



**BACKES & STRAUSS**  
*London*

Monaco, 1<sup>st</sup> October 2010

**THE ROYAL BERKELEY 43**  
**Bespoke**  
**Limited Edition**



Backes & Strauss present their most exclusive and luxurious watch, the bespoke **Royal Berkeley 43**, their most important masterpiece to date, perfectly complimenting sizes 40 and 37.

This Royal from the Berkeley Collection is inspired by one of London's great squares, Berkeley Square which has particular resonance for Backes & Strauss, for it's great plane of trees, among the oldest in London, were planted in 1789, the same year Backes & Strauss was established.

The 18kt white gold case is hand set with 44 custom cut diamonds weighing 12.44 carats and the dial hand set with 96 custom cut diamonds weighing 15.43 carats. The bespoke, full diamond bracelet is hand set with 189 custom cut hand polished diamonds to ensure an exclusive and perfect fit to the wrist. The back of the watch is open and through the sapphire glass you will see the decorated movement, each one of the five pieces will be individually engraved by the craftsman, "one of five, two of five and such like. The five watches are then unified with Backes & Strauss engraved on each Platinum Rotor.

**Royal Berkeley – Technical Information**

Size: 43mm Ø  
Movement: Automatic movement rotor with platinum segment.  
Display: Hours, minutes and seconds  
Total: 330 diamonds weighing 106.45 cts  
Case: 18kt white gold, set with 44 custom cut diamonds, 12.44 carats. Open Sapphire back  
Crown: One custom cut diamond weighing 0.26 carats.  
Dial: 96 custom cut diamonds weighing 15.41 carats  
Bracelet: 189 custom cut diamonds weighing 78.32 carats

**Diamond Technical Information**

Cut: Custom proprietary cut in the shape of the case. Exclusively cut and hand set  
Colour: Collection (F+)  
Clarity: Clean (Flawless/VVS+)

Retailing at CHF 1.5 million Swiss Francs with diamond jewellery bracelet. Limited edition of 5 pieces

For any further information on any of the Backes & Strauss collections, please contact Sue Turner at Backes & Strauss on 0207 839 8709 or Email: [sueturner@backesandstrauss.com](mailto:sueturner@backesandstrauss.com)