

G R A F F

Welcome to a Fabulous World

GRAFF AMENITIES COLLECTION

2025





“The Graff way means no

shortcuts, no bypassing.

Perfection is the goal, and it's

achieved every time.”

- Laurence Graff

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Brand Story

Graff, like diamonds, is one of a kind.

Incomparable.

For over half a century, Graff has set unsurpassed standards of excellence within the world of exceptional jewellery.

Generations of the Graff family have employed their expertise and experience, personally selecting every stone and, unique among diamond houses – presiding over every step of its journey.



Founder Laurence Graff

A passion for diamonds has been the driving force in Laurence Graff's life since he first sat, over 60 years ago, at a jeweller's bench in Hatton Garden, London.

With his passion for gemstones and his talent for business, Laurence Graff OBE has journeyed from London's East End to a place on the world's stage alongside kings, presidents and cultural icons.



A Family Business

Six decades after he set out in the industry, Laurence Graff still experiences the same excitement, honours the heritage of the diamond and, in the same way, honours and shares the legacy he has built.

Since the reigns of the business were handed over to his son Francois Graff, making him Chief Executive in 2004, the business has diversified and continued to extend its global reach – while remaining a true family business, operating at the very pinnacle of the industry.



Accelerated growth

Graff has grown to become one of the most prominent jewellery houses in the world.

The company now has over 70 boutiques around the globe, with corporate offices in London, New York, Hong Kong, Japan and Geneva.

Graff also continues to strengthen and grow its digital presence on graff.com through seven transactional sites globally.



A Global Footprint

Chicago
New York
Palm Beach
Bal Harbour
San Francisco
Saks New York
Saks Houston Texas
Saks Beverly Hills
South Coast Plaza

London Bond Street
London Harrods
London Sloane Street
Paris Rue St. Honore
Paris Ritz
Monaco
Zurich
Geneva
Gstaad Alpina
Gstaad Promenade
Courchevel

Delaire

Regional Office

Store

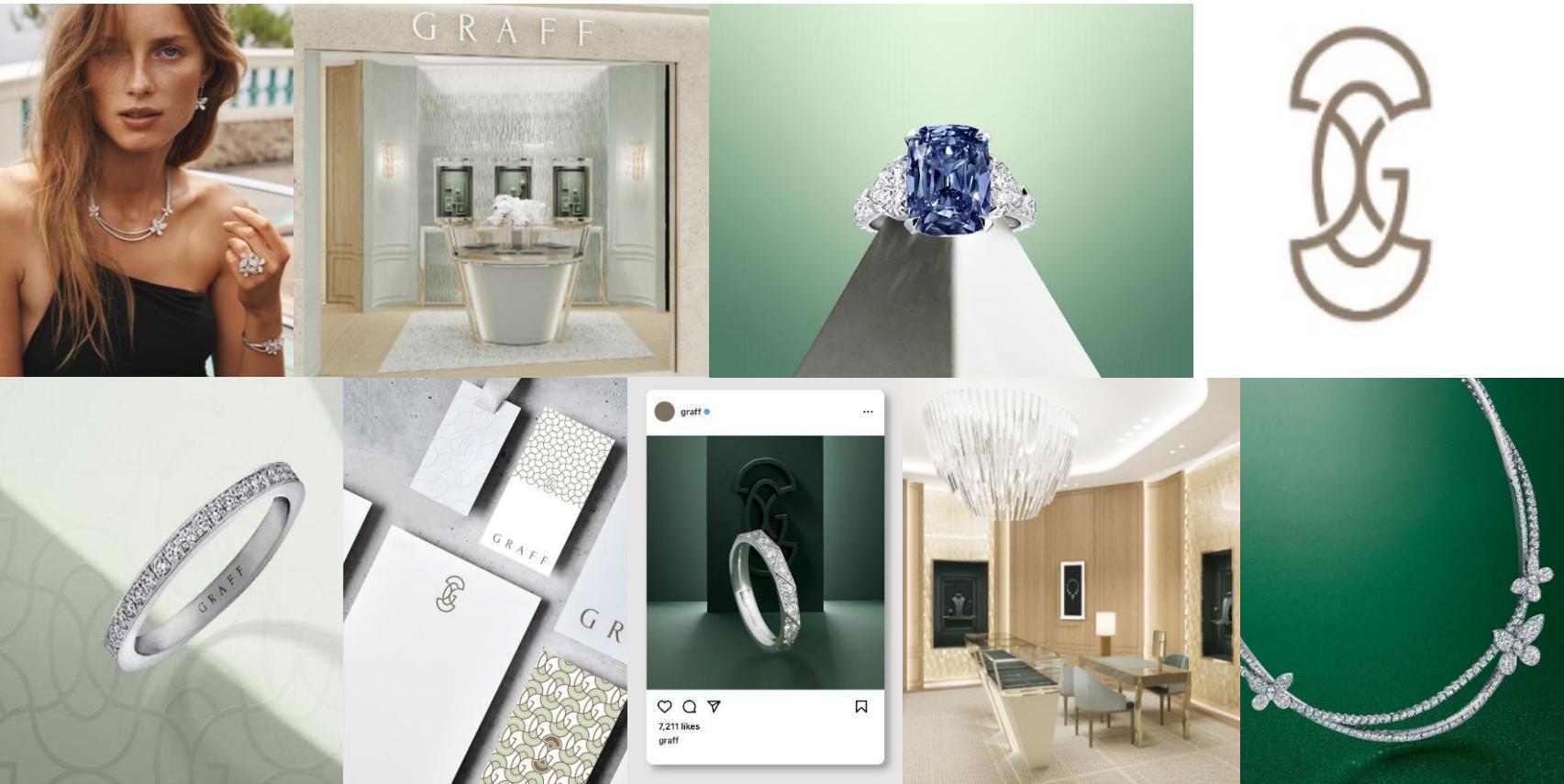
Dubai, Dubai Mall
Abu Dhabi, The Galleria
Muscat, Opera Mall
Kuwait City, Al Sahab Tower
Manama, Bahrain Jewellery Centre
Riyadh, The Kingdom Centre
Baku, May Street
Almaty, Samal

Beijing
Beijing China World
Shanghai
Shanghai IFC
Shanghai Plaza 66
Chengdu
Nanjing Deji Plaza
Shenzhen MixC
Hong Kong Central
Hong Kong Peninsula
Macao Wynn Cotai Palace
Macau Wynn
Taiwan Bellavita
Taiwan Sogo
Singapore

Korea Shilla
Korea Galleria
Korea Pangyo

Ginza
Tokyo Nihombashi
Tokyo Isetan
Tokyo Takashimaya
Fukuoka
Nagoya Takashimaya
Osaka Shinsaibashi
Osaka Umeda
Osaka Takashimaya
Yokohama Takashimaya

A Refreshed Visual Identity



Graff's refreshed contemporary and modern visual identity builds coherency across a global business, while also providing flexibility to stay relevant in what is a dynamic industry and attract a new clientele.

Product



High Jewellery Unique Jewels

Graff high jewellery features only the most remarkable, individually selected, diamonds and gemstones.

Each jewel showcases the skill, attention to detail and design ingenuity of the craftsmen and designers based in London.



Single Stones & Engagement Rings

Graff engagement collections are elegant, timeless, graceful and feminine; a celebration of Laurence Graff's love of diamonds.



Diamond Collections

Gracefully elegant and resolutely feminine, Graff jewellery collections are modern classics.

Collections include the classic Laurence Graff Signature, precious Spiral, and modern Threads.



Timepieces

Located in Geneva, the capital of luxury watchmaking, Graff Luxury Watches launched in 2008. Today, it comprises more than 50 models across five categories: Technical, Sport, Dress, Jewellery and Bespoke. Each timepiece is equipped with a fine Swiss movement.

Luxury Amenities

The Scent

GRAFF draws inspiration from the captivating olfactory journey found within the exquisite gardens of a South African retreat.

The luminous essence of Cara Cara oranges imbues the amenities with a radiant vibrancy, elevating their freshness to new heights. This harmonious fusion of nature's brilliance and refined craftsmanship creates an experience of pure indulgence and sensory delight.



LEMON

Reminiscent of pure joy and happiness, lemon adds a scintillating effect to this fragrance.

CARA CARA ORANGE

Cara Cara orange is a unisex and refreshing note with a zesty memorable hook.

TANGERINE

The tangerine is a juicy and fruity note with an intoxicating sparkling aroma that opens up the fragrance.

GINGER

Ginger brings a zing of fresh spice with a cloak of moss. It lends itself to a statement of broad appeal yet signals elegance and high quality.





Mini Sizes

The diamond oval cut stands as the quintessential emblem of inspiration for our meticulously curated amenities collection design.

This unparalleled assortment of toiletries is exclusively accessible by invitation, reserved for the top luxury hotels, ensuring an experience of unparalleled sophistication.



Dispensers

Graff's first ever luxury cosmetic dispenser is a refined interpretation of the exquisite baguette diamond cut.

The distinguished form is further elevated by the Maison's emblem, subtly adorning the sides, seamlessly blending heritage with contemporary opulence.





Soaps

GRAFF soaps are the perfect addition to one of the most exclusive collections of amenities for luxury hotels.

Experience the elegance and sophistication that only Graff can offer, elevating your stay to new heights



Formulas

GRAFF amenities are formulated without parabens, sulfates, silicones, and artificial colors, ensuring a gentle and safe experience for your skin and hair.

Proudly vegan-friendly and not tested on animals, our product aligns with ethical and sustainable practices.



Packaging



GRAFF bottles and dispensers are made from post-consumer recycled plastic and are fully recyclable, promoting a circular economy.

With proper collection and recycling, the environmental impact is significantly minimized. Choose sustainability and help us protect our planet.



Lineup

GRAFF



Shampoo
100 ml
55321



Shower Gel
100 ml
55322



Body Lotion
100 ml
55323



Conditioner
100 ml
55324



GRAFF



Shampoo
50 ml
55311



Shower Gel
50 ml
55312



Body Lotion
50 ml
55313



Conditioner
50 ml
55314



GRAFF



Shampoo
360 ml
JGR56360B



Shower Gel
360 ml
JGR56361B



Hand Wash
360 ml
JGR56364B



Hand & Body lotion
360 ml
JGR56362B



Conditioner
360 ml
JGR56363B



GRAFF



Soap
60 gr
55325



Soap
30 gr
55315





Thank You

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