

THE BOOK OF HAPPINESS

PASSION FOR HAPPINESS

Happiness is the most beautiful way to bring love to life! It is a flag waved high for a lifetime. It is creating and sharing happy moments, for a life lived with passion each and every day.

Happiness is a journey down the road of joy, hand in hand, hearts beating as one.

For Chopard, Happiness is the cultivation of excellence, day in and day out. It is passionately working on the most precious thing of all; a symbol of love marked by a lifelong *joie de vivre*.



ENGAGEMENT RINGS

Pure and unchanging, a diamond is the most beautiful promise of all. Traditionally given by a suitor to his beloved upon their engagement, it sparkles as a solitaire – a never-ending promise on the hand of a future bride. Set with one or several diamonds of various shapes and sizes, Chopard creations are a testament to the Maison's exceptional expertise, dazzling with splendid radiance.



ONCE UPON A TIME...

THERE WAS US







LISTEN
TO THE MUSIC
OF THE HEART



A DIAMOND
THAT SPARKLES
LIKE YOUR EYES







WEDDING RINGS

Symbolising infinity and the circle of life, the rings exchanged on a wedding day seal love's union. A precious ring with simple lines or a jewel adorned with diamonds, Chopard's wedding bands are the most beautiful testament to love – an eternal token of passion and commitment.

NO ONE
BUT US



WHAT IF WE ELOPED
RIGHT NOW?





DO YOU REMEMBER
OUR
FIRST DATE?



WEDDING RINGS



WEDDING RINGS





JEWELLERY

The epitome of refinement, Chopard pendants and earrings, in white or rose gold, are the perfect complement to a bride's diamond solitaire.

JEWELLERY



JEWELLERY



JEWELLERY



JEWELLERY





HAPPY DIAMONDS

An iconic Chopard collection, Happy Diamonds jewellery celebrates the joy of love. Dancing blissfully between two sapphire crystals, the freely moving diamonds are a tribute to passion and happiness; the most joyful way to say “I love you”!

HAPPY DIAMONDS



HAPPY DIAMONDS



LET'S MAKE OUR DREAMS
COME TRUE





WATCHES

As the ritual embodiment of masculine elegance – and a tangible symbol of the time until he says “I do” – the engagement watch is to the future groom what the diamond solitaire is to his fiancée. A veritable jewel of precision, each Chopard watch represents the Maison’s historic watchmaking expertise.





A TIMELESS MOMENT





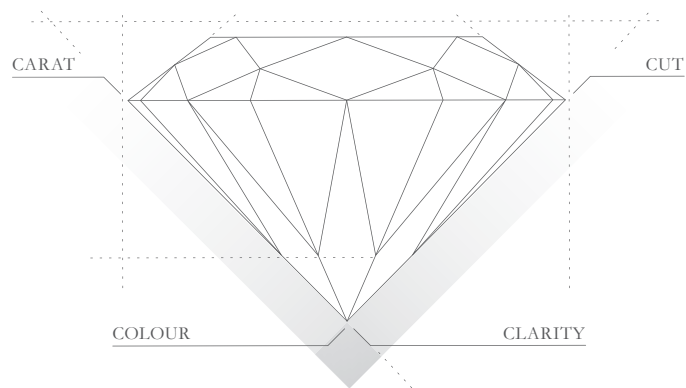
DIAMONDS BY CHOPARD

Behind the sparkle of a diamond lies a mystery. That of eternal perfection created by nature and set according to Chopard's standards of excellence. Unchanging, white diamonds are the most dazzling and hardest of all precious stones, their purity a legendary symbol of love. In its choice of diamonds as well as the way it works with them, Chopard showcases their unique character.

CHOPARD'S 5 CS

Chopard makes it a point of honour to work exclusively with the most beautiful diamonds, which undergo the most rigorous selection process. A stone's quality is determined by four criteria, according to the international benchmark of the "4 Cs": Carat, Clarity, Colour, and Cut.

The Genevan Manufacture's singular approach of elegance and one-of-a-kind expertise bestows a fifth "C": Chopard.



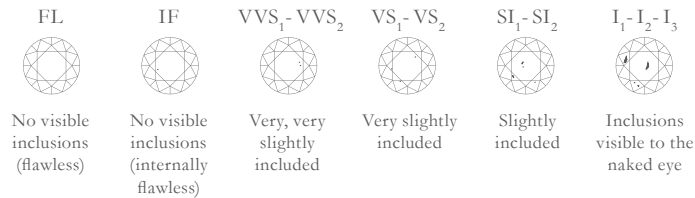
CARAT

In ancient times, carob tree seeds were used to weigh diamonds, and it is from this custom that the name carat is derived. Chopard offers a wide variety of carat sizes for its diamond solitaires starting at 0.30 carat. While a diamond's price increases according to its carat weight, the other Cs also play a key role in determining its overall beauty and value.



CLARITY

Formed over millions of years and subjected to the most extreme conditions of temperature and pressure, diamonds are nature's work of art. It is during this process of crystallisation that inclusions are created in the stone. The clarity of a diamond is indicated by the number, size and nature of these elements. Assessed by a professional under 10x magnification, stones are classified into eleven official categories, out of which Chopard keeps only those of exceptional clarity.



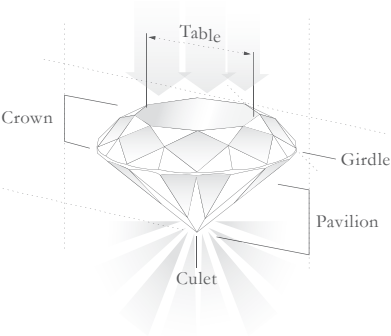
COLOUR

A diamond's quality is equally determined by its absence of colour. The rarest stones are completely colourless and transparent ("white"). Nuances of colourless diamonds are referenced according to an international scale used within the profession, ranging from the letter D to characterise an exceptional absence of colour to Z for tinted colour. Chopard selects only the best-coloured diamonds.



CUT

A diamond's brilliance lies in the way it plays with light, capturing and reflecting it. Its cut, therefore, allows its brilliance, fire and sparkle to be maximised. Out of the "4 Cs", the cut is one of the principle factors of quality, and the only one influenced by man. It requires a highly qualified, experienced craftsman who knows how to bring out all the beauty in a diamond through an ideally proportioned cut.



DIAMOND SHAPES

Over the course of history, diamonds have been cut into many shapes in order to enhance their beauty. Since 1919, the round brilliant-cut with its 58 facets has traditionally been the most common round shape. However many other cuts, known as “fancy cuts”, exist, and are available in Chopard collections: marquise, pear, cushion, asscher, princess, radiant, ashoka, square, emerald, heart, oval... These names often hint at the geometric shape of the diamond without taking away its mystery, thus revealing a glittering fantasy.



Round



Princess



Emerald



Radiant



Oval



Marquise



Pear



Cushion



Heart



Square



Ashoka



Asscher

FLUORESCENCE

Some diamonds may emit a coloured glow when exposed to ultraviolet rays. This reaction is called fluorescence and is only visible upon exposure to this energy source. Fluorescence varies in intensity and may be graduated over a scale defined as follows: none, faint, medium, strong and very strong. This information is mentioned on our diamonds’ certificates.

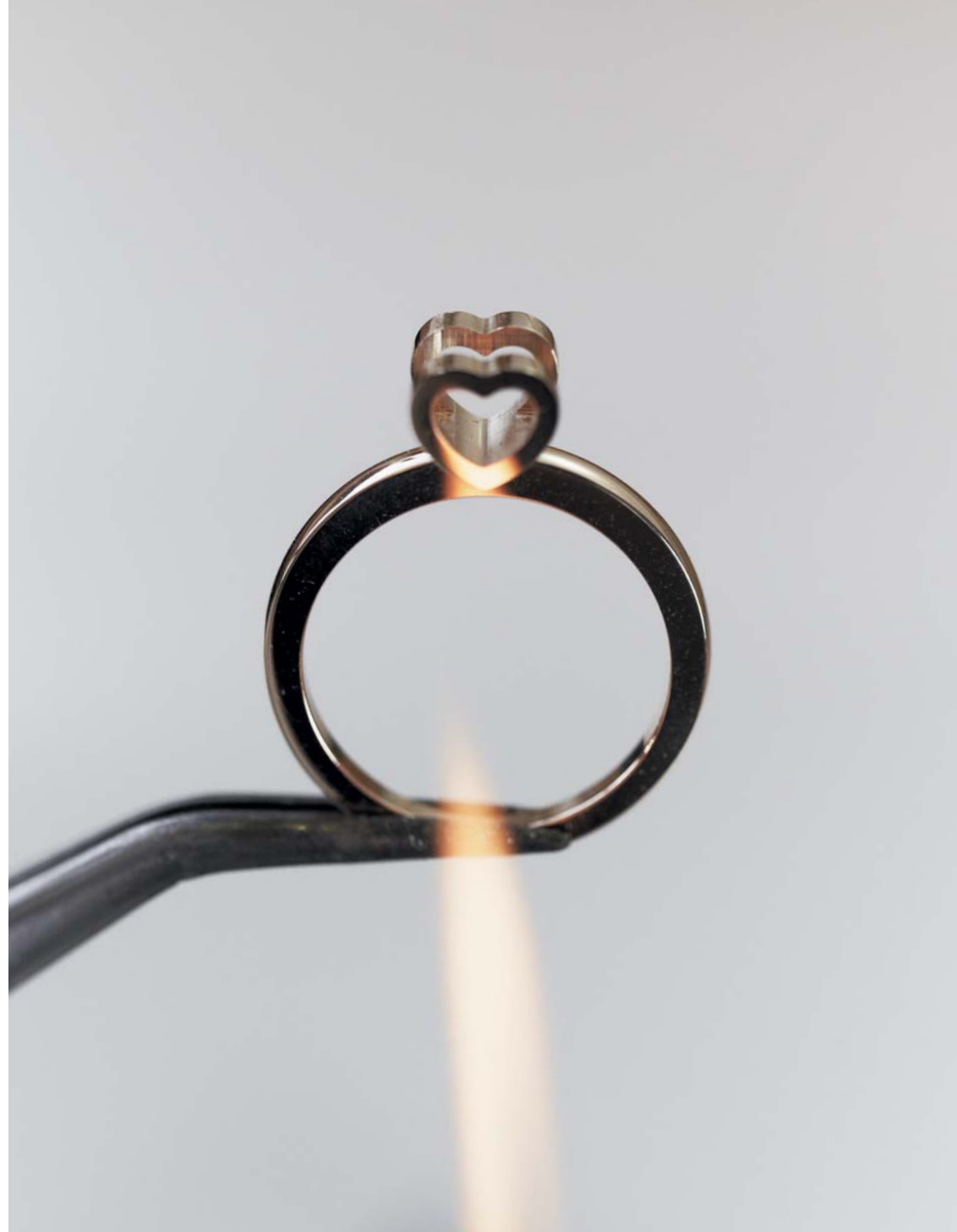
As a general rule, Chopard only works with diamonds whose fluorescence falls between “none” and “faint”. Each stone is selected individually in order to present only the most beautiful and the best-quality diamonds.

EXCELLENCE

Chopard has been cultivating daring and *joie de vivre* since 1860. A source of true creativity and innovation, these qualities can be seen as much in the company's management as in the Maison's most precious creations. From star-studded events on the *red carpet* to intimate dinners for two, Chopard and happiness go passionately hand in hand.

Chopard prides itself in achieving excellence in everything it does. From the design to the finished product, the brand possesses unique skills that are put to use by thirty specialised crafts operating in the fields of jewellery and watchmaking. A true artistic challenge, each piece of jewellery created by Chopard embodies a unique history brought to life by the talent of jewellery craftsmen.

The very heart of the company, each Chopard craftsman plays a role in creating exceptional timepieces and jewellery. The Maison takes great care in cultivating and enhancing their talent every day by means of ongoing training in its workshops. The expertise passed on thus represents the very heritage of future generations of craftsmen who, in their own time, will carry on the brand's history and traditions with the utmost respect.



EXPERTISE SECRETS

In the jewellery workshops, a magic place where time seems to stand still, everything begins with a drawing. The brand's jewellery designers hand-sketch future pieces that will become absolute dreams to wear. Caroline Scheufele, Co-President and Creative Director, favours pure, delicate lines as timeless as love itself.

Once the piece has been drawn, the diamond cutter shapes and cuts the precious stones, granting them their most beautiful appearance. This time-consuming, precise work gives shape to the gems and creates ideally proportioned facets, which reflect light to utter perfection.

Armed with pliers, files, screw-plates, abrasive gums and other specialised tools, it is the turn of the jeweller – whose talent and expertise bring Chopard creations to life – to perform ancestral techniques such as carving and sculpting. In his expert hands, colours and materials come together, bringing a couple's dreams to life.

While pieces imagined by the designers take form thanks to the work of the jeweller, they are perfected in the hands of the gem-setter. This is the craftsman who carefully inserts the diamonds into their metal setting, adorning the jewels in colour and light. By inventing new types of settings or carefully inserting the



stones into especially small, difficult-to-access spots, the Maison's gem-setters continually push back the limits of possibility.

Finally, polishing – the last key step in the jewellery creation process - smoothes the metal. When it arrives in the polisher's hands, the piece is entirely assembled and ready to take on its definitive appearance. Depending on the designer's wishes, it will be given a high polish, satin, brushed-satin or sandblasted finish. Once the extremely meticulous, delicate work of this craftsman is complete, the piece may finally find its way into its box... and into a woman's heart.

ETHICS

Chopard works with the utmost respect for its customers and employees. True to this cornerstone value, the company joined the RJC – Responsible Jewellery Council – in 2010. The mission of this not-for-profit organisation is to promote human rights and ensure that ethical, social and environmentally responsible practices are applied by all those involved in the jewellery industry's supply and production chain.

As a certified member of the RJC, the Maison supports the Kimberley Process and the World Diamond Council, two organisations working to eliminate all trade of conflict-zone diamonds. To actively support them, Chopard has put a system of self-regulation into place for all its suppliers, requesting that they do not buy or sell conflict diamonds and encouraging them not to purchase stones from unknown sources.

In this way, each jewellery creation from the Chopard workshops comes with a certificate guaranteeing its origin.





STONE CERTIFICATION

Chopard entrusts its diamonds to two independent laboratories: the Gemmological Institute of America (GIA) and the Hoge Raad voor Diamant (HRD). To receive its numbered certificate, each stone is studied by several gemmologists who verify the diamond's authenticity and evaluate all the stone's characteristics in a non-biased manner. In addition, each Chopard jewel also comes with a certificate of origin guaranteeing the piece is a genuine Chopard original.



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