



**BACKES & STRAUSS**  
*London*

**THE PICCADILLY PRINCESS**



**The Piccadilly Princess**, a young, vibrant and elegant addition to the Royal Collection.

Shown here is the Piccadilly Princess in size 37, crafted in 18kt white gold with a classic dial surrounded by a total of 165 ideal cut diamonds weighing 22.61 carats. The Princess is crafted in either 18kt white or rose gold and is also available with a Diamond Dial where ideal cut diamonds surround or are surrounded by white Mother of Pearl.

Backes & Strauss have perfected the ideal cut diamond where all the light that enters the stone refracts internally from 57 precisely placed facets and disperses through the top of the diamond, producing maximum fire and brilliance, perfect for a Princess.

**The Piccadilly Princess – Technical Information**

Size: 37mm Ø  
 Movement: Automatic movement rotor with platinum segment  
 Display: Hours, minutes and seconds. Power reserve: 38 hours  
 Case: 18 kt white or rose gold invisibly set with 28 custom cut diamonds of 3.95 carats  
 Crown: One ideal cut round diamond weighing 0.9 carats.  
 Dial: Classic dial with hand polished Arabic or Roman 18kt gold numerals OR  
 Diamond Dial Int A: 78 ideal cut diamonds weighing 0.35 carats the centre dial,  
 surrounded by white Mother of Pearl and gold Arabic numerals OR  
 Diamond Dial Ext R: Roman numerals sit on 162 ideal cut diamonds weighing  
 0.73 carats which surround the white Mother of Pearl centre dial.  
 Bracelet: 136 ideal cut diamonds weighing 18.57 carats

**Diamond Technical Information - Total 165 diamonds weighing 22.61 carats**

Cut: Ideal Cut round brilliant  
 Colour: Collection (F+)  
 Clarity: Clean (Flawless/VVS+)