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From Rizzoli International Publications : Graff before purchasing it in order to gauge whether or not it would be worth my time, and all praised Graff:

3 of 3 people found the following review helpful. Diamonds are truly FOREVER!!!...and not just a girl's best friend anymore.....By Richard Harris-DeStarrWell, It's been done, A book so Great that I gave one as a gift, VERY WELL DONE from the slip cover to the book it self, I'm going to get my copy from the Store for the "GRAFF EXPERIENCE" and yes I'll spend a about \$30.00 more dollars but It will be worth it, to be able to say "OH yes I've shopped there before is well worth it. The book is Awesome and very well laid out, I never knew that there were SO many famous stones...Great Job GRAFF, I can't wait until I hit the store....RR1 of 1 people found the following review helpful. Five StarsBy Gilbert 7Great beautiful book. Very interesting life story1 of 1 people found the following review helpful. Five StarsBy Jo Lichtmanmagnificent. thanks

A look into the exclusive world of Graff, the British-owned luxury purveyor of unique jewels, one-of-a-kind statement pieces, and the most famous diamonds in the world. The House of Graff is synonymous with the pinnacle of luxurious, sophisticated style, the exclusive glamour and exquisite craftsmanship of its creations a singular complement to the world-famous gemstones that have passed through its master craftsmen's hands. Laurence Graff's

gift of releasing the hidden beauty within gems of unprecedented size and brilliance has led to Graff being renowned as home to “the most fabulous jewels in the world.” Spotlights are famed stones such as the 603-carat Lesotho Promise, which Graff daringly cut into a necklace of 26 perfect stones; the largest square Fancy Vivid Yellow diamond in the world, the 118.08-carat Delaire Sunrise; and the largest D Flawless round diamond in the world, the Graff Constellation, at 102.79 carats. This volume showcases the best of the House of Graff—the most dramatic, the most mesmerizing, and the most exceptional jewels in the world. Included is the story of the creation of Graff, portrayed through archival photos and the words of founder Laurence Graff.

"If you can't have the gems themselves, the next best thing is a lavish book filled with lavish color photographs of diamonds, emeralds, sapphires and, oh, don't forget the rubies. . . Graff is an elegant volume with chapters by well-known friends of the wealthy jeweler, businessman and art collector"-THE NEW YORK TIMES About the Author Graff Diamonds was founded in London by Laurence Graff, OBE, in 1960. After more than six decades, and with stores worldwide, the House of Graff remains at the pinnacle of luxury jewelry. Suzy Menkes is Vogue International Editor. Vivienne Becker is a highly regarded jewelry historian and contributing editor for the Financial Times' How To Spend It. Maria Doulton is a globally renowned journalist and the founder of the Jewellery Editor, a website devoted to luxury jewelry and watches. Nina Hald, a freelance journalist, has authored six books about jewelry and has curated three royal jewelry exhibitions. Joanna Hardy is an independent fine jewelry consultant, a contributor to the Daily Telegraph Luxury Magazine, and a specialist on the BBC Antiques Roadshow.