

# Eyewitness

Once upon a time, billions of years ago, carbon atoms were compressed together under tremendous pressure and extreme heat, and I was born deep within the Earth. Years and years passed – the world above me spun, continents drifted, life evolved and changed. And me? I rested, untouched, in secret and waited for my big appearance.

## Hello!

Who am I? I am the diamond drop. A 1.5-carat G/IF, i.e. absolutely flawless and Top Wesselton diamond (in technical terms this means that I come in the 'fine white' colour), cut in a pear shape. I'm the shining star of the new Wellendorff bracelet, EMBRACE ME. *mother-of-pearl diamond drop*. I'm part of a super impressive team: alongside two flexible 'Brilliance of the Sun' ropes, my sparkling diamond siblings and 28 tiny cubes of 18-karat gold and mother-of-pearl stardust, I set women's hearts racing!

And the expectations of Wellendorff's friends were high: some wanted a bracelet made of 18-karat flexible gold that did not need a clasp and always returned to its original shape by itself. For others, it was important that the bracelet tells a story and offered an opportunity to integrate a secret message, and it should also have a new innovative twist (of course!). And the occasion on which to wear it? That's one thing they agreed on... well, it's obvious: always! Wow, Wellendorff fans are pretty demanding. They're just accustomed to the best.

## A rare specimen

Speaking of only the best: did you know that flawless, high-quality diamonds like me are among the most valuable and sought-after gemstones in the world? This is quite a challenge for the Wellendorff goldsmiths, because a specimen like me, large enough to be cut into a teardrop shape, is incredibly rare and difficult to find on the market.

## Made to measure

Since every diamond is unique by nature, her shape, size and appearance will always differ slightly, with no two diamond drops the same. So, when I lay there in the manufactory in Pforzheim, I was measured very precisely before a custom-made setting was built just for me so that I could be effortlessly integrated into the bracelet and sit perfectly alongside the flexible gold 'Brilliance of the Sun' ropes, the tiny cubes and the diamonds. The experts in the manufactory had to work very precisely to ensure that it wasn't too tight and uncomfortable around my stomach and that my sensitive diamond tip



didn't sit too loosely or get damaged. Everything had to be adjusted precisely so that I can be held securely in every situation.

## Multifaceted

Wow, what enchanting goldsmithing! You might think it's magic when my gold setting spins up or down with a simple twist, revealing my emotional side to the wearer. Oops! I'm feeling dizzy! Once rotated 180 degrees, I gently click into place. What feels so simple and intuitive is actually quite complex. The goldsmiths have to work very precisely because the tiny mechanism that rotates me on my own axis is installed between me and the gold strands – and there is virtually no space at all. Wow, this is all quite complex – but effective and definitely magical, as I can create three very different looks for the bracelet.



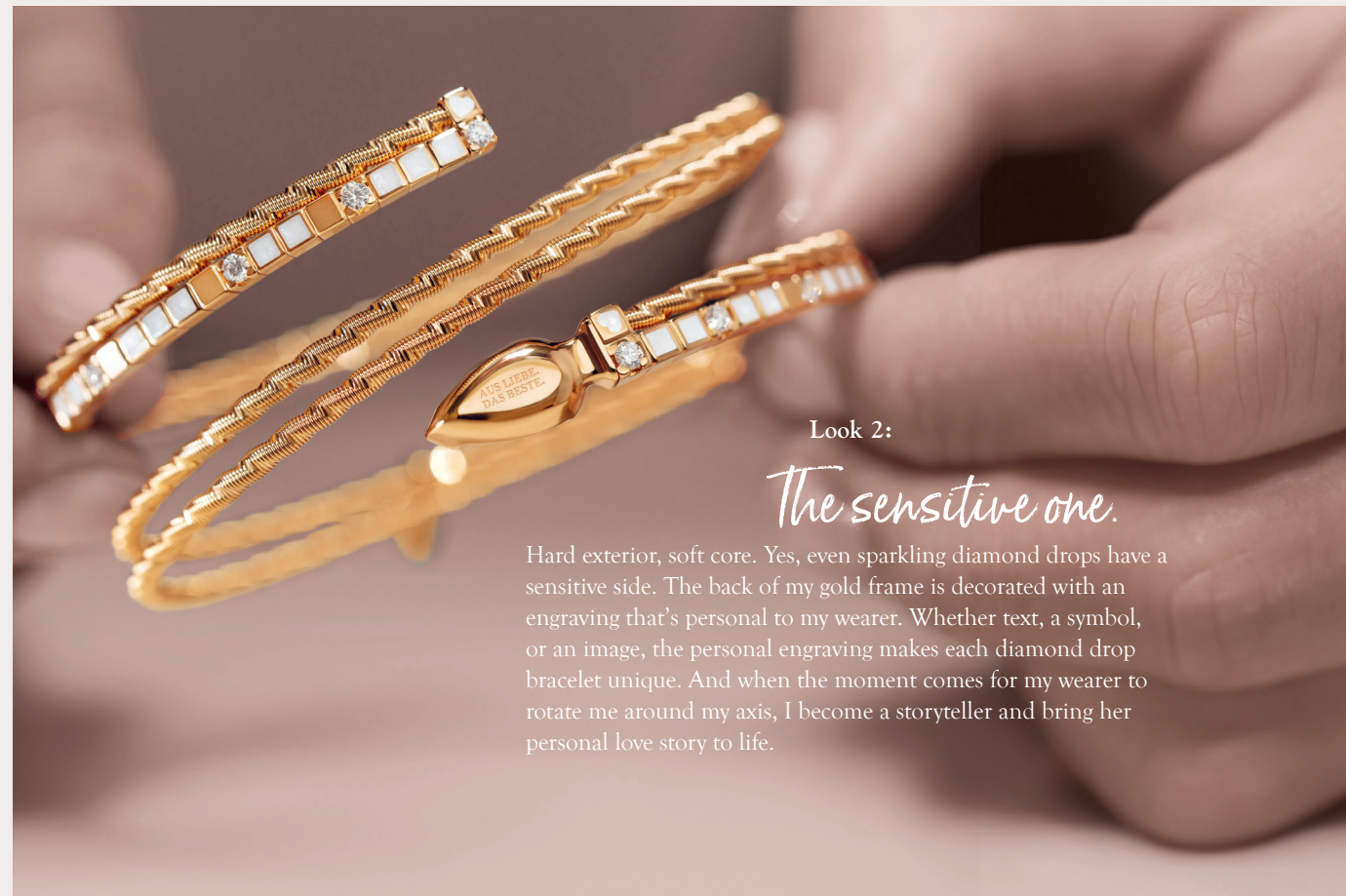


Look 1:

### *The sparkling one.*

Here I am! With an impressive size of 1.5 carats and absolutely flawless, I am the star of the EMBRACE ME. mother-of-pearl diamond drop bracelet! Turned upwards, I shine in all my glory and with every movement at least one of my facets sparkles. I couldn't be prouder!

**An eyewitness, I keep all the personal stories of my wearer within me forever.**



Look 2:

### *The sensitive one.*

Hard exterior, soft core. Yes, even sparkling diamond drops have a sensitive side. The back of my gold frame is decorated with an engraving that's personal to my wearer. Whether text, a symbol, or an image, the personal engraving makes each diamond drop bracelet unique. And when the moment comes for my wearer to rotate me around my axis, I become a storyteller and bring her personal love story to life.

MANUFACTORY



Look 3:

### *The reserved one.*

There are moments when I become very quiet and reserved. As multi-talented people, my team and I naturally know exactly when it's time for such a moment. I withdraw and leave the ropes to take centre stage. Reserved = boring? Absolutely not! Because when the entire bracelet is turned 180 degrees, a thousand captured rays of sunlight sparkle on the gold rope and effortlessly impress with their understated elegance.

## *From Love. The Best.*

Wow, now the time has come for my big appearance and I'm really excited.

Alongside the ropes, cubes, and my diamond siblings I act as a source of strength, capturing moments of happiness, love and success for our wearer – for a lifetime and beyond.

I may be super old, but my never-ending diamond life has only just begun! An eyewitness, I keep all the personal stories of my wearer within me forever. And that's an incredibly beautiful idea, isn't it? ♥



Get to know me better in my video and allow me to enchant you!

