



By appointment  
to HM The Queen  
motor car manufacturers  
Bentley Motors Limited  
Crewe Cheshire



By appointment  
to HRH The Prince of Wales  
motor car manufacturers  
Bentley Motors Limited  
Crewe Cheshire



**BENTLEY**

## Press Information

### **MAKING A MASTERPIECE: BENTLEY CELEBRATES ITS CENTENARY WITH A THRILLING JEWEL**

- **Bentley reveals spectacular pendant with beautiful 20.08 natural pear-shaped yellow diamond**
- **Setting designed by Bentley designer Chris Cooke**
- **Launched in Bahrain last night at the Jewellery Arabia Show**
- **One-of-a-kind, ethically sourced stone from Africa**
- **Platinum and 18-carat yellow gold setting enhances the magnificent stone**

**(Crewe, 20<sup>th</sup> November, 2019)** From deep within the African landscape to the luxurious jewellery halls of Bahrain, the Bentley Centenary jewel wakes from a geological sleep of millions of years to a new life as a stunning diamond pendant.

Revealed at the Jewellery Arabia Show in Bahrain in its glorious gold and platinum setting, the 20.08 carat pear-shaped fancy-yellow diamond sparkles with the mystery and magic created by master cutters to reveal the brilliant beauty and fire of the stone.

**100**

**EXTRAORDINARY  
YEARS**

#### **Wayne Bruce**

Director of Communications  
wayne.bruce@bentley.co.uk  
+44(0)7780 004537

#### **Julia Marozzi**

Head of Lifestyle  
Communications  
Julia.marozzi@bentley.co.uk  
+44(0)7789 988258

#### **Bentley Motors Ltd**

Pyms Lane  
Crewe  
CW1 3PL

www.bentleymedia.com  
communications@bentley.co.uk  
@BentleyComms

### **THE MAKING OF THE DIAMOND PENDANT**

---

#### **Design for a special stone**



By appointment  
to HM The Queen  
motor car manufacturers  
Bentley Motors Limited  
Crewe Cheshire



By appointment  
to HRH The Prince of Wales  
motor car manufacturers  
Bentley Motors Limited  
Crewe Cheshire



**BENTLEY**

## Press Information

The pendant's journey starts with Bentley designer Chris Cooke, who created the original designs for the magnificent gold and platinum settings displaying the unique jewel chosen to celebrate this year's centenary of Bentley Motors. He was inspired by the EXP 100 GT, the concept car that embodies the brand's vision of luxury mobility during the next phase of its future development.

"The collaboration between Heinz Mayer and Bentley Motors showcases the pinnacle in handcrafted quality and design," commented Chris Cooke.

"For our centenary, we created a one of a kind jewellery piece pulling inspiration from the heart of the EXP 100 GT. The centre piece in our concept car is an elegant visualisation of the users contact point with the vehicle. With this jewellery piece we wanted to echo that.

"The design is a similar dynamic form manipulated in such a way that supports and protects the teardrop shape of the stone. Its overall purpose is to be a beautiful visual contact point between the customer and the rare stone. "

The final designs are then given to expert Master Goldsmiths at Heinz Mayer in Idar-Oberstein, Germany, for a feasibility study. The first prototypes are crafted, checked and compared to the original design files. Through this painstaking method, the collaborative arts of graphic computer design and craftsmanship develop and fuse into one.

### Expert Craftsmanship

After the design is finalised and approved, the work of expert craftsman and women, trained in the hallowed traditions of jewellery-making which date back to Roman times, is brought into play. Wing- like shapes are meticulously honed



**EXTRAORDINARY  
YEARS**

#### Wayne Bruce

Director of Communications  
wayne.bruce@bentley.co.uk  
+44(0)7780 004537

#### Julia Marozzi

Head of Lifestyle  
Communications  
Julia.marozzi@bentley.co.uk  
+44(0)7789 988258

#### Bentley Motors Ltd

Pyms Lane  
Crewe  
CW1 3PL

www.bentleymedia.com  
communications@bentley.co.uk  
@BentleyComms



By appointment  
to HM The Queen  
motor car manufacturers  
Bentley Motors Limited  
Crewe Cheshire



By appointment  
to HRH The Prince of Wales  
motor car manufacturers  
Bentley Motors Limited  
Crewe Cheshire



**BENTLEY**

## Press Information

in platinum, and bent to hold a cradle of 18 karat yellow gold, encrusted with 56 natural diamonds and a laser engraved insignia, to commemorate 100 years of Bentley.

This cradle is later put to use as the holder of the prestigious pear-shaped yellow diamond of 20.08 carats. A hidden treasure is added. An inside plank of yellow gold follows the curve of the platinum and is welded and soldered to it, eventually becoming one fluid shape. This cocoon will hold 30 full-cut round natural diamonds to surround the precious pear in the centre.

Yards of Italian platinum chain are then brought into the workshops where specially trained chain-goldsmith experts cut the chain into more than two dozen segments, before soldering them back together with 18 karat gold mountings. The exquisitely crafted chain holding 20 white round natural brilliant cut diamonds.

Together with a platinum clasp and two Bentley wing badges, holding the inscriptions of diamond weights and clarity, as well as the serial number, the chain is finally assembled. An equally well-crafted extender is added so that this masterpiece can both be worn at two lengths of 42 cm and 45 cm.

In the scientific wording of the laboratory report of the prestigious Gemological Institute of America, Bentley's Centenary jewel is: Natural fancy intense yellow even body Colour; Cut grade: Very Good; Purity or inclusion: VS2; Fluorescence: none; Total weight 20.08 carats. The remarkable yellow colour of the diamond is the result of nitrogen in its composition – the nitrogen molecules absorb blue light which differentiates the radiant yellow diamond from their colourless counterpart.

**100**

**EXTRAORDINARY  
YEARS**

**Wayne Bruce**

Director of Communications  
wayne.bruce@bentley.co.uk  
+44(0)7780 004537

**Julia Marozzi**

Head of Lifestyle  
Communications  
Julia.marozzi@bentley.co.uk  
+44(0)7789 988258

**Bentley Motors Ltd**

Pyms Lane  
Crewe  
CW1 3PL

www.bentleymedia.com  
communications@bentley.co.uk  
@BentleyComms



By appointment  
to HM The Queen  
motor car manufacturers  
Bentley Motors Limited  
Crewe Cheshire



By appointment  
to HRH The Prince of Wales  
motor car manufacturers  
Bentley Motors Limited  
Crewe Cheshire



**BENTLEY**

## Press Information

### **Polishing and setting the stone**

After the work of the master goldsmiths is done, the mounting is brought to the polishing department, where a senior craftsman with a lifetime of dedicated attention and judgment brings out the first sparkle. Again, traditional tools, leather as well as modern polishing cloths, perform the task.

It takes hours of discussion with the team before the gemstone setter then goes to work. Years of training, decades of hands-on experience. A good eye. A steady hand and the heart of a lion are now called upon. Careful and expert craftsmanship ensures that no slip or unnecessary excessive force can harm the work that has gone into this piece of art. Carefully, the master setter bends and shapes the claws, to hold the stone securely. Masterfully, he gently forces them to sit in the place where they should secure the stone for the next 100 years or longer.



**EXTRAORDINARY  
YEARS**

#### **Wayne Bruce**

Director of Communications  
wayne.bruce@bentley.co.uk  
+44(0)7780 004537

#### **Julia Marozzi**

Head of Lifestyle  
Communications  
Julia.marozzi@bentley.co.uk  
+44(0)7789 988258

#### **Bentley Motors Ltd**

Pyms Lane  
Crewe  
CW1 3PL

www.bentleymedia.com  
communications@bentley.co.uk  
@BentleyComms

Now, the finished piece is once again brought to the polishing department. While the pre-polish was a demanding task that took several hours, the final polish will take well over a whole day. Now, the polisher executes his art with an extra dash to bring out the final sparkle of brilliance and scintillation.

Platinum requires different methods to apply polish than gold, and the polisher is the master of both techniques. It's a testament to the great skill-set of the Heinz Mayer craftsmen that the centre stone is protected while the surrounding metals are polished and the chain is kept apart from the high-revving polishing wheels.



By appointment  
to HM The Queen  
motor car manufacturers  
Bentley Motors Limited  
Crewe Cheshire



By appointment  
to HRH The Prince of Wales  
motor car manufacturers  
Bentley Motors Limited  
Crewe Cheshire



**BENTLEY**

## Press Information

### **Viewing the finished pendant**

Finally, the work is done. After weeks and weeks in the workshop, the team of craftsmen and designers come together to view the result of their hard work. After they have reviewed their handiwork and accepted the result, all the moulds are destroyed to ensure that the masterpiece stays forever truly unique - and can never be duplicated.

The pinnacle of craftsmanship in platinum and yellow gold, with a fancy yellow pear-shaped natural diamond of 20.08 carats in the middle, and a further 1.00 carats of round brilliant-cut natural diamonds to adorn it finally come together, to salute the 100 years of Bentley in this one of a kind jewel.

### **Detailed specifications**

GIA certified diamond identified

Cut grade of diamond: Very Good

Purity or inclusion: VS2

Fluorescence none

Total weight 20.08 carats

Platinum & 18 karat Yellow Gold setting

106 diamonds feature on the pendant – 20 in the chain, 30 under the centre stone and 56 in the surrounding setting.

Underside of the setting features the Bentley 100 Extraordinary Years logo

The Bentley emblem, inscriptions of diamond weight, clarity and serial number are engraved on the chain's plaque.



**EXTRAORDINARY  
YEARS**

#### **Wayne Bruce**

Director of Communications  
wayne.bruce@bentley.co.uk  
+44(0)7780 004537

#### **Julia Marozzi**

Head of Lifestyle  
Communications  
Julia.marozzi@bentley.co.uk  
+44(0)7789 988258

#### **Bentley Motors Ltd**

Pyms Lane  
Crewe  
CW1 3PL

www.bentleymedia.com  
communications@bentley.co.uk  
@BentleyComms



By appointment  
to HM The Queen  
motor car manufacturers  
Bentley Motors Limited  
Crewe Cheshire



By appointment  
to HRH The Prince of Wales  
motor car manufacturers  
Bentley Motors Limited  
Crewe Cheshire



**BENTLEY**

## Press Information

Price: POA

- ENDS -

### Notes to editors

Information about the wider Bentley Jewellery collection, along with retailer information, can be found at [www.bentley-jewellery.com](http://www.bentley-jewellery.com)

### About Bentley Motors

Bentley Motors is the most sought after luxury car brand in the world. The company's headquarters in Crewe is home to all of its operations including design, R&D, engineering and production of the company's four model lines, Bentayga, Continental, Flying Spur and Mulsanne. The combination of fine craftsmanship, using skills that have been handed down through generations, alongside engineering expertise and cutting-edge technology is unique to UK luxury car brands such as Bentley. It is also an example of high-value British manufacturing at its best. Bentley employs around 4,000 people at Crewe.

### About Heinz Mayer

Heinz Mayer is a family owned manufacturer of fine jewellery, with an uninterrupted family tradition dating back to 1599. The company has a long-standing reputation of quality and integrity among, accomplishing hand crafted jewellery with a special engineering approach, as well as with understated elegance and style at heart. Heinz Mayer supplies exclusively leading jewellers and department stores all over the world and is proud to combine traditional master-craftsmanship with state of the art technology. All jewels are created at the company's headquarters in Idar-Oberstein, Germany, where the Mayers employ ca. 50 people.

**100**

**EXTRAORDINARY  
YEARS**

#### Wayne Bruce

Director of Communications  
[wayne.bruce@bentley.co.uk](mailto:wayne.bruce@bentley.co.uk)  
+44(0)7780 004537

#### Julia Marozzi

Head of Lifestyle  
Communications  
[Julia.marozzi@bentley.co.uk](mailto:Julia.marozzi@bentley.co.uk)  
+44(0)7789 988258

#### Bentley Motors Ltd

Pyms Lane  
Crewe  
CW1 3PL

[www.bentleymedia.com](http://www.bentleymedia.com)  
[communications@bentley.co.uk](mailto:communications@bentley.co.uk)  
@BentleyComms