ALVIN GOLDFARB JEWELER

# EWELED THE MAGAZINE OF LUXURY

SHOWYOUR TRUE COLORS LAYER YOUR JEWELRY LIKE A ROCK STAR STAND FOR SOMETHING

MAKE

A STATE MENT

FOLI DFARB EWELER-



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RADIOMIR 1940 3 DAYS AUTOMATIC (REF. 572) PANERAI LABORATORIO DI IDEE.

# contents



22



PRESIDENT: STEVEN GOLDFARB FOUNDER: ALVIN GOLDFARB 305 BELLEVUE WAY NE BELLEVUE, WA 98004 425.454.9393 ALVINGOLDFARBJEWELER.COM ALVIN GOLDFARB JEWELER IN-HOUSE PHOTOGRAPHY BY ANGELA & EVAN PHOTOGRAPHY

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**FEATURES** 

#### 50

MAKE A STATEMENT Layer it on or wear one singular piece. Either way, let your style speak volumes.

#### 62

SHARP-DRESSED MAN Dapper accessories for every man.

#### 70

BEAUTIFUL SPECIMENS Exquisite wonders from the natural world.

#### 76

HEART OF GLASS A peek inside philanthropist Ian MacNeil's SoDo distillery

ON THE COVER: MIKIMOTO BLACK SOUTH SEA PEARL AND DIAMOND EARRINGS. 16-INCH MULTI COLOR GRADUATED COLOR PEARL NECKLACE WITH 18K WHITE GOLD CLASP. 32-INCH WHITE PEARL STRAND. MIKIMOTO BLACK SOUTH SEA PEARL RING IN 18K WHITE GOLD AND MIKIMOTO BLACK AND WHITE SOUTH SEA PEARL BRACELETS. BLACK METALLIC DRESS FROM LELA ROSE, NORDSTROM.

COVER PHOTOGRAPH BY MIKE CHARD STYLED BY HILARY FOLKS

**ТНІЅ РНОТО В**У HAYLEY YOUNG FOR DETAILS SEE PAGE 22



# MIKIMOTO

THE ORIGINATOR OF CULTURED PEARLS. SINCE 1893.



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28

78

cantents



#### DEPARTMENTS

10 GREETINGS A note from the Goldfarbs. ALL THAT GLITTERS

#### 17

FLASHBACK All you need is love.

18BACK STORY The beauty of the ruby.

MEN'S CLUB Breitling's Honor Flight and wonderful watchwinders

> TRENDS From mixed metals to what's new in wedding rings.

> > $\mathbf{30}$ TRANSFORMATIONS Old jewelry goes from blah to beautiful.

> > > $\mathbf{32}$

 $\mathbf{20}$ 

 $\mathbf{22}$ 

WEAR + PAIR How to change your jewelry to suit your neckline

> $\mathbf{34}$ BIRTHSTONES The story behind the stone

 $\mathbf{36}$ GROUP GIFTS Band together to give one stellar gift.

> $\mathbf{38}$ LOVE STORIES Love is all you need.

#### 96

94

TEAM GOLDFARB From the Goldfarb family to you.

## **1954** 60 YEARS OF CONTINUOUS INSPIRATION IN THE PURSUIT OF TECHNICAL PERFECTION

Heritage Black Bay is the direct descendant of TUDOR's technical success in Greenland on the wrists of Royal Navy sailors. 60 years later, the Black Bay is ready to stand as its own legend.

#### **TUDOR HERITAGE BLACK BAY®**

Self-winding mechanical movement, waterproof to 200 m, 41 mm steel case. Visit tudorwatch.com and explore more.

42PAWPARAZZI Some of our favorite clients and their people.

44PEACETAGS Paying it forward.

46STEVEN'S JOURNAL Answers to your pressing jewelry questions.

#### $\mathbf{48}$

BRAND ARTISTRY Jeweler Robert Procop elevates spectacular stones in stunning settings.

OTHER DEPARTMENTS  $\mathbf{78}$ WEDDINGS

Local weddings and celebrations.

84 MEET THE EXPERTS Team members at Alvin Goldfarb Jeweler reveal their personal statements.

#### 90

COMMUNITY MATTERS Meaningful events and causes close to the hearts of Alvin Goldfarb Jeweler team members.

TESTIMONIALS Thanks and accolades from members of the community.



greetings!

FROM US TO YOU



STEVEN GOLDEARB

### Make a Statement

DEAR FRIENDS: We all make a statement every day as we tell the world who we are. Whether it's what you wear, how you carry yourself or a personal credo, the best statements play a role in setting a course for how you live your life and act as a guide in helping to achieve the goals you have set for yourself. Here at the jewelry store, we are proud to assist you in setting and attaining your goals, and to celebrate once they have been achieved.

The Goldfarb statement this year is: gratitude. We are privileged to be a part of your lives when you are looking ahead, celebrating, surprising and proposing. We think of our clients as members of our extended family, and we are committed to bringing you the very best service, quality and value.

In this past year, we have made another statement with our wondrous selection of jewelry, watches and gifts, both in our store and in the pages of this magazine. We completed the store's remodel to showcase these treasures in spectacular fashion, and in addition to new collections, we have excelled in guiding our clients in redesigning their cherished (yet perhaps dated) jewelry into something original and exciting.

In each issue of *Bejeweled*, we strive to showcase beautiful items to help you ring in an upcoming festivity, be it a wedding, anniversary, birthday or holiday. We introduce new products we know you'll love, along with jewelry trends and fashion spreads to inspire you. We showcase style-forward daytime jewelry and glittering evening statement pieces; timepieces both sporty and elegant; fun gift items; as well as Northwest people and places we find truly special. The themes we focus on are ones that define us: optimism, happiness, confidence and appreciation.

Everyone here at Alvin Goldfarb Jeweler is ready to make your experience with us a fun and enjoyable one. In the meantime, we look forward to seeing you in our store to assist you in making a statement.

Warm regards,

STEVEN

Steven B. Goldfarb President



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### Brazen



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# ALL THAT Glitters \*

#### FLASHBACK

Current psychology proposes that the success of a marriage can be indicated by how fondly the couple recounts important events in their relationship: how they met, got engaged, their wedding day. The fact that Alvin and his wife Jackie both report that their 1957 wedding was one of the happiest days of their lives most definitely helps to prove that theory. After being set up by mutual friends and a six-month engagement, the two were married on October 6th by Rabbi Raphael Levine, a beloved community figure who went on to host a popular television series on KOMO called *Challenge*. A reception in the Georgian Room of the then Olympic Hotel (now the Fairmont Olympic) followed, a tradition all of their married children have continued. Another secret to their 57 year success story is this piece of advice: "Treat each other as you would like to be treated, with great love, kindness and respect."

......



AND ALVIN ON THEIR WEDDING DAY (RIGHT) AND AT A MORE RECENT EVENT (LEFT)

JACKIE

JEWELRY TRENDS milestanes TRANSFORMATIONS Style + fashion

## All you need is love



#### BACK STORY

# **Ravishing Ruby**

Long esteemed for its fiery scarlet hue, the ruby has a distinguished and storied history, and for centuries has been called the king of gemstones. Once thought to contain an internal flame that could not be extinguished, the ruby is a symbol of everlasting love and is often given as a gift for a 40th wedding anniversary. The stone is thought to protect the wearer; ward off bad dreams when placed under a sleeper's pillow; and be imbued with the power of fertility, health, happiness and the blessing of a long life. Large, flawless, transparent rubies are extremely rare and exceed all other gems in value-with the exception of deeply colored diamondsoften breaking auction records. 
■ The mythology surrounding the ruby was an inspiration to designer Roberto Coin, who in 1996 started placing a small ruby on the inside of every piece of his jewelry as his signature, so that the stone is in direct contact with the skin of the wearer "as a secret gift of good wishes."

CLOCKWISE FROM TOP LEFT: YELLOW GOLD MULTI COLORED COGNAC DIAMOND RING , BEZEL SET RUBY, 18K ROSE GOLD RING WITH BLUE RUTILATED QUARTZ CABACHON AND PAVÉ DIAMOND SURROUND, 18K YELLOW GOLD MARTELLATO HAMMERED GOLD RING

Citric International



## Someone you know had a little work done

If they saw Dr. Fredric Stern you'll never know

Dr. Fredric Stern is the Northwest leader in laser and microsurgical techniques and is on the cutting edge of the latest treatments to naturally restore your youthful appearance, with minimal downtime.

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MEN'S CLUB

## Honorable Mission

Swiss watchmaker Breitling has been producing fine, precision timepieces since 1884, when company founder Léon Breitling focused his inventive mind on developing chronographsa watch that combines a stopwatch with a display watch-for industries such as sports, aviation and science, which require tothe-second accuracy.

One hundred and thirty years later, Breitling is still as focused on innovation in the realm of chronography as it was in the early years. In the 1930s, a Breitling was the timepiece of choice for many aviation pioneers, including members of the Royal Air Force who relied on Breitling in-flight instruments during World War II. In 1962, it was a Breitling Navitimer (the world's oldest mechanical chronograph still in production) that accompanied Aurora 7 astronaut Scott Carpenter as he orbited Earth.

That dedication to aviation—and a cult status among pilots led Breitling to partner with the Honor Flight Network (honorflight.org), a nonprofit organization that enables WWII veterans to visit the Washington, D.C., memorial dedicated to their service, free of charge, as a token of thanks. In 2014, Breitling created a limited-edition collection of 56 timepieces, one for each state in the United States, its territories and Washington, D.C., with a portion of the proceeds dedicated to Honor Flight. Each watch, based on the iconic Navitimer 01 watch, features the Honor Flight logo on the dial, and the words "Honor Flight-One Last Mission," along with an illustration of a wreath and bracket, engraved on the case back.

To date, Breitling has donated \$150,000 to Honor Flight, making it possible for nearly 300 veterans to visit the memorial. Alvin Goldfarb Jeweler, the official retailer of the only Washington state Honor Flight timepiece, was honored by this opportunity to salute members of The Greatest Generation who fought for our freedom during the Second World War.

ABOVE: WORLD WAR II VETERANS ON THEIR HONOR FLIGHT TO WASHINGTON. D.C.: RIGHT: THE WASHINGTON STATE BREITLING HONOR FLIGHT WATCH



WOUND UP

Aficionados of fine timepieces know that in order to keep their selfwinding timepieces in good working order, what happens to it off the wrist is equally as important as what happens on the wrist. In order to keep their piece in "tick-top" shape, those in the know stash their collection in a watch winder. When a watch is on the wrist, the motion of

the body is enough to keep it wound: left idle for a few days and the watch's rotor stops spinning, slowing the mainspring. Rather than having the wearer set the time and date by hand. this discreet device has one purpose: to rotate a watch just enough to keep the mechanisms working. freeing up the wearer to grab it and go. The fact that watch winders act

as a lovely display case and allows easy access for a quick change from one watch to another for different activities throughout the day is a bonus. Watch winders range from \$150 to as much as \$42,500 (complete with biometric lock), with enough room for one watch or as many as 30, keeping all your timepieces running like, well, clockwork.

### AN ICON JUST GOT LARGER





Take a risk and combine metals for a chic, edgy look. 'Matchy-matchy' is relegated to the past, as silver, platinum and rhodium pair with gold for a stunning effect that proves it's true what they say, 'Gold goes with everything'.

TOP TO BOTTOM: SILVER GALAXY GRADUATED SHANK YELLOW DRUSY QUARTZ RING BY GURHAN. SILVER CUFF WITH DIAMOND DOTS OUTLINED BY YELLOW GOLD. STERLING SILVER AND 24K HOURGLASS BANGLE BRACELET BY GURHAN. STERLING SILVER DOUBLE BLACK RHODIUM DIAMOND-CUT NECKLACE BY ROBERTO COIN

# LALIQUE

CRYSTAL ARCHITECTURE BY ZAHA HADID



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TREND



# Primary Colors

Nothing dazzles the eye like a colored gemstone—rare gifts from the earth that took millions of years to perfect. Be it a mysterious tanzanite, brilliant emerald, dramatic ruby or a true blue sapphire, primary colored stones play perfectly off sparkling diamonds and add bling to any ring.

TOP TO BOTTOM: PLATINUM 1.64-CARAT OVAL RUBY RING WITH FLANKING OVAL DIAMONDS. 18K WHITE GOLD PAVÉ DIAMOND SPLIT-SHANK HALO RING WITH AN OVAL EMERALD. 18K WHITE GOLD 4.15-CARAT CUSHION-CUT SAPPHIRE RING WITH FLANKING SQUARE DIAMONDS AND PAVÉ DIAMONDS ALONG THE SHANK. PLATINUM OVAL TANZANITE AND TRAPEZOID DIAMOND RING



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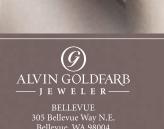
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Tell the world who you are with a delicate piece of monogrammed jewelry. No longer relegated to a signet ring, monograms on personalized bracelets and necklaces are on trend, bringing a fresh new take on an old classic.

CLOCKWISE FROM TOP: STERLING SILVER MULTISTRAND LACE BRACELET WITH INITIAL. STERLING SILVER 1 5/8-INCH SCRIPT MONOGRAM ON A 15-INCH CHAIN. 18K YELLOW GOLD PETITE INITIAL LOCKET WITH DIAMOND ROCK CRYSTAL OVER COGNAC MOTHER OF PEARL (ON REVERSE) ON A DELICATE 30-INCH YELLOW GOLD CHAIN, FROM MONICA RICH KOSANN



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TREND

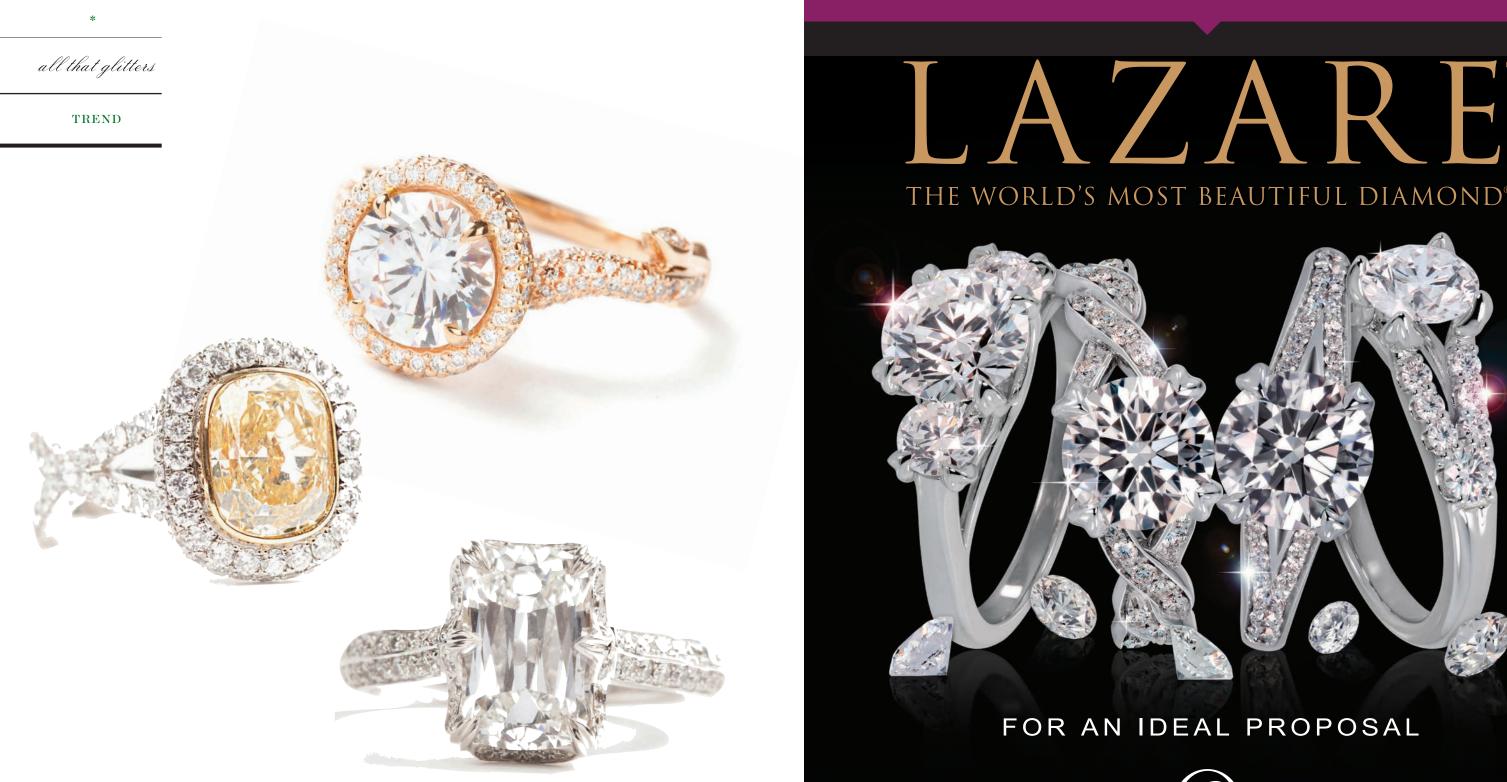
### REINVENT YOURSELF



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# Put a Ring on It

A ring on your left hand makes a statement to the world that you're taken. A carefully chosen stunner tells the world that you have exquisite taste. Whether you go for a diamondstudded band, a stunning colored diamond or a more traditional single stone, wear your forever ring with pride.

TOP TO BOTTOM: 18K ROSE GOLD MICHAEL B "KISSES AND HUGS" PAVÉ DIAMOND RING WITH A 3-CARAT CENTER STONE. PLATINUM AND 18K YELLOW GOLD RING WITH A CUSTOM CREATED MICRO PAVÉ DIAMOND HALO SURROUNDING A 3.23-CARAT CUSHION-CUT YELLOW DIAMOND WITH PAVÉ DIAMOND UNDERCARRIAGE AND CRISSCROSS PAVÉ DIAMOND HALF-SHANK. 18K WHITE GOLD PAVÉ DIAMOND RING WITH DIAMOND UNDERCARRIAGE AND ASHOKA CUT CENTER DIAMOND WITH PAVÉ DIAMOND DOUBLE-PRONGED HEAD AND SHANK



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# LAZARE



#### FOR AN IDEAL PROPOSAL

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#### TRANSFORMATIONS

BEFORE: THE CLIENT BROUGHT IN HIS MOTHER AND GRANDMOTHER'S DATED 1980S YELLOW GOLD JEWELRY TO GIVE NEW LIFE TO THE PIECES

BEFORE: OLDER PIECES FROM THE CLIENT THAT WERE PRIME FOR REPURPOSING AFTER: THIS UNIQUE RING WAS NEWLY CREATED FROM FAMILY TREASURES. THE CLIENT IS THRILLED WITH THE RESULT—AS ARE HIS PARENTS, WHO APPRECIATE THAT THESE UNUSED HEIRLOOM PIECES ARE BEING WORN AND LOYED ONCE AGAIN AFTER: THE DIAMONDS FROM THE ORIGINAL PIECES WERE REMOUNTED INTO TWO RINGS INCLUDING THIS GORGEOUS WHITE GOLD ENGAGEMENT RING

# Heirloom Quality

#### CHERISHED BUT OUTDATED JEWELRY GETS A STUNNING UPDATE AND A SECOND CHANCE TO SHINE

Jewelry, like clothing, is subject to the whims of styles and trends. What was considered chic and modern even a decade ago can easily look dated today. But the passing of the years in no way diminishes the sentimental value a cherished piece of jewelry can hold. Rather than burying those old pieces in your jewelry box, breathe new life into them with a brand-new look. The artisans at Goldfarb will work with you to update, re-create or completely transform your jewelry into refreshed pieces you'll wear with pride for years to come.

## **RAYMOND WEIL** GENEVE



PRECISION IS MY INSPIRATION



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# Changing Necklines

WEAR + PAIR

FROM A DÉCOLLETAGE-BARING SCOOP NECK TO AN ELEGANT TURTLENECK AND EVERY NECKLINE IN BETWEEN, WE'LL HELP YOU FIND JUST THE RIGHT PIECE TO ACCOMPANY IT. OR PERHAPS WE SHOULD SUGGEST, LET THE JEWELRY DICTATE THE NECKLINE

#### SCOOP NECK

Two 18K white and rose gold and diamond necklaces paired with two 18K white and vellow gold singlerow "Spring" diamond necklaces and one 18K white and rose gold double-row "Spring" diamond necklace, all by Roberto Coin

#### TURTLENECK

24K and sterling silver short Willow mini necklace from Gurhan paired with a 18K yellow gold petite initial locket with diamond rock crystal from Monica Rich Kosann

#### V-NECK

One of a kind 18K white and yellow gold oval brown diamond necklace on 18K yellow gold chain from Roberto Coin

#### BOAT NECK

Sterling silver necklace with 11 round flakes of gold paired with a sterling silver and 24K yellow gold short Willow mini necklace and a 40-inch long Willow necklace, all from Gurhan



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#### Performance

All-Alloy, Quad-Overhead Camshaft, 48-Valve, 5935cc V12 Rear Mid-Mounted Eight-Speed Touchtronic III Gearbox Max Power: 552 bhp (411 kW) @ 6650 rpm Max Torque: 465 lb ft (630 Nm) @ 5500 rpm Acceleration: 0-60 mph in 4.2 Seconds Max Speed: 203 mph (327 km/h) Three-Stage Adaptive Damping System

#### Luxury

Full-Grain Luxmill Leather Interior 1000-Watt Bang & Olufsen BeoSound Audio System Hard Disk Drive (HDD) Satellite Navigation Integrated Apple iPod<sup>®</sup> and iPhone<sup>®</sup> Connector A2DP Bluetooth<sup>®</sup> Audio Heated Front and Rear Seats Front and Rear Parking Sensors



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JAEGER-LECOULTRE laeger-LeCoultre Rapide Wristwatch





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BIRTHSTONES

# Behind the Birthstone

Each month of the year gets its own birthstone, and whether you love yours or covet another's the history of each stone gives the wearer a deeper connection to the stone and its meaning. For this chart, we've chosen the stones from the list created by the National Association of Jewelers in 1912 with the more recent addition of tanzanite as December's stone.

#### JANUARY GARNET

The name of this deep red stone comes from granatum, the Latin word for seed, for its resemblance to the jeweltoned pomegranate. Ancient Egyptians used inlaid garnets in their jewelry to attract health and cheerfulness.

#### MAY EMERALD

These brilliant green stones have been mined in Egypt since 1500 B.C. The Incas placed a high value on them, believing that they were the daughters of Esmeralda, the goddess of Peru and the Roman emperors would gaze through emeralds on bright days to soothe their eyes.



#### SEPTEMBER SAPPHIRE

For centuries, the sapphire has been associated with royalty and is the stone in Princess Diana's-now Princess Kate's-engagement ring. The gemstone is traditionally thought to symbolize truth, sincerity and faithfulness.

#### FEBRUARY AMETHYST This vibrant purple

stone has quite the storied past and was believed to have been worn by Saint Valentine. During the Middle Ages, it was widely considered o be the stone of oyalty, romance and chivalry.

#### JUNE PEARL Reputed to be a favorite of Cleopatra, pearls have

been used to restore purity to the wearer, and are still powdered and consumed in China for stomach ailments.

#### OCTOBER OPAL

Thanks to the glints of color from the entire spectrum, the opal is believed to possess the virtue of every gemstone. Queen Victoria of England often gave it as a gift, and many considered it a symbol of fidelity, purity and truth.



#### MARCH AQUAMARINE

Not surprisingly, the Romans and Greeks used the clear blue aquamarine to protect sailors against shipwreck. Mystics have long gazed into crystal balls cut from the stone to predict the future and reawaken lost love.



#### RUBY The ruby has a history that is as passionate as the stone is red. Ancient Burmese warriors wore rubies underneath their skin to make them invincible in battle,

and in the Middle Ages, ruby rings were often given as engagement rings to signify undying devotion.

#### NOVEMBER ΤΟΡΑΖ

The name for this blazing gem comes from the Sanskrit word topas, which means fire. Commonly a yellow hue on birthstone charts, topaz comes in a range of colors—from blue to pink-and during the Middle Ages was thought to strengthen the intellect and give joy.

#### APRIL DIAMOND

Diamonds have always been treasured for their power, clarity and strength. Alexander the Great brought the first diamonds to Europe from India in 327 B.C.; Queen Elizabeth I was said to have worn one to ward off the plague; and Napoleon wore the 137-carat, plumsize Regent diamond in the hilt of his sword.

#### AUGUST PERIDOT Often used as a talisman, the bright green peridot has been used since 1500 B.C. for ornament. When set

in gold, this mystical stone was thought to protect the wearer from evil spirits.

#### DECEMBER TANZANITE

A relative newcomer to the list of birthstones, the brilliant blue or purple tanzanite, which derives its name from the country of Tanzania, the only place on the planet where the stone is found, was first mined in the 1960s and quickly became prized for its vivid color, high clarity and durability.

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GROUP GIFTS





LEFT: THE BUDDY BOX™, AN AGJ EXCLUSIVE. FRIENDS TUCK HAND WRITTEN NOTES INTO THE GORGEOUS, ENGRAVED GLASS JEWELRY OR MEMENTO BOX, LETTING THE RECIPIENT KNOW HOW MUCH SHE MEANS TO THEM, ABOVE: POESY RINGS HAVE BEEN AROUND SINCE THE 14TH CENTURY. THEY CONTAIN POETIC INSCRIPTIONS AND ARE EXCHANGED AS EXPRESSIONS OF FRIENDSHIP. INSPIRATION AND LOVE. WHEN WORN AS A NECKLACE ON A THIN CHAIN. POESY RINGS BECOME A CONTEMPORARY AND TIMELESS ACCESSORY BELOW: BRACELETS BY GURHAN IN STERLING SILVER AND 26K HAMMERED GOLD. PERFECT FOR STACKING

# Strength in Numbers

GATHER A GROUP OF FRIENDS AND LOVED ONES TO GIVE A GIFT THAT IS GREATER THAN THE SUM OF ITS PARTS

There is strength in numbers, both with creativity and buying power, so when searching for a perfect gift for that special someone, rather than going it alone, consider investing in a group gift that is greater than the sum of its parts. By pooling your resources, you can purchase a larger, thoughtfully chosen, heirloom-quality piece that you can proudly present to the person of honor. \* One store that specializes in offering group gift service is Goldfarb Jeweler, where the staff makes choosing the gift and organizing the details an absolute breeze. After a comfortable per-person dollar amount is chosen by the group (usually between \$35 and \$100), an expert at Goldfarb will suggest several options, taking into consideration the budget, event and most important, the recipient's personal style. Once the gift is chosen, the Goldfarb team will handle gathering the funds from all the participants, and wrapping the gift-leaving you with time to focus on enjoying the party. ■



# The Circle of Life

First and foremost, Goldfarb Jewelers is a family business. Started by Alvin and now run by his son Steven, the store displays a sense of care that customers can feel. There's a genuine commitment to truly celebrating special occasions that guides everything at AGJ. When Steven's mom, Jackie, celebrated an important birthday, the family collaborated on a group gift specifically chosen so that they would always be with her. Family photos (including pups!) were framed beautifully in a Gate charm bracelet. So now Jackie really does wear her heart on her sleeve. THE TIARA WAS ADDED WITH PHOTOSHOP FOR THE FAMILY'S INVITATION TO CELEBRATE THEIR 'QUEEN'

#### HAVE YOUR CAKE AND EAT IT TOO





A GROUP OF FRIENDS EACH GAVE THE WOMAN OF HONOR A CHARM TO REPRESENT THEIR FRIENDSHIP AND HAD A CUSTOM BAKERY MAKE AN ADORABLE CAKE REPLICA OF AN ALVIN GOLDFARB JEWELER GIFT BOX TO SERVE AT HER BIRTHDAY PARTY

THE GOLDFARB FAMILY CREATED A SPECIAL BRACELET FOR BELOVED MOTHER AND GRANDMOTHER JACKIE, SO SHE'S SURROUNDED BY LOVE WHEREVER SHE GOES



#### THE "BIG" BIRTHDAY BOX

HERE'S A FUN IDEA HAVE THE GROUP SELECT AN ASSORTMENT OF GIFTABLE ITEMS WITHIN THEIR PRICE RANGE AND ALLOW THE BIRTHDAY GIRL TO CHOOSE WHICH ONE SUITS HER FANCY. BELOW AND RIGHT: 0 WINES CO-FOUNDER STACY LILL DID JUST THAT FOR A RECENT BIRTHDAY CELEBRATION.







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#### LOVE STORIES

# LOVE Is All You Need

TWO COUPLES, ONE JUST BEGINNING THEIR MARRIAGE AND THE OTHER WELL INTO THEIR FIFTH DECADE OF WEDDED BLISS, SHARE THE BEST PIECE OF ADVICE THEY'VE EVER RECEIVED

#### 58 YEARS

### $John \ and \ Dottie \ Fritz$ married: march 24th, 1956 at hamilton air force base in novato, california

LOVE STORY: "It was 1955, and I got a job in the secretary general's office at Hamilton Air Force Base," Dottie explains. "I also had a part-time job as a hostess at the officers' club. John and his roommate walked in one night, and his roommate took a liking to me, but it was John that I noticed." After the roommate got the message that she wasn't interested, John asked her out and the two were married six months after that. John's career has taken him, Dottie and their two sons from test piloting airplanes for GE in Southern California to NASA's astronaut program (where John was shortlisted for Project Gemini in 1962) to Ohio, Seattle and Australia. The couple retired in 1992 in Kent, Washington, where they currently enjoy a life filled with their mutual love of golfing.

#### BEST PIECE OF ADVICE:

"A friend of ours gave us a tapestry that hangs in our house that sums it up nicely," says John. "It says: A happy marriage is a union of two forgivers."





all that glitters

LOVE STORIES





#### Kyle and Christina Komen MARRIED: AUGUST 16TH, 2014 IN WESTLAKE VILLAGE, CALIFORNIA

LOVE STORY: Kyle and Christina were neighbors during their sophomore year at Loyola Marymount, eventually getting to know each other during a late-night party. "Christina mentioned a Taylor Swift concert the next night that she wanted to go to," Kyle recalls. "I impulsively said we should all go, but no one else agreed. Having made a big thing of it, I told her I'd still go if she wanted. We found some nosebleed tickets and bought them online on a whim. The next morning I woke up and was shocked to remember I bought tickets to a concert with a girl I barely knew! While sitting in LA traffic on the way there and back, we ended up talking all night long-even showing up late to the concert because we were chatting in the parking lot so long. After that night, I kept finding reasons to hang out with her. We talked about everything and were close friends for quite a while before we finally started dating."

#### **BEST PIECE OF ADVICE:**

"The best advice we have learned so far is that we are always going to have to work on 'us,' and to put that above all things. After dating for four years, we've learned that you get out of it what you put in. We know that it's not always going to be easy, but it will always be worth the effort. We are each other's best friend, and will always have each other's back. And we're willing to put in the energy to keep it that way!"



Italian sterling silver bracelets finished in gold, rose, silver & black. At \$95 each, they're the perfect gift! (or gift for yourself.)

Celebrate the Holidays with Goldfarbs!

Amore Magnete Bracelets are stylish, affordable, & fun!





\*

PAWPARAZZI



# A Dog's Life

FOUR-LEGGED FRIENDS ARE ALWAYS WELCOME AT ALVIN GOLDFARB JEWELER. BRING THEM ALONG!



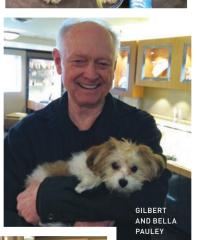












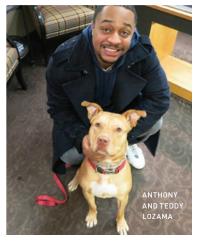


LAURA AND DARCY NUDELMAN















42 BEJEWELED







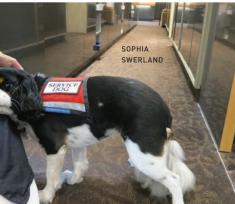
KELLIE, DON AND BILLY GREEN











all that glitters

PEACETAGS

# Pay It Forward

INSPIRED BY VETERANS, THE FOUNDER OF PEACETAGS GIVES BACK IN A BIG WAY



PeaceTags Inc. was launched in 2007 by Fredda Goldfarb as a way to support veterans of all wars, especially those returning from combat in the Middle East. One hundred percent of the proceeds from the silver dog tags adorned with inspiring quotes from peacemakers, religious leaders and other creative thinkers goes toward veteran support organizations and peacemaking nonprofits, including Fisher House Foundation, Treacy-Levine Center, Wounded Warrior Project and Paralyzed Veterans of America. Tens of thousands of dollars have been donated to worthy causes, and awareness has

THIS PAGE, CLOCKWISE FROM ABOVE: A SPECIAL PAINTING FOR FREDDA BY U.S. ARMY BEHAVIORAL HEALTH SPECIALIST PATTY FRANCE. THE NEW PEACETAG FEATURING A QUOTE BY VIJAYA LAKSHMI PANDIT. PEACETAGS AMBASSADORS SHELLY AND PATTI AT THE JIMI HENDRIX PARK GROUND BREAKING CELEBRATION FREDDA WITH FATHER TREACY OF THE TREACY-LEVINE CENTER AND SISTER LUCY FROM THE MAHER ASHRAM. BOTH BENEFICIARIES OF PEACETAG SALES, OPPOSITE PAGE: PEACETAGS' WORLD RELIGION COLLECTION WILL BE USED TO RAISE MONEY FOR TREACY LEVINE CENTER (WWW.TREACYLEVINE.ORG) AND MAHER CENTER (WWW. MAHERASHRAM.ORG) IN 2015.

been created for their missions through simply wearing a beautiful necklace.

For the last seven years, PeaceTags has thrived thanks to the dedication of an all-volunteer team that runs the little company. Throughout those years, Alvin Goldfarb Jeweler has provided PeaceTags with a warm and welcoming home base and a stable infrastructure for shipping the tags worldwide.

In 2007, Fredda was contacted by Capt. Patty France, a behavioral health officer in the U.S. Army, who came across PeaceTags online and fell in love with them. The two struck up a friendship and became pen pals while Patty was deployed in Iraq. Patty was sent to Iraq a second time in 2011 for Operation New Dawn, during which time she was provided with art supplies for the soldiers in her charge to help relieve stress. During that time, Patty created a painting of a





gigantic PeaceTag with an upside-down peace sign behind it, which she sent to Fredda as a gift. "The painting provided the hope of peace," she explains, and included a quote by Indian politician Vijava Lakshmi Nehru Pandit, "The more we sweat in peace, the less we bleed in war."

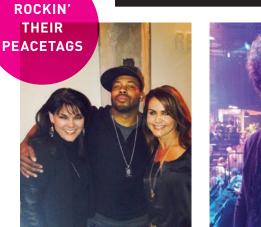
Fast-forward to 2014, and with Patty now safely retired stateside and working as a contractor for the U.S. Air Force, the two friends have come together on the Vet Heart Art Center (VHAC), a proj-

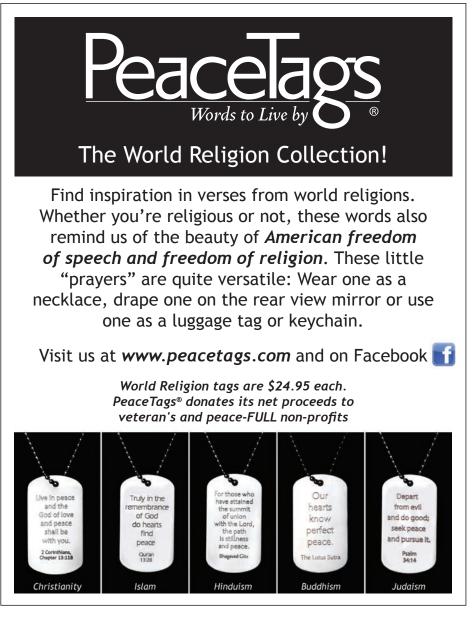


ect intent on helping other vets heal from PTSD through art. With the help of PeaceTags, which provided startup funds, Patty is offering workshops for veterans to heal by exploring the arts. Since Patty is an artist, a vet and a mental health professional, she understands the needs of veterans to have a safe place to express the emotions connected to their experience with combat. VHAC sponsored its first workshop on September 21, the International Day of Peace. "There is something about bringing veterans together," says Patty, "it's an energy that is like no other."

"This is the reason I am so passionate about PeaceTags and the mission of caring about these service people," says Fredda. "Their journey continues and is very challenging, even when they are lucky enough to come home." PeaceTags has released a new tag for the 2014 holiday season with the quote from Vijaya Lakshmi Nehru Pandit in support of Patty and all the hard work and time she has dedicated to easing the suffering of her fellow soldiers and service members. The dedication and passion she has for helping to soothe the invisible mental and emotional scars so many of them carry with them is a reminder of the generosity of the human spirit. To contact the Vet Heart Art Center, visit Facebook and search "Vet Heart Art Center."

#### ROCKIN THEIR







LEFT TO RIGHT: SEATTLE MUSICIAN AYRON JONES LOVES HIS JIMI HENDRIX PEACETAG. AUSTIN, TEXAS-BASED DOYLE BRAMHALL PROUDLY DISPLAYING HIS PEACETAG. PATTI AND BOOTSY COLLINS FLASH THEIR PEACETAGS, THE BOOTSY COLLINS FOUNDATION (WWW BOOTSYCOLLINSFOUNDATION ORG) PRESENTS YOUTH AMBASSADORS, CALLED BOOTSY GIRLS WITH A MAYA ANGELOU PEACETAG AS THEIR OFFICIAL GIFT

all that glitters

ASK STEVEN

### Ask Steven

BORROWING A PAGE FROM LEGENDARY ADVICE COLUMNIST 'DEAR ABBY.' STEVEN GOLDFARB TACKLES YOUR MOST QUIZZICAL JEWELRY DILEMMAS

I have several great timepieces. What is the best way to store and care for my watches when I am wearing another?



I always recommend keeping your watches on a watch winder. First, the watch will remain on time and ready to put on at a moment's notice. Second, it is better for a watch to run rather than stop for long periods of time. Lastly, with the right watch-winder they look great on display

#### How often should I have my jewelry cleaned and checked?

We love to see you, so please stop by as often as you desire to have your jewelry cleaned—every day if you like! If it will allow you to enjoy it more, we're



happy to accommodate. After all, it was shiny and clean when you first chose your piece. At the very least, you should have your jewelry cleaned and checkedsomething we do each time you come in—every six months. It will always look its best, and any loose gems, broken prongs or signs of wear can be cured right away before any problems arise.

#### Can I mix yellow gold and white metals (platinum, white gold and silver)?

Absolutely, you can mix different colored metals whether in one piece, like a yellow and white necklace, or stacked, like five different bracelets. When you think about it, lots of jewelry already has more than one hue: colored gemstones, yellow rings with white diamonds or white pearls with a gold clasp. You don't have to worry—a gorgeous piece of jewelry goes with everything.

WATCH WINDERS AND BOXES ARE A FANTASTIC WAY TO STORE, DISPLAY AND TRAVEL WITH YOUR WATCH COLLECTION

I am looking for a new piece of jewelry but want something special, meaningful and unique, yet at the same time, classic. How do I get all of this?

When it comes to fine jewelry, you want it to last a lifetime—not only in terms of condition, but of style as well. No one wants his or her engagement ring to look dated. At the same time, there are lots of ways to make jewelry special and particularly meaningful. We have many ideas here at the store, such as:

\* Have a private engraved message added discreetly and in your own handwriting (we can do this).

\* Add a small gemstone on the inside of a ring so only the two of you (and your jeweler, of course) know it is there.

\* Create something special that you can add to each year to commemorate an anniversary. This will create a history of your lives together. Or, come up with your own creative idea. We can do (almost) anything.



#### Any resemblance to the car of your dreams is purely intentional.

It wears its heritage proudly on its sleeves. And fenders. And roofline. Introducing the Porsche Macan S. A 340horsepower twin-turbo V6, PDK double-clutch transmission and active all-wheel drive with Porsche Traction Management for maximum grip in varying driving conditions. All standard. The Macan S is built around our defining belief that every drive should be unforgettable. And every car should be a sports car. Dream fulfillment begins with a test drive. Porsche. There is no substitute.

The new 2015 Macan S

Porsche Bellevue 12000 Bel-Red Road Bellevue, WA 98005 (425) 467-6000 www.porschebellevue.com



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BRAND ARTISTRY

# Rock Star

JEWELRY DESIGNER ROBERT PROCOP COMBINES EXQUISITE STONES WITH PHILANTHROPY FOR EQUALLY BEAUTIFUL RESULTS



FROM LEFT: ACTRESS ANGELINA JOLIE DONS A PROCOP PIECE. ROBERT PROCOP WITH STEVEN GOLDFARB. JOLIE'S HUSBAND BRAD PITT WORKED WITH PROCOP ON JOLIE'S ENGAGEMENT AND WEDDING RINGS Since he was a boy, Los Angeles-based jeweler Robert Procop has loved exquisite gemstones. He bought and sold them to pay his way through college and eventually used them to create exceptional pieces coveted by celebrities and royalty alike. His love of fine stones is apparent in how elegantly he elevates each one, highlighting the natural color, shape and quality that make each gem rare and unique. Uncompromising quality, intricate workmanship, and specialty cutting and setting techniques have become Procop's signature. Each new piece that he and his

team create sparks anew his fascination with these precious gifts from the earth, whether they are 30.68carat total weight rubies crafted into earrings or a 10.28-carat Padparadscha bubblegum pink sapphire mounted on a ring. His expertise in and extensive knowledge of gemstones has garnered him the esteemed position of editor-inchief of the sixth editions of *Famous*  *Diamonds* and *Famous Colored Gems*—seminal tomes for the jewelry industry due out in 2015 and 2016 respectivly. And in 1999, as CEO of British luxury brand Asprey & Garrard, he saved the flailing company from bankruptcy.

One of the defining moments of any jeweler's career is his or her association with celebrities, and few can claim a creative collaboration with an A-list star, let alone a philanthropic partnership with one. Since 2011, Procop has worked with Angelina Jolie on a collection of fine jewelry that the two call Style of Jolie, which features timeless pieces inspired by Jolie's love of monochromatic color. In 2013, the two collaborated on unique creations inspired by Jolie's title role in *Maleficent*, including a large cushion-cut black spinel ring encircled in gold. Proceeds from Style of Jolie benefit Jolie's Education Partnership for Children of Conflict, which provides funding for international educational programs in conflict-rid-

den regions. On a personal note, Jolie's husband, Brad Pitt, worked with Procop for a year to design her engagement ring and the two were married in August of 2014 with rings created by Procop. Additionally, he is working closely with actress Brooke Shields on a highly anticipated collection that will benefit Los Angeles House of Ruth, a charity that supports battered and abused women and children, and for which he has raised funds to build 14 homeless shelters throughout the city. \* Procop is as discerning with jewelers as he is about the stones he choses. His association with Alvin Goldfarb Jeweler is a collaboration based upon a mutual love of beautiful jewelry and a mutual commitment to philanthropy and community service. "It is truly an honor working with such an esteemed team of fine jewelers," says Procop. "Goldfarb Jeweler is a fine company that has so much expertise and a great reputation throughout the jewelry industry."





THE "EMERALD CITY", A RARE EMERALD CRYSTAL AWAITS A CUSTOM PROCOP SETTING DARK AND LIGHT BLUE SAPPHIRE "AMERICAN GLAMOUR" BRACELET

> EMERALD AND BLUE SAPPHIRE "CELEBRATION" RING WITH WHITE DIAMONDS



WIDE STRETCH BRACELET WITH CHAMPAGNE DIAMONDS



BOTH PAGES: 18K WHITE GOLD DIAMOND AND EMERALD EARRINGS. 18K ROSE GOLD 1-CARAT CHROME TOURMALINE PENDANT WITH DIAMONDS BALE. 18K ROSE GOLD "SMILE" BLACK DIAMOND BEAD NECKLACE BY RAHAMINOV. JADE AND DIAMOND NECKLACE. ROBERTO COIN THREE-STRAND BLACK AND WHITE DIAMOND NECKLACE. SET OF THREE 18K DIAMOND ETERNITY BRACELETS. BLACK CERAMIC "DAISY" RING. CERAMIC AND DIAMOND BAND. SFIZIO BLACK JACKET FROM THE FINERIE.



PHOTOGRAPHS BY MICHAEL CHARD / STYLING BY HILARY FOLKS



BOTH PAGES: 18K WHITE GOLD PEAR SHAPED BLUE SAPPHIRE DROP EARRINGS WITH PAVÉ DIAMONDS.18K WHITE GOLD NECKLACE WITH COLORED SAPPHIRE AND DIAMOND STATIONS. 18K YELLOW GOLD ORANGE SAPPHIRE BY THE YARD NECKLACE. 148-CARAT CABACHON RUBY. SLICED RUBY AND DIAMOND RING. 18K WHITE GOLD SAPPHIRE DOME RING. 18K WHITE AND ROSE 18K WHITE AND ROSE DIAMOND BANGLE BRACLETS. GURHAN CARNELIAN BRACELET AND 18K ROSE GOLD GUMUCHIAN "OASIS" DIAMOND BRACELET. 18K ROSE GOLD PRASOLITE AND DIAMOND RING. GURHAN 24K YELLOW GOLD AND SLICED RUBY RING. 18K ROSE GOLD RUBELITE AND MANDARIN GARNET RING. GRAY FEATHERED DRESS FROM HAUTE HIPPIE AND TWEED ST. JOHN COAT, BOTH FROM NORDSTROM.

THIS PAGE: MIKIMOTO BLACK SOUTH SEA PEARL AND DIAMOND EARRINGS. 16-INCH MULTI COLOR GRADUATED COLOR PEARL NECKLACE WITH 18K WHITE GOLD CLASP. 32-INCH WHITE PEARL STRAND. OPPOSITE PAGE: MIKIMOTO BLACK SOUTH SEA PEARL RING IN 18K WHITE GOLD AND MIKIMOTO BLACK AND WHITE SOUTH SEA PEARL BRACELETS. BLACK METALLIC DRESS FROM LELA ROSE, NORDSTROM.

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18K WHITE GOLD DROP EARRINGS WITH 13MM SOUTH SEA PEARLS, PEAR SHAPED ROSE ZIRCON AND OVAL AQUAMARINE ON A MICRO PAVÉ DIAMOND HOOP. 18K WHITE GOLD PEAR SHAPED BLUE SAPPHIRE DROP EARRINGS WITH PAVÉ DIAMONDS.



LEFT TO RIGHT: 18K ROSE GOLD CLASSIC DIAMOND GOLD CLASSIC DIAMOND RING. 18K ROSE GOLD RING WITH RUTILATED QUARTZ AND MOTHER OF PEARL, BEZEL SET WITH ROUND BROWN DIAMONDS. BLACK CERAMIC "DAISY" BAND WITH 18K WHITE AND YELLOW GOLD SETTING AND ONE COGNAC DIAMOND SURROUNDED BY 10 SMALLER WHITE DIAMONDS. SLICED RUBY RING WITH RUBY AND DIAMOND PAVÉ ACCENTS. GUCCI CLUTCH FROM NORDSTROM.



# FAC F

BOTH PAGES: 18K DIAMOND HOOPS WITH WHITE TOPAZ CHARM. 18K ROSE GOLD FANTACIA MULTI COLOR BROWN DIAMOND RING. 36MM OYSTER PERPETUAL DAY/ DATE ROLEX WITH 18K YELLOW GOLD FLUTED BEZEL AND COGNAC DIAL. 18K YELLOW GOLD BROWN PAVÉ DIAMOND DROP PENDANT ON OPEN LINK CHAIN BY ROBERTO COIN. CHAIN BY ROBERTO COIN. 18K ROSE GOLD POIS MOI BANGLE. 18K YELLOW AND WHITE GOLD POIS MOI DOUBLE BANGLE WITH DIMANDES 18(KYELLOW DIAMONDS. 18K YELLOW GOLD SATIN FINISH ILARA RING. HAT BY RAG & BONE AND SWEATER BY ALC, BOTH FROM NORDSTROM.

CREDITS: PHOTOGRAPHER: MICHAEL CHARD STYLIST: HILARY FOLKS FOR THE DROUIN AGENCY HAIR AND MAKEUP: SUSAN HADDON FOR CÉLESTINE AGENCY PHOTO ASSISTANT: HALEY BLAYKA MODELS: KADIJHA AND ASHLEY FOR HEFFNER MANAGEMENT



# Sharp-Dressed

CLOCKWISE FROM LEFT: STERLING SILVER BRACELET WITH BLACK AND BROWN LEATHER STRAPS, BOTH FROM DAVID HESTON. 47MM STAINLESS STEEL PANERAI WATCH WITH BLACK SANDWICH DIAL AND BROWN LEATHER STRAP. 8MM TITANIUM BAND WITH BOCOTE WOOD INLAY. LEATHER NECKLACE FROM STORY

> HIGH ABOVE THE BUSTLE OF PIKE PLACE MARKET RADIATOR WHISKEY IS ALL ABOUT DOWNHOME CHARM, HEARTY FARE AND STIFF DRINKS

P (CC-

DUCT PHOTOGRAPHY BY HAYLEY YOUNG / STYLING BY CAMERON LEVIN

OUTDOORS

WHATEVER YOUR PERSONALITY, FROM ROUGH AND RUGGED TO GEEK CHIC, HIP TO UPSCALE, THE RIGHT ACCESSORIES ARE ESSENTIAL COMPONENTS IN DRESSING WELL

**RADIATOR WHISKEY** 



CLOCKWISE FROM LEFT: STERLING SILVER "ROLO" BRACELET WITH OXIDIZED CENTER AND HEAVY LOBSTER **CLASP FROM HESTON** DESIGNS. STORY STEEL LINK BRACELET WITH STEEL CHARM. STERLING SILVER "SUCCESS 'N LIFE" DOTTED RING FROM PIANEGONDA. TUDOR 41MM SS RANGER WATCH WITH STEEL BEZEL AND BLACK ARABIC DIAL ON A CAMO STRAP

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YOUNG+HIP

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HEAD TO SUPER-HIP QUALITY ATHLETICS IN PIONEER SQUARE ON GAME DAY FOR OUTSTANDING COMFORT FOOD AND A MASSIVE 84-INCH FLAT SCREEN TV. ON NON-GAME DAYS (WHEN THE TVS ARE SILENCED) REVEL IN THE QUIRKY-COOL SPACE FILLED WITH UNCONVENTIONAL TOUCHES, INCLUDING WALLS COVERED IN ARTIFICIAL TURF

### QUALITY ATHLETICS

### BRAVE HORSE TAVERN

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SOUTH LAKE UNION'S BRAVE HORSE TAVERN, WHERE CORNER BAR MEETS HIGH COMFORT FOOD, IS FILLED WITH AMAZON EMPLOYEES EN JOYING BRICK OVEN PRETZELS, HAND DIPPED CORN DOGS AND SHUFFLEBOARD

### GEEK CHIC



CLOCKWISE FROM ABOVE: EXTRA STAINLESS STEEL CUFFLINKS FROM MONTEGRAPPA. BLACK STEEL "AVENGER BLACKBIRD" WATCH WITH VOLCANO BLACK DIAL FROM BREITLING. 18K YELLOW GOLD LINK BRACELET FROM RAHAMINOV. "TIBALDI BELUGA" BALLPOINT PEN IN BLACK FROM MONTEGRAPPA. 18K WHITE GOLD BLACK DIAMOND BAND ALSO FROM RAHAMINOV

Y.







PHOTOGRAPHS BY HAYLEY YOUNG / STYLING BY CAMERON LEVIN



EXPLORE THE REALM OF EXQUISITE AND RARE GEMS AND MARVEL AT THE WONDERS OF THE WORLD

ABOVE: 18 K yellow gold flower-shaped ring with six pear shaped brown diamonds and small white diamonds. OPPOSITE PAGE, LEFT TO RIGHT: Oval emerald and pavé diamond bracelet. 18K yellow gold 20.83-carat Zambian emerald ring with pavé diamonds. 18K yellow gold labradorite ring with diamonds. 18K yellow gold flower-shaped ring (as shown above). Sterling silver and 24K yellow gold moss aqua amorphous rose cut ring.

groups are exceptionally fine and stand comparproduced in the sineteenth century. For instance illustrations out gogs and other batrachians hav their beauty, accuracy and vitality. The fr Naturalis Rangem (1758), showing frogs in roses, is beyon praise. No early zoologic: brilliant and note carefully applied hand cold it be the same author's Insecten-Belustigung (1, ship and colouring, Roesel von Rosenhof's work vaunted productions of Thomas Martyn and his little

Martyn, w o had been impressed by the beautiful a. collected during Captain Cook's voyages to the Pacific Ocean, purchased many of them from the ship's crews. Wishing to immortalise their beauty in an appropriate manner, he thought it probable that in the productions of bar all of whom had received their boor

11 It Womon preceptor, and artists.' Thes was the wand out and eq aring, artist ally precoch to rec which was based in London. With a life of spartan simplic put to work a port shell boo of conchole and a control of the university of t containing are not unclates, usually bound up in four seen with the one complement uality of the work varies from volumes and signed by Mart

t is very rare for a copy to be

+hing





ABOVE: 18K yellow gold disc earrings with center diamond. 18K white gold double flower drop pavé diamond earrings. LEFT: 18K yellow gold orange, brown and white diamond cluster pendant



Plan 28

aux depens de Me de Julionne, che de l'Ordre de Sanchel

ABOVE: Sterling silver bella and turquoise bead necklace with silver drops and a sliding scarf closure. LEFT: 18K yellow gold Paraiba slice pendant with pavé diamonds on a three-strand chain



THESE GEMS HAVE LIFE IN THEM: THEIR COLORS SPEAK, SAY WHAT WORDS FAIL OF. *George Eliot* 

> 18K white gold necklace with colored sapphire and diamond stations

ABOVE: Rutilated quartz necklace. LEFT: 24K yellow gold druzy quartz ring and a sterling silver and 24K yellow gold classic storm ring with oval labradorite cabochon and side granulation



# Heart of Glass

THE VERY DAPPER IAN MACNEIL COMBINES A LOVE OF DISTILLING FINE VODKA WITH A STRONG SPIRIT OF PHILANTHROPY

Entrepreneur Ian MacNeil may split his time between Seattle and Dallas, where his wife, Laura, works as the executive vice president for Wells Fargo, but his soul lives in SoDo, inside the stylish, urban Glass vodka distillery. Just a stone's throw from Safeco Field, Glass is MacNeil's professional and personal passion, where he crafts the finely honed vodka from Washington wine grapes (yes, grapes rather than the traditional potato) that has won the label three international awards in the two years since the distillery released the first batch. Using wine grapes in the distillation process results in an "elegant nose, hints of wildflowers and light citrus notes," explains MacNeil, who suggests that its silky character is perfect for sipping and versatile enough for cocktails. Over the past two years, MacNeil has released three more vodkas distilled from wine grapes, one infused with the natural flavors of Kona coffee, another with honey from the Salish Lodge and a third with Sri Lankan cinnamon, in addition to grain-based Gridiron, the house vodka for El Gaucho restaurants and Chambers Bay Golf Course, home of the 2015 U.S. Open.

Yet as much as MacNeil waxes poetic about Glass vodka, his countenance swells as he

describes his and his wife's considerable philanthropic efforts, via both donations of auction items and with their time, something the couple has in common with Steven and Fredda Goldfarb and Goldfarb Jeweler. The two became acquainted a few years ago through Seattle Dances!, a Plymouth Housing Group fundraiser, where they discovered their mutual commitment to philanthropy and similar sense of high style. In 2014, MacNeil came to Goldfarb Jeweler for help with a ring design for his wife. "After wearing the same ring for more than 22 years, Laura sadly lost her engagement ring. Steven helped me replace the stone—a traditional round brilliant-cut diamond—and presented it in a setting that highlights the quality of the stone," says MacNeil. "One of the reasons Steven and I get along so well is because we share a sense of design," he continues. "The foundation for the brand Glass Vodka is elegance in simplicity, and that is exactly what Steven achieved when he redesigned my wife's engagement ring, which is elegant in its simplicity!" Glass Distillery is open by appointment only and is available for private events. 1712 First Ave. S: 206.686.7210: glassdistillery.com

THE BEST OF THE BEST: A BOTTLE OF GLASS VODKA DRAPED WITH AN 18K WHITE GOLD VINTAGE-INSPIRED FLEXIBLE DIAMOND BANGLE, A 10.35-CARAT 18K WHITE GOLD BANGLE, A PLATINUM CHARM BRACELET WITH SIX FANCY SHAPED DIAMONDS, AN 18K WHITE GOLD GRADUATED THREE PRONG DIAMOND RIVIERA NECKLACE



lave staries

LOCAL WEDDINGS

KERI (SAMUELSON) AND JASON KONO

# With This Ring...

When asked to name a favorite memory, couples frequently recall the beauty of their wedding day. That's why the team at Goldfarb Jeweler is so honored to be a part of so many unions. Here are a few of the wonderful couples (with extremely good taste in rings, may we add) who were married this year.

PYARI (NADWANA) AND CORTLAND SHOPPER





ANDREA (BURKE) AND PETER MICHAELS

KATERIE (LAUGHLIN) AND KJELL SCHEI ASHLEY (MORGAN) AND JON DUPPONG



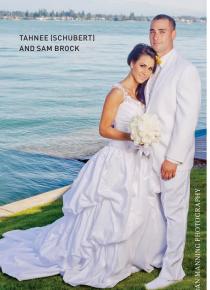
JAMIE (MCCUNE) AND DARREN ALGER

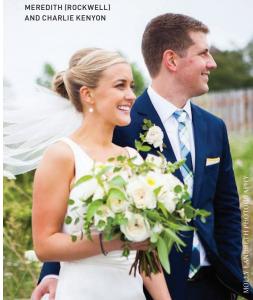
COLE GODDARD PHOTOGRAPHY, INC.





















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LEANNE (MILLER) AND CHRIS BENDER

"LOOK-ALIKES"









305 BELLEVUE WAY NE | BELLEVUE, WA 98004 (425) 454-9393 www.alvingoldfarbjeweler.com



Your friends <sub>at</sub> Alvin Goldfarb Ieweler

## "We're Honored To Help You CELEBRATE The Times Of Your Life!"

Steven B. Goldfarb Owner/President Alvin Goldfarb Jeweler



TEAM GOLDFARB

## Make a Statement

Alvin Goldfarb Jeweler is proud to have the most knowledgeable employees, who stay ahead of the trends and styles in fine jewelry. They spend their days doing what they love, and that enthusiasm is apparent in their customer service. In this issue, we asked them to find a quotation that makes a statement about their personal credo and to share a piece of jewelry from the store that they think makes a statement to the world.



### Steven

"LEARNING IS THE ONLY THING FOR YOU. LOOK WHAT A LOT OF THINGS THERE ARE TO LEARN." *—T.H. White, The Once and Future King* 

I'm a jeweler, so obviously I'm quite partial to diamonds for an engagement ring. We have several, but my favorite is a 5-carat radiant-cut set in platinum. It will only seem too big the first time you try it on. It will shrink over time...I promise.











sapphire earrings look stunning, due to the diamonds and sapphires encasing the center stones.

Alyssa

"HAPPINESS IS AN INSIDE JOB DON'T ASSIGN ANYONE ELSE THAT MUCH POWER OVER YOUR LIFE." —*Mandy Hale* 

My favorite piece in the store is the 36mm rose gold day/date 'Carousel' watch. There is no question that this watch makes a statement. I love the combination of rose gold, diamonds and pink mother of pearl. The design of the dial is absolutely stunning! This will definitely be on my wish list!



### meet the experts

#### TEAM GOLDFARB

#### [continued]



Kevin

#### "I AM A PART OF ALL THAT I HAVE MET." —Alfred Lord Tennyson

Our emerald-cut blue sapphire ring in diamond micro-pavé mounting. This ring makes a statement of timeless elegance and style without being pretentious.

Mark

"I BELIEVE THAT ONE DEFINES ONESELF BY REINVENTION. TO NOT BE LIKE YOUR PARENTS. TO NOT BE LIKE YOUR FRIENDS. TO BE YOURSELF. TO CUT YOURSELF OUT OF STONE." *—Henry Rollins* 

I really like the new Breitling Avenger II chronograph, with a new, updated bracelet and dial choices. I like it so much, I bought one!





Shelly

"YOU CAN HAVE EVERYTHING IN LIFE THAT YOU WANT IF YOU WILL JUST HELP ENOUGH OTHER PEOPLE GET WHAT THEY WANT." —Zig Ziglar

I fell in love with pearls the first time I saw Audrey Hepburn wear them in Breakfast at Tiffany's. Iconic women throughout history have always made a statement with pearls, Eleanor Roosevelt, Princess Di, Sarah Jessica Parker circa Sex and the City, to name a few. They are truly one of the most feminine, timeless, classic gems that a woman can wear.







#### "INSTEAD OF ALWAYS WAITING FOR A VACATION, SET UP A LIFE THAT YOU DON'T NEED TO ESCAPE FROM." — Unknown

Our 18K rose gold and sliced pink sapphire earrings are warm and wearable. I love the combination of modern design with an Art Deco influence.



Tiffany

"EVERYONE'S A STAR AND DESERVES THE RIGHT TO TWINKLE." — Marilyn Monroe

The Roberto Coin Fantasia black and white diamond braided bracelet makes any outfit shine, with its spectacular sparkle!





#### "ALL THE BEAUTIFUL SENTIMENTS IN THE WORLD WEIGH LESS THAN A SINGLE LOVELY ACTION." —James Russell Lowell

These rose gold diamond hoops look great on everyone, especially me. The diamonds are set to each sparkle brilliantly. They definitely make a statement.



#### TO LEARN IS TO LIVE, TO STUDY IS TO GROW, AND GROWTH IS THE MEASUREMENT OF LIFE. —Manley P. Hall

I'm a huge fan of something big, luxurious, comfortable and classic but still understated. Our platinum eternity band with 8 carats of colorless Asscher-cut diamonds is exquisite, unique, and goes great with every outfit and everywhere I go.









meet the experts

#### TEAM GOLDFARB

#### [ continued ]



Jerry

"I'VE LEARNED THAT PEOPLE WILL FORGET WHAT YOU SAID, PEOPLE WILL FORGET WHAT YOU DID, BUT PEOPLE WILL NEVER FORGET HOW YOU MADE THEM FEEL." —*Maya Angelou* 

One of my favorite pieces of jewelry in the store is an incredibly beautiful 20-carat oval cabochon-cut emerald and diamond ring, made of 18K yellow gold. The color of this emerald is stunning in every way and just screams important.



### Ann

"FAITH—IT DOES NOT MAKE THINGS EASY, IT MAKES THEM POSSIBLE." —Book of Luke

This amazing pearl necklace, valued at \$1 million, took more than 10 years to complete. The pearls are absolutely gorgeous and one of a kind! It makes me melt.







Sara

"THE MOST WASTED OF ALL DAYS IS ONE WITHOUT LAUGHTER." —*E.E. Cummings* 

This beautiful wide band of diamonds brings sparkle and brilliance to everyday wear or a wonderful evening out.





The Pocket Watch Key Collection



CHARITABLE CAUSE

# **ShowYour Stripes**

AN 11-WOMAN TEAM, LED **BY WOODLAND PARK ZOO** BOARD MEMBER, PATTI SAVOY, SETS THEIR SIGHTS ON FUNDRAISING FOR THE RETURN OF TIGERS TO SEATTLE'S ZOO





The statistics are astounding: In the last 100 years, 97 percent of the world's tiger population has been wiped out leaving fewer than 3,200 tigers in the wild and fewer than 500 in Malaysia. More than 93 percent of the tiger's territory has been lost, 40 percent in this decade. Zoos all over the world, including Seattle's Woodland Park Zoo, have made a concerted effort to work with leading global conservation organizations to protect the remaining tiger population. Woodland Park Zoo is working with the Malaysian government and Panthera to protect tigers from poachers, who prize the big cat's hide and bones. In May 2015 Wood-



-Dr. Deborah Jensen, President and CEO, Woodland Park Zoo

land Park Zoo welcomes its first Malayan tigers to the new Bamboo Forest Reserve, a lush two-acre complex that replaces the last of the zoo's old exhibits.

This new immersive complex will give visitors a chance to see tigers up close and experience the sounds, smells and sights of an Asian tropical forest. It will focus on educating the public about the plight of tigers and what they can do to positively impact wildlife populations.

A new exhibit at the zoo, especially



one this significant, requires a dedicated fundraising effort; one that community volunteer and Woodland Park Zoo board member Patti Savoy has made the focus of her tenure as a member of the zoo's Executive, Conservation and Education, and Development Steer-



ing committees. In order to make a strong statement about the plight of tigers, Savoy called on 11 of her best girlfriends, women who also share her strong commitment to volunteerism and philanthropic work. She asked them to serve as co-chairs for Jungle Party, the zoo's premier fundraising event on July 10, 2015, as well as spearhead a public awareness campaign in early 2015 to draw attention to the global plight of tigers and the return of tigers to Woodland Park Zoo. "These animals have no voice," says Patti, "so I will do everything I can to be their ambassador and share their story."

> OPPOSITE PAGE, TOP TO BOTTOM: GOLDFARB JEWELERS IS DONATING THIS STERLING TIGER BRACELET TO THE 2015 JUNGLE PARTY, TIGER CHARMS ARE AVAILABLE WITH PROCEEDS GOING TOWARDS THE WOODLAND PARK ZOO'S NEW TIGER EXHIBIT. THESE ELEVEN WOMEN ARE DEDICATED TO BUILDING AWARENESS AND SUPPORT FOR THE ENDANGERED MALAYAN TIGER (LEFT TO RIGHT): STACY JONES, OWNER OF REALOGICS SOTHEBY'S INTERNATIONAL REALTY; STACY LILL, FOUNDER, BRAND AMBASSADOR O WINES; SHEILA OTTER, MARKETING SERVICE MANAGER, TCS EXPEDITIONS PATTI SAVOY, BOARD OF DIRECTORS, WOODLAND PARK ZOO; FREDDA GOLDFARB, PRESIDENT, PEACETAGS, INC; CINDY BENEZRA, COMMUNITY VOLUNTEER: DANA FRANK, REAL ESTATE INVESTOR/BLOGGER; SHALISAN FOSTER, CO-FOUNDER, RWANDA GIRLS INITIATIVE: DEBORAH ADAMS ANDERSON, OWNER OF KIRKLAND LIFE CHIROPRACTIC; SUSAN JOHNSON, COMMUNITY VOLUNTEER/AUTHOR, NOT PICTURED, NICOLE KNOWLES, MOBILE BUSINESS DEVELOPMENT AND MARKETING EXECUTIVE, THIS PAGE, ABOVE: THE MAJESTIC MALAYAN TIGERS. LEFT: A NEW EXHIBIT TIGER GATE, OPENS MAY 2015 AND WILL PROVIDE AN UP CLOSE EXPERIENCE WITH MALAYAN TIGERS WHOSE POPULATION IS FEWER THAN 500.

#### community matters

#### GIVING BACK

On these pages enjoy scenes from some of the charitable, community, and special events supported by Alvin Goldfarb Jeweler this year.







**1** GOLDFARBS CREATED A POP-UP STORE AT SEATTLE TESLA DEALERSHIP **2** SUPPORTING THE DETLEF SCHREMPF FOUNDATION WITH JANICE OLSON, RONNIE DAY, EDI VALDEZ, MARI SCHREMPF, ANNETTE DRESSER, FREDDA GOLDFARB AND KATHY JADALLAH **3** AT THE *BEJEWELED* '13 UNVEILING WITH KATIE, RICHARD DAVIDSON, JEANNIE BERRY AND STEVEN **4** BILLIE JEAN DRUCKER FINDS OUT THAT JEWELRY CAN MAKE YOU HAPPY **5** JW, TIFFANY AND TEA AT THE BEJEWELED '13 UNVEILING 6-7 EACH YEAR GOLDFARBS DONATES TO THE RAFFLE FOR THE HUTCH HOLIDAY GALA. THIS YEAR THREE PRIZES WERE HIDDEN IN GIANT GOLDFARB BOXES FOR THREE LUCKY WINNERS 8 RANDY, LENNY AND MARILYN WILKENS AT THE LENNY WILKENS FOUNDATION GALA

#### TESLA POP-UP STORE

Showcasing their nimble ability to care for clients, a pop-up store was created inside the Seattle Tesla dealership. Goldfarbs makes house calls too! Give them a call.

#### DETLEF SCHREMPF

Friends since college, the Goldfarbs are honored to be a part of the Schrempf Celebrity Gala.

#### **BEJEWELED RELEASE** PARTY

The release of Goldfarbs magazine, *Bejeweled*, is reason to celebrate and a HUTCH HOLIDAY GALA

great way to kick-off the holidays.

For over 30 years Alvin Goldfarb Jeweler has been a strong advocate and supporter of the Fred Hutchinson Cancer Research Center.

#### LENNY WILKENS FOUNDATION

Goldfarbs is proud to support, through their signature Golden Ticket Raffle, the wonderful work of the Lenny Wilkens Foundation.







#### SIP FOR SIFF

Seattle International Film Festival is a community treasure, one Goldfarb Jewelers is excited to be part of. SIFF has been bringing great film experiences to the Northwest for over 40 years.

#### HOPE HEART INSTITUTE

With the theme of "Stepping Up For Heart Health" fabulous footwear and gorgeous gems were the draw at this in-store event, but the cause was to raise funds and awareness for Hope Heart.

#### UNIVERSITY WOMEN'S CLUB

The University Women's Club held a dinner to honor the 60th anniversary of First Lady Eleanor Roosevelt speaking to the club in 1944. Steven is pictured here with the signature pearl strand worn by Mrs. Roosevelt (from Alvin Goldfarb's personal jewelry collection) and Eleanor Roosevelt as portrayed by Debbie Dimitry

### LAZARE IDEAL

Crystal Gothe-Moss won a Lazare Diamond<sup>®</sup> charm bracelet by 'pinning' what inspires her using Lazare's Pinterest boards as inspiration. The contest was created to improve and enhance every child's educational experience in Namibia–one of the world's largest gem diamond producing nations.















## INSPIRATION GIVEAWAY

GIRL'S NIGHT OUT Goldfarbs often hosts informal gatherings at the store.

**1-2** STEVEN AWARDING THE GRAND RAFFLE PRIZE AT THE SIP FOR SIFF (SEATTLE INTERNATIONAL FILM FESTIVAL) **3-4** THE HOPE HEART INSTITUTE **5** KATIE RECEIVED ADVANCED TRAINING IN SWITZERLAND WITH JAEGER LECOULTRE TIMEPIECES 6 FIRST LADY ELEANOR ROOSEVELT'S VISIT TO THE UNIVERSITY WOMEN'S CLUB WAS RECREATED ALONG WITH HER SIGNATURE PEARLS ON LOAN FROM ALVIN GOLDFARB 7 THE GOLDFARB TEAM PICTURED WITH CRYSTAL GOTHE-MOSS, THE WINNER OF THE LAZARE KAPLAN IDEAL CUT DIAMOND CONTEST 8 GIRLS NIGHT AT GOLDFARBS **9** JEWELRY MAKES PEOPLE HAPPY

testimonials

#### YOUR WORDS

KIND WORDS AND SENTIMENTAL STORIES FROM OUR EXTENDED FAMILY. (THE PLEASURE HAS BEEN ALL OURS.)

"You have forever changed my view of professionalism. I am following your lead in my own work environment and am bringing the Goldfarb/Sara Bell 'can do' approach to my peers and customers." —John P.

"I think about Goldfarb every day because I L-O-V-E my Rolex and I adore wearing it, and it has changed my life. No kidding, I sometimes pick it up from the counter at night and look adoringly at it." *—Nancy W.* 

"Steven, thanks again for the great relationship. Knowing you makes my wife very happy. As they say...happy wife, happy life." *—Jim G.* 

"Yet again, Shelly, you have outdone yourself. I absolutely love the beautiful necklace! And I was surprised, which is hard to do. :) " *—Tianne B.* 

"My ring turned out AMAZING!! I Love it!!! As I wear my GORGEOUS pieces, I feel very special knowing the good care we received from all of you at AGJ." *—Michelle M*.

"I had to write and thank you for the fine manner in which you handled the beautiful rings for both of us. Cheryl managed to have us both be surprised! We are happy that you are a part of our wonderful relationship. You are definitely a class act and we love it." —*Carolyn B.* 

"Just read the new edition of *Bejeweled* cover to cover. I swear the mag is getting better and better...love all the interesting articles and beautiful pictures! Great job!!!!!!" —*Mari S.* 

"Thank you. Katie, you are the best! So knowledgeable, kind and dependable combined with great customer service and incredible jewelry. I really appreciate you." —Heidi B.

"Thanks for introducing me to Mark. He was great. I ended up getting a limitededition SuperOcean instead of the Colt 44. I will be getting a Tudor next year." —*Aaron V.* 

"Brandi, you and your staff have always provided great customer support and service. Developing friendships over the years just adds to the experience of visiting your store." —*Troy N.* 

Gratitude

"Many thanks. Jerry and your team were very helpful during the whole custom ring process, making it a very pleasurable experience." —*Max L.* 

"I am truly delighted both with the watch and the service from Kevin and Tiffany. Really amazing! Not only that, but we also all had a lot of fun. I will certainly always remember this extraordinary experience!" —*Michael W.* 

"It is very clear to me why my family has been working with you for so long. You have a lifetime customer here." —*Chris B.* 

"I greatly appreciated you taking time out of your day to work with me. As a salesperson, relationships are of paramount importance, and you are fantastic at building them." —Zak P.

"I must say you have done a fantastic job of putting a beautiful ring together. I will keep you in the loop, and it shouldn't be too long before it's around my beautiful bride-to-be's finger."
—Jordan A.

"Just wanted to let you know that my rings kept happily blinding me as I walked through the park, just as they should. Thank you very much." *—Tanya A.* 

"Thank you so much. The watch is beautiful. It was a great presentation at the surprise party. It was a nice day indeed made extra-special by the new timepiece." *—Adam C*.

"It was an absolute blast to be back in the store and seeing everyone again. It was so nice that everyone remembered me. I do enjoy the staff." —*Jack C*.

"Thanks so much for the necklace. The bracelet is to die for also! I appreciate your friendship!!" —*Melissa G.* 









# Statement Makers

The team at Goldfarb Jeweler is a happy and enthusiastic bunch—and we want the world to know it. We all truly enjoy our jobs and feel lucky to work with amazingly gorgeous gemstones all day long. It's fair to say that we derive most of our pleasure from our fantastic customers—the look of joy in their eyes when they find that piece of jewelry that is just perfect for them is extremely gratifying. We pride ourselves on keeping up with trends in the world of jewelry design and we're always scouting for fresh, cutting-edge and beautiful inventory to keep the store feeling exciting. We always have new ideas to share with you, so whether you're looking for something brand new to add to your wardrobe or want to rework a piece that you've had for years, our door is always open. The Goldfarb mission is to help you celebrate and appreciate life's most meaningful moments through the gift of fine jewelry. It's our pleasure to do so.



## FREDERIQUE CONSTANT GENEVE



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ROLEX \* OYSTER PERPETUAL AND DAY-DATE ARE TRADEMARKS.