

A woman with dark hair styled in a bun, wearing a black, off-the-shoulder, floor-length gown with a long train and sheer panels. She is looking over her shoulder towards the camera. The background is a dark, textured wall.

HARRY KOTLAR

EST. 1948

Boutique Launch
&
70th Year Anniversary

at

TINY JEWEL BOX

November 8, 2018

“ Memories are all we get to keep from the experience of living. We make our buying decisions in terms of our memories. ”

The Happiness Halo - Lippincott





Harry Kotlar together with Tiny Jewel Box celebrated the opening of the new Harry Kotlar boutique inside Tiny Jewel Box and Harry Kotlar's 70th year anniversary in November 8, 2018.

It was private event with Kotlar collectors, luxury watch collectors, clients over the years as well as Washington's elite tastemakers, U.S. influencers and luxury editors.

Attendees explored seven of Harry Kotlar's masterpieces that embodies seven decades of existence in a museum style environment.

Attendees was able to touch and feel the pieces and converse about them. Aside from the unveiling of the boutique that showcased Harry Kotlar's core collections, there was a display of the design house's most gorgeous one of a kind pieces from its top 18 distinct collections as well as pieces worn by Top A-list celebrities and tastemakers in the world today.

It was an intimate, engaging, educational and interactive event that will be remembered for a very long time.

OVERVIEW OF SOME OF THE EVENT ELEMENTS



MAIN EVENT: BOUTIQUE
UNVEILING



70th YEAR ANNIVERSARY
COLLECTION DEBUT with
Interactive Museum AUDIO
GUIDE



EXHIBIT & CURATED
MUSEUM SPACE FOR 18
DISTINCT KOTLAR
COLLECTIONS



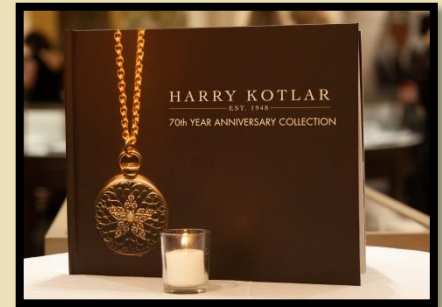
CUSTOMIZATION EXPERIENCE
SPACE | "Make Your Own"



INTIMATE RETAIL SPACE
"Shopping Reinvented"



VIDEO WALL |
Harry Kotlar's Craftsmanship
Short film & 70th Year
Anniversary Collection
Jewelry & Fashion Edit



Book Release: 70th YEAR
ANNIVERSARY COLLECTION
meets the evolution of the
Little Black Dress



HARRY KOTLAR

Anniversary Collection

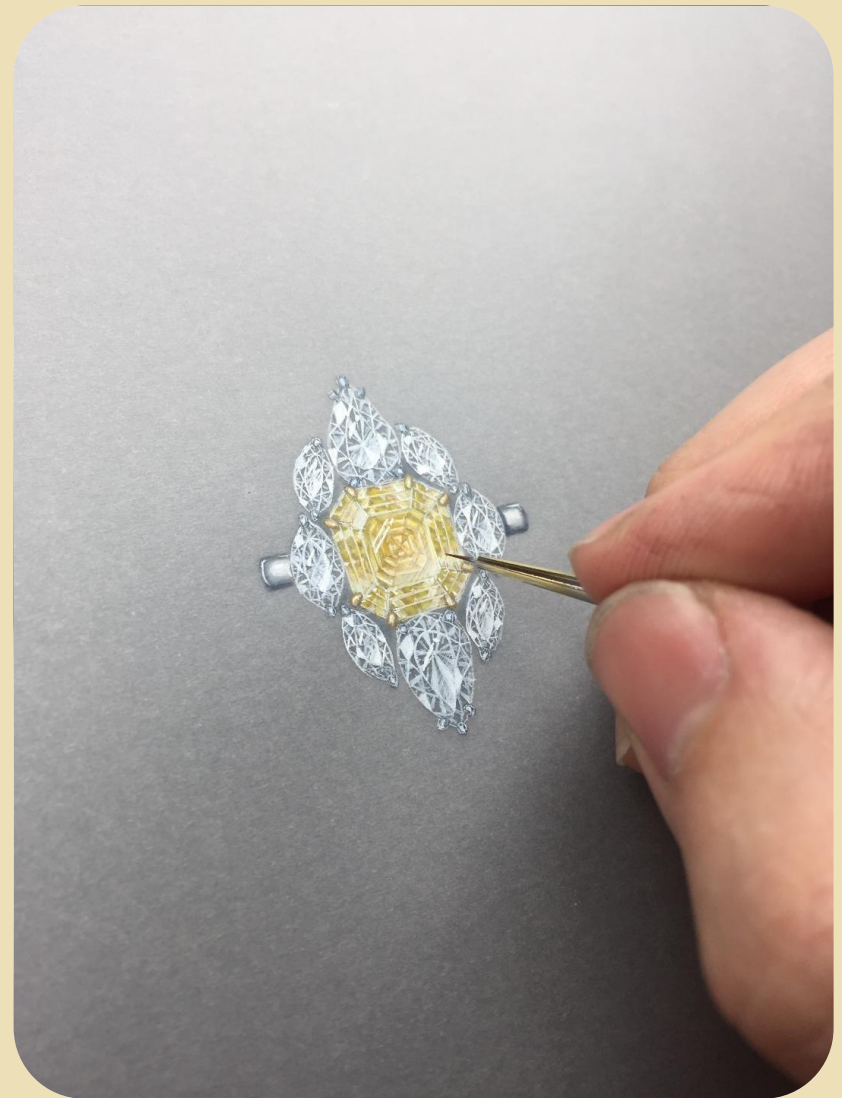
70 Years of Quality & Perfection

70th Year Anniversary Collection

Harry Kotlar debuted 7 (seven) masterpieces that represents seven decades of its existence at Tiny Jewel Box.

The seven masterpieces constitutes Harry Kotlar's 70th year Anniversary Collection. The collection celebrates 70 years of love, passion, hard work and tenacity as instilled by the design house's founder – Harry Kotlar.

Each jewel in the anniversary collection embodies the aura, elegance and design evolution in each of Harry Kotlar's 7 decades, giving life to 70 years of ultimate quality, beauty, art and perfection.



70th Year Anniversary Collection

MUSEUM Audio Guide

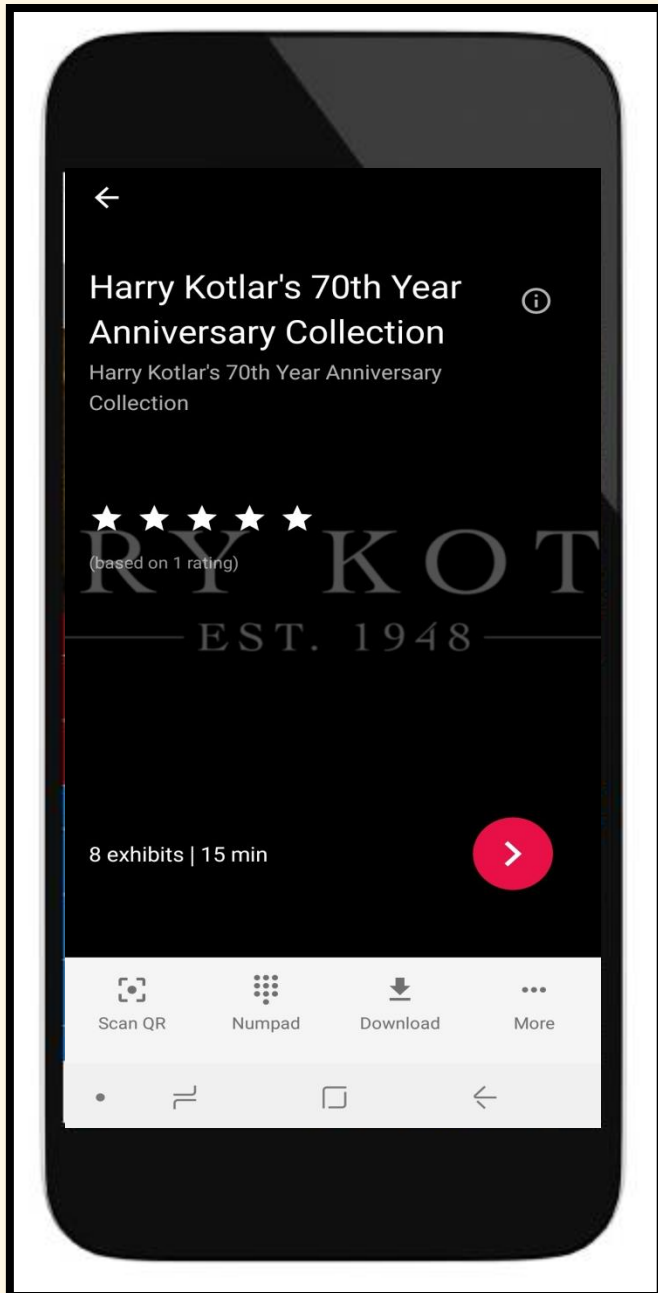
“Jewelry Retail experience Reinvented “

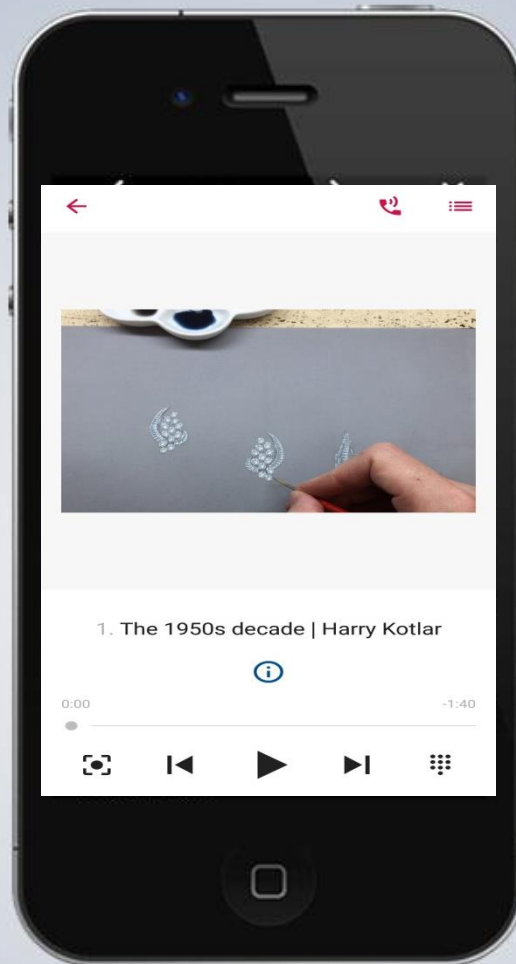
Harry Kotlar brings an innovative experience for all viewers of the 70th year Anniversary Collection by adding a Museum Audio Guide via a global travel application.

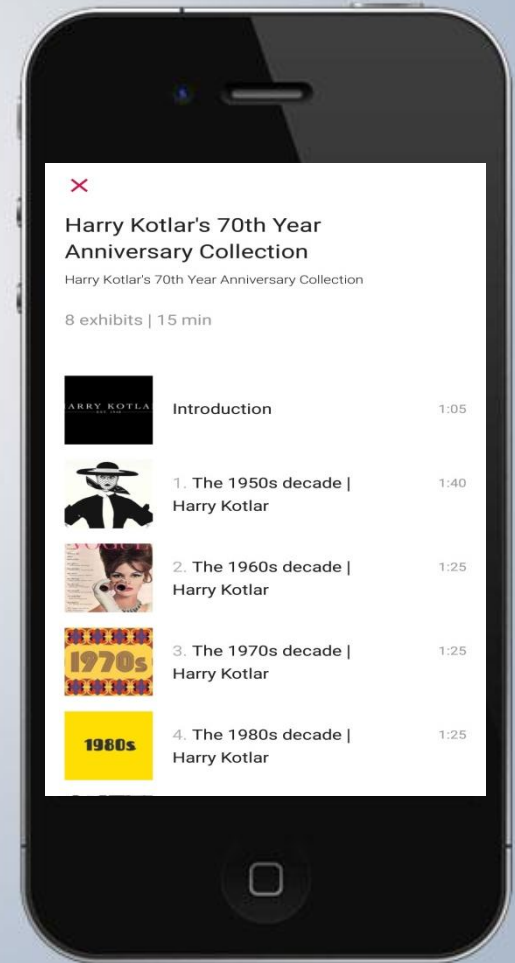
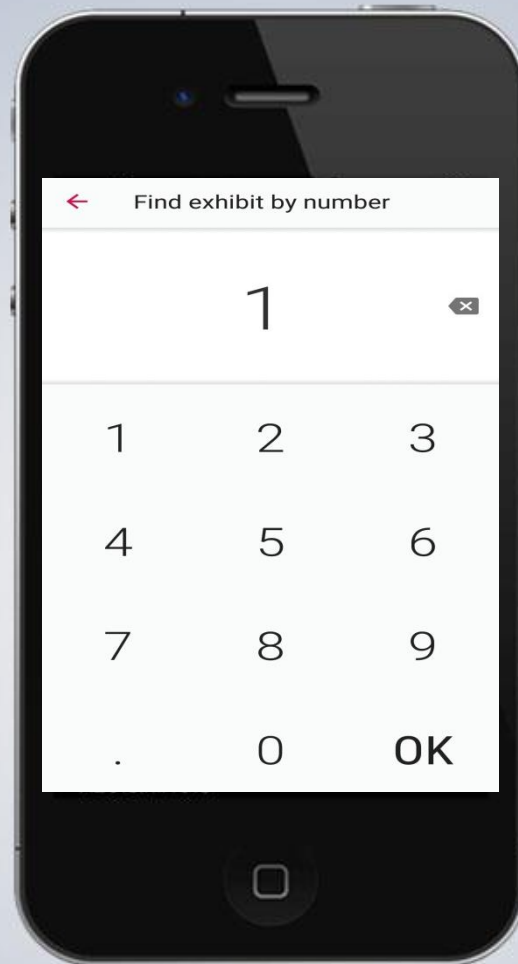
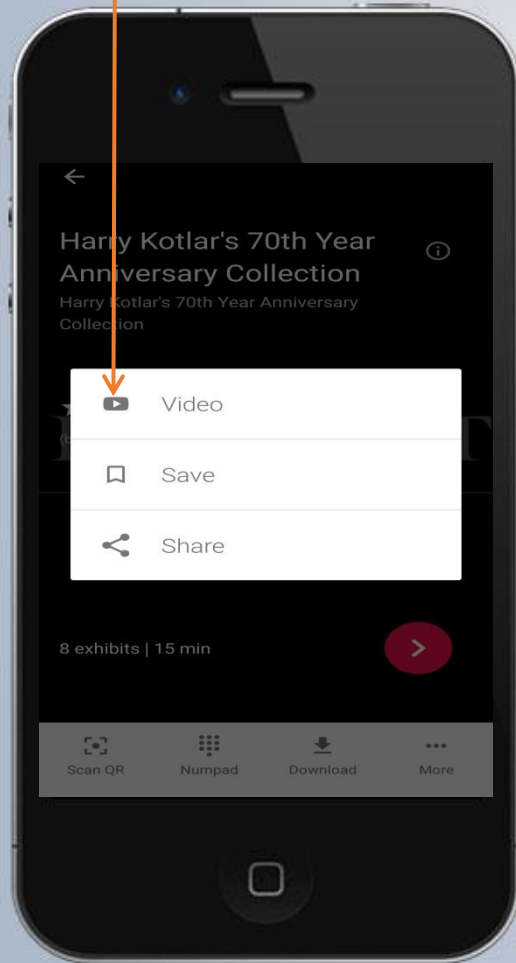
This is an essential part of the museum experience that combines digital and non-digital experiences within the retail space. The curated Audio Guide supports consumers in learning about each of the exhibit presented in the museum as well as facilitate them to understand what they are seeing in a more in-depth and meaningful way.

It aims to:

- Have consumers spend more time in front of the masterpieces/exhibit
- Have consumers gain a deeper understanding and appreciation of what the masterpieces mean and how they are made
- Deliver stories full of sentiment, excitement and character
- Foster a more intimate connection and engagement between the museum, the Harry Kotlar brand, the retail space and the viewer
- Educate viewers about Harry Kotlar's design journey throughout seven decades in conjunction with fashion, style, jewelry and world history







70th Year Anniversary Collection

Jewelry & Fashion Film and Coffee Table Book

"70th Year Anniversary Collection meets the evolution of the Little Black Dress"

Harry Kotlar released a new 2-minute jewelry & fashion film as well as a coffee table book unveiling the seven masterpieces that constitutes the 70th Year Anniversary collection incorporating the evolution of the iconic Little Black Dress.

While it is mainly about Harry Kotlar's jewels and the significance of its breadth of design expertise for 7 decades, viewers will also be transported to each decade of time and visually see the historic transformation and metamorphosis of the classic little black dress.

The little black dress may have change in style and structure over time but still remains effortless, classic and sophisticated that transcends through time just like a Harry Kotlar piece.

Harry Kotlar inspires viewers and women to dream --- living in a different realm and seeing themselves through women of style from another time.





MADE BY HAND. SHAPED BY HISTORY.

Harry Kotlar is recognized as the premier source for the highest quality diamonds, its hallmark design – Artisan Pavé and “*The World’s Most Brilliant Cushion Cut Diamond*” – Kotlar Cushion. Spanning seven decades of beauty, art and perfection, Harry Kotlar’s designs evoke old-world artistry with modern sophistication, creating stunning diamond rings, bands, earrings, bracelets and necklaces that celebrate individuals’ story eternally.



Watch the
Harry Kotlar Film



HARRY KOTLAR
— EST. 1948 —

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