gentle fit. The strictly limited Couture Range is exclusively available in SCHAFFRATH boutiques.



The key influencers in the world of international jewellery design have chosen our V1500 model as the winner of the JCK Jewellery Award 2020. We are extremely honoured to receive this recognition.



VALUING AND ASSESSING DIAMONDS



SCHAFFRATH'S SMALL DIAMOND CUSTOMER

No two diamonds in the world are the same. Every diamond is a distinctive product of nature and thus has a unique form.

So how do you determine the difference and therefore a diamond's value? Global grading standards are the valuation criteria used by the International Diamond Council (IDC), the so-called Four Cs and their differently-weighted combination options: carat (weight), colour, clarity and cut.

The weight unit for diamonds is the carat. One carat equals 0.2 grams and is based on the weight of a carob seed that was used to weigh gems in ancient times. Generally speaking: the heavier and bigger a stone, the rarer and more valuable it is. Nevertheless, the price of stones of the same weight can vary greatly, depending on their clarity as well as their cut and colour.

A diamond's colour is determined by the luck of nature. By definition, a diamond is a cubic modification of carbon and completely colourless in its perfect form. Such stones are the most scarce and correspond to certification level D. Partly coloured diamonds have additional traces of chemical composite elements, such as nitrogen or boron. Colour distinctions at the upper end of the scale are virtually invisible to the untrained eye. Diamonds

that exhibit intense colour outside the D-Z range are known as fancy diamonds. These can be any colour of the rainbow and their value increases the higher the colour intensity. Extremely rare or colourful fancy diamonds in yellow, blue, pink or red are coveted connoisseur and collectors' items. Ultimately, the choice of colour when purchasing your diamond is a purely subjective decision. It is a question of personal taste.

The clarity level measures the visibility of the inclusions found in almost all diamonds, their so-called »natural fingerprint«. Most of these are the tiniest diamond crystals or foreign particles that are only visible to experts even with technical assistance. An internally flawless diamond (IF) has no inclusions. A flawless diamond (FL) has no inclusions and no superficial blemishes.

The cut is crucial for the diamond's ability to interact with light. It is the only evaluation criterion that is not determined by nature. It is entirely down to the skill and precision of the cutter to fashion a stone so that its ideal proportions, as well as the optimum symmetry and design of the facets, deliver perfect light reflection, so-called total reflection. The higher the quality of the cut, the brighter the radiance and the more intense the fire (the colour reflection of individual light waves) and scintillation (sparkle) of the diamond.

COLOUR*

COLOURLESS	D	EXCEPTIONAL WHITE + RIVER PLUS
	E	EXCEPTIONAL WHITE RIVER
	F	RARE WHITE + TOP WESSELTON PLUS
NEAR COLOURLESS	G	RARE WHITE TOP WESSELTON
	H	WHITE WESSELTON
	I	SLIGHTLY TINTED WHITE TOP CRYSTAL
J		
FAINT	K	TINTED WHITE TOP CAPE
	L	
	M	CAPE
VERY LIGHT	N	TINTED
	O	
	P	
	Q	
	R	
LIGHT	S-Z	YELLOW

* (SCAN AND GIA CLASSIFICATION)

CLARITY

FL	FLAWLESS
IF	INTERNALLY FLAWLESS
VVS1 - VVS2	VERY, VERY SLIGHTLY INCLUDED
VS1 - VS2	VERY SLIGHTLY INCLUDED
S11 - S12	SLIGHTLY INCLUDED
I1 / PIQUÉ 1	LARGE INCLUSIONS THAT ARE VISIBLE TO THE NAKED EYE
I2 / PIQUÉ 2	

THE 5 Cs

THE FOUR VALUATION CRITERIA - AND THE FIFTH »C« FOR CONFIDENCE

Four criteria determine a diamond's value and thus its price:

carat (weight), colour, clarity and cut. No two diamonds are the same, even if they appear identical to the naked eye. You have to be aware of the four Cs and their possible combinations in order to understand why two gemstones of the same size can have very different prices.

CUT AND PROPORTIONS

PERFECT CUT TOO POINTED TOO SHALLOW

TOTAL REFLECTION

The area marked in red shows the part that differentiates a poorly cut diamond from one with excellent proportions and an outstanding cut. This part would have to be removed in order to obtain a perfectly cut diamond with total reflection.

CARAT · WEIGHT

0.10 CT.	0.25 CT.	0.50 CT.
0.75 CT.	1.00 CT.	2.00 CT.

The weight unit for diamonds is the carat. 1 carat = 0.2 grams and 100 points = 1 carat.

PERFECT CUT

The area marked in red shows the part that differentiates a poorly cut diamond from one with excellent proportions and an outstanding cut. This part would have to be removed in order to obtain a perfectly cut diamond with total reflection.

SHAPES OF DIAMOND CUT

MIN. 57 FACETS MARQUISE CUT	MIN. 57 FACETS PEAR SHAPE	MIN. 81 FACETS SCHAFFRATH BRILLIANT CUT	MIN. 57 FACETS BRILLIANT CUT	MIN. 57 FACETS HEART SHAPE	MIN. 53 FACETS SCHAFFRATH VIKTORIA CUT	MIN. 57 FACETS CUSHION CUT	MIN. 57 FACETS PRINCESS CUT	MIN. 57 FACETS OVAL SHAPE	MIN. 57 FACETS EMERALD CUT
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DIAMOND EXPERTISE SPANNING GENERATIONS

YOUR STONE UNDER OUR MAGNIFYING GLASS

Wherever in the world you buy a SCHAFFRATH diamond, you can be absolutely sure of one thing: it will be the best stone you can get for your money. For almost 100 years, we have been passing down our diamond expertise, our experience, and last but not least, our passion for the beauty of this stone, from one generation to the next. Every day, we use our professional eye and expertise to evaluate any stone that deserves to bear the name SCHAFFRATH. Since 1923, we have been guaranteeing every SCHAFFRATH diamond with our reliable grading and certificates from independent gemological testing institutes, such as GIA*, AGS** or HRD***.

CONFIDENCE, RESPONSIBILITY AND COMMITMENT: FOR US IT'S A MATTER OF HONOUR

Diamond trading is one of the world's oldest and most traditional industries. Our business relationships have evolved over generations – so we have every confidence in them. We have a well-established code of honour. Our word is binding. Contracts are still sealed with a handshake.

Nevertheless, we always pay great attention to the origin of our diamonds and carefully screen all our sources. In accordance with the 2003 Kimberley Process, we are committed to only sourcing precious metals and gemstones from regions that are free of political conflict and via environmentally responsible means.

A DIAMOND FOR LIFE. PART OF YOUR PERSONALITY. TO ENJOY FOR ETERNITY.

Buying a diamond is never just a valuable acquisition or lucrative investment. A diamond is always also a legacy. A piece of history. A dream. A metaphor. A statement. It showcases the great emotions, desires and achievements in our life: love, passion, beauty, power, status, fulfilment, immortality.

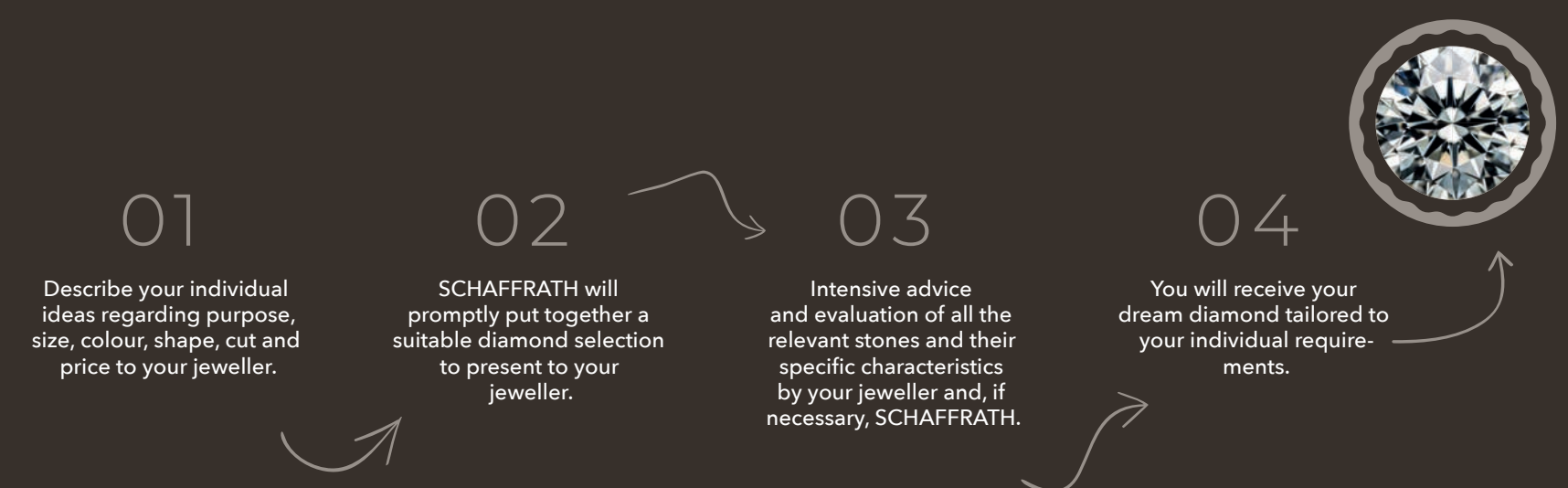
Whatever your ideas, needs, goals or wishes regarding your diamond, SCHAFFRATH will find the right stone for you.



A CUSTOMISED DIAMOND WE FOCUS ON YOUR REQUIREMENTS

Christian Schaffrath and Stephan Paschalis from Taché Deutschland are two proven, experienced diamond dealers who fortunately are directly on site. Thanks to our trusted, decades-long partnerships with Antwerp, they are able to offer our jewelers – and therefore you – stones from the entire range of diamonds available on the world market: in every size, colour, shape and price bracket.

Ask your jeweller for a SCHAFFRATH diamond. We would also be happy to put together a selection tailored to your desired criteria to present to your jeweller, or to provide in-store advice together with them. And, of course, upon request we can also design a piece of jewellery for the diamond of your choice, customised to your requirements.



FIRE, SPARKLE, PASSION.

We hope our magazine has brought you a little closer to the world of SCHAFFRATH, our company and our craft, thereby allowing us to share our love and passion for diamond jewellery with you.

Perhaps while reading and browsing, one or two of our pieces of jewellery have caught your eye and you now want to examine your favourites up close and live?

If so, your jeweller will be delighted to welcome you in person to present your desired SCHAFFRATH creations to you in-store. So that you can get individual, detailed advice on the selection and fitting!

We hope you enjoy selecting your item of SCHAFFRATH jewellery and that it brings you life-long pleasure.



IMPRINT

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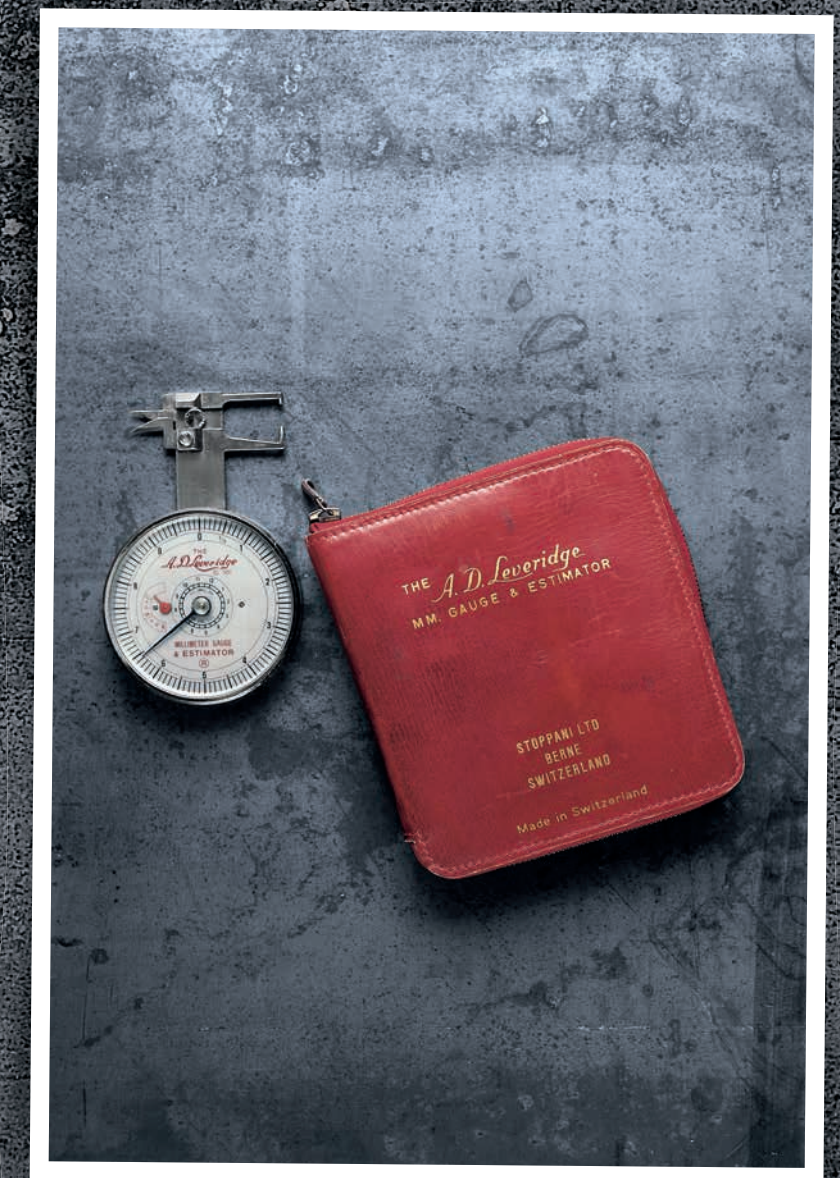
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