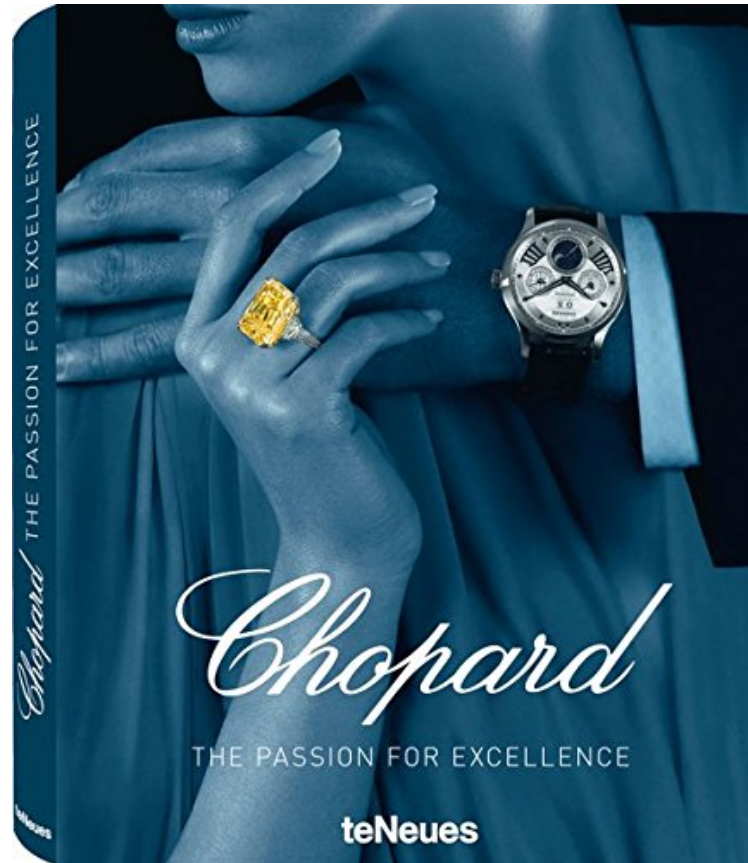


(Download pdf) Chopard: The Passion for Excellence 1860-2010

Chopard: The Passion for Excellence 1860-2010

Salome Broussky

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Salome Broussky : Chopard: The Passion for Excellence 1860-2010 before purchasing it in order to gauge whether or not it would be worth my time, and all praised Chopard: The Passion for Excellence 1860-2010:

2 of 2 people found the following review helpful. Always fascinating By Yannick Michallet You don't need to be familiar with Chopard to fall in love with this book. I'll be honest, I didn't know very much about the brand when I first picked it up in the store. I was casually flipping through books in the bookstore for creative inspiration and just fell in love with this book's striking layout! Fascinating images from past advertising campaigns, archive photographs, and famous personalities who are fans of the brand fill these pages, yet the design of the book continues to have a contemporary feel. What really struck me is the use of typography in the book and how it keeps it from looking like a dowdy catalog, which it could have easily turned into. One of my favorite sections is when famous personalities share their feelings on Chopard. It's wonderful to see a mix of handwritten letters from fashion designers like Roberto Cavalli and movie stars like Elizabeth Hurley all tastefully designed in the spreads. Page after page I was captivated by both the imagery and the text. The story itself is also impressive. The company's history and texts by the Scheufel family chronicle how an innovative jewelry and watch company began and successfully continues to grow in their designs, technology, craftsmanship, etc. to withstand the test of time (no pun intended). Their passion for design and

beauty is reflected in all their exquisite, elegant pieces. Months after purchasing it, the book still continues to impress. I keep it out on the coffee table for easy access to creative layout design ideas (for myself) and for the occasional guest to enjoy. When I leave the living room to get drinks, etc. for guests, I always know when they start to flip through it because the room gets silent for a while except for the occasional, "Wow" or "Look at that!" This is a truly a fascinating book.

2 of 2 people found the following review helpful. Chopard: The Passion for Excellence is an EXCELLENT addition to my coffee table!

By Seema Shariat

One of the first things I noticed when I opened this book was the photograph of men's crafted leather watches that are designed with the theme of astronomy, against the backdrop of space photography. It's an eye-catching aspect to my coffee table because, as soon as you open it, it's full of beautiful images: An adorable diamond polar bear ring, poised at the edge of an iceberg, a fairy-tale like frog "prince" diamond piece... "These images, framed and mounted on a wall, would make for wonderful home accents" was one of my initial thoughts. Then I went on to read the story of the Chopard family: how Chopard's hand-crafted pocket watches stood out from competitive brands since the beginning. I have a strong fascination with the aesthetically pleasing, masculine appearance and design of men's pocket watches. They are fashionable with a vintage characteristic, and reminiscent of what a true gentlemen should carry around. I especially enjoyed reading the history of and looking at the photographs from the "art deco" era presented in this book. There's a detailed account of how this 1920's movement is embodied in the design of Chopard watches. The book also explores how the Chopard family rebuilt their company after World War II and thereafter established their "look" in the early 70's. My favorite photographs and designs of this period are the Chopard "secret" watches. They were cutting edge and completely original, and I'd like to own every single one in the photo! It's captivating to read about how Caroline Gruosi-Scheufele along with her brother, Karl-Friedrich Scheufele inherited the leadership of their family's company and added their own twists in the designs of watches as well as jewelry. Photos of Caroline's designs in the 90's display a more modern look, but they also maintain that unique Chopard style. They seem to follow a certain theme, combining the beauty of nature with classiness, as we see in the photograph of "golden diamond earrings" which seem to share the grace of fluttering butterflies. I also love all of the red-carpet photographs of various celebrities (Madonna and Penelope Cruz, to name a couple) showing off their Chopard jewelry. Karl's designs are pretty amazing as well, and I like how he takes his interests into account when designing. The racecar-inspired watches are pretty damn awesome! This book was given to me as an anniversary present and it has always made for interesting conversations in my living room. It would make a nice, fitting present for your loved one on Valentine's day...

Founded by watchmaker Louis-Ulysse Chopard in 1860, this Swiss company has long been synonymous with luxury and quality. Known throughout the world for its fine timepieces and jewelry, Chopard never rests on its laurels. Constantly innovating, yet always mindful of its heritage, this company typifies the highest standards. This archival record charts the extraordinary story of the company's development, featuring the dynamic Scheufele family, who brought the brand to such prominence. We go behind the scenes to see the precise craftsmanship and artistry that lead to such works of singular beauty and lasting style. Of course, this volume includes fascinating photographs of the international set resplendent in their favorite Chopard pieces.