



Founded in 1878 and headquartered in Hamburg, Germany, Wempe (wempe.com) is among the top five leading luxury retailers for timepieces and jewelry in the world. It has remained family-owned for four generations and currently features 35 stores and brand boutiques in six countries as well as aboard the cruise ships MS *Europa* and MS *Europa II*. In the U.S., Wempe is run by Ruediger Albers, who has been with the company for more than 30 years. In 1980, the company established New York-based American Wempe Corporation, whose flagship store on Fifth Avenue offers some of the world's most prestigious watch brands and fine jewelry. Known for its warm, personal atmosphere, the store reflects the importance of Wempe's long-standing relationships with prestigious watch houses, as well as the Wempe-owned jewelry line "BY KIM", and the Wempe watch lines "Zeitmeister" and "Chronometerwerke" while maintaining a homogeneous, European-style salon appearance. Wempe's commitment to customer service manifests itself in their expanded service atelier where five state-of-the-art workstations are equipped to handle the most challenging tasks. It is recognized by Patek Philippe as one of just four authorized service centers in the U.S. The experienced master watchmakers embody the generous service culture for which Wempe is consistently recognized. Wempe recently expanded their flagship boutique on the corner of Fifth Avenue and 55th Street. Having doubled in size to 5,500 square feet of sales area, it features eight impressive display windows that stretch along half a city block along the façade of the time-honored Peninsula Hotel building. Featured boutiques for Rolex and Patek Philippe, an unrivalled selection of the most prestigious watch brands and high jewelry, as well as a special room dedicated to watch collectors featuring high quality watch winders and safes by Buben & Zoerweg, make every visit a memorable experience. Since 2012, Wempe also operates the Rolex Boutique inside the

Editors' CHOICE



Wempe Ashoka® Collection



Necklace in 18 kt white gold with 145 Ashoka®-cut diamonds 64.98 ct in total (upper left); Cube Ring with 6 Ashoka®-cut diamonds 2.00 ct in total (center top); Art Déco Pendant with 2 Ashoka®-cut diamonds 1.00 ct in total and 1 baguette-cut diamond, including necklace (middle); Art Déco earrings with 4 Ashoka®-cut diamonds 1.40 ct in total and 2 baguette-cut diamonds (above); Cube earrings with 10 Ashoka®-cut diamonds 3.20 ct in total and Art Déco Ring with 3 Ashoka®-cut diamonds 1.10 ct in total (below)

Rolex Building on Fifth Avenue and 53rd Street, where one can experience the whole breadth of this esteemed brand. In 2018, Wempe introduced the Wempe | Ashoka® diamond jewelry collection inspired by the Manhattan skyline, reflecting the city's glittering waterside and countless gleaming façades. The centerpiece of the collection is a necklace consisting of 145 diamonds with a combined weight of over 60 carats. The Ashoka® cut is a modified emerald cut with a rectangular shape and rounded corners. This cut, which was patented by the renowned New York diamond dealer William Goldberg, is known as one of the most unusual of its kind. Because of its 62 facets – five more facets than a brilliant cut – it appears 20 percent larger than an emerald-cut diamond of the same carat weight. Fewer than 1 percent of all the rough diamonds in the world have the potential to be transformed into an Ashoka® cut which radiates a timeless flair combined with a certain vintage appeal. Connoisseurs appreciate it because, thanks to its extremely varied angles, it generates additional brilliance and light reflexes to create a striking effect. ●

