



WILLIAM GOLDBERG

by Maripet Ledesma Poso

TO GO BEYOND PERFECTION

EXCEPTIONAL DIAMONDS
BORNE FROM PASSION,
KNOWLEDGE AND INSPIRATION



FROM TOP

A model with a diamond bangle and a pair of earrings

Backes & Strauss timepiece embellished with ASHOKA® cut diamonds by William Goldberg



CLOCKWISE FROM TOP LEFT

The *Deb* Bracelet

The *Babette* necklace

The *Eternity* ring

The *Reese* ring

The *Sideways Eternity* ring

WILLIAM GOLDBERG CREATED A CUT SO DISTINCTIVE AND EXCEPTIONAL IT WAS GRANTED ITS OWN PATENT — THE ASHOKA® DIAMONDS

Most people are dazzled by diamonds, yet others fall in love with them. One man was so inspired by them that he created a cut so distinctive and exceptional it was granted its own patent — the ASHOKA® diamonds. In 1988, diamantaire William Goldberg set eyes on the original 41.37ct Ashoka diamond from India’s Golconda region, when it came up at auction. Goldberg did all he could to win the bid, but unfortunately lost out. Little did he know at the time that he had gained something far more important from that encounter. Not long after, inspired by the beauty and brilliance of that exceptional diamond, Goldberg set out to improve the cut, studying its every facet and the way it captures light. Slightly more than a decade later, he patented the ASHOKA® cut — the ‘Diamond of Legend’, a brilliant testimony of the jeweller’s passion and vision.

It takes a special rough stone to create something as extraordinary as the ASHOKA® diamond, which was named after the legendary Indian ruler Ashoka. Less than one in five stones meets the stringent standards: the rough needs to be bigger and longer than most, the cut precise, and the polish impeccable. It usually takes the master cutters at William Goldberg at least six months

to come up with an ASHOKA® cut diamond — an elongated, antique-cushion cut with 62 displayed facets and rounded corners, allowing the stone to “capture light and disperse it with a fiery brilliance”.

Diamonds have always been present in the house of Goldberg, ever since he started working as an apprentice more than 60 years ago. But the jeweller also introduced breathtaking pieces made of other precious stones, such as emeralds and sapphires. “But diamonds are always our main focus,” says Eve Goldberg, William Goldberg’s daughter. “They are our heritage. Diamonds were my father’s passion and he passed it on to us.” Ultimately, the ASHOKA® cut has been the centre of the family-owned brand over the past 10 years.

And recently, it has crossed over to the world of fine watchmaking when William Goldberg partnered with Backes & Strauss to create the Royal ASHOKA® Collection, a new line of exceptional diamond watches. The début piece of the collection is a magnificent diamond timepiece set with 92 ASHOKA® cut diamonds, 131 ideal cut and two baguette cut diamonds, making a total of 225 stunning stones. William Goldberg’s son, the brand’s CEO Saul Goldberg, is thrilled with the partnership: “The beauty of our diamonds will be accentuated in the magnificent Backes & Strauss timepieces.”