



Black, Starr & Frost
AMERICA'S FIRST JEWELER SINCE 1810

BIOGRAPHY

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Alfredo J. Molina
Chairman & CEO, Black, Starr & Frost

An 11th generation jeweler whose family roots in the industry date back to 17th century Italy, Alfredo J. Molina is the chairman & CEO of Black, Starr & Frost, America's first jeweler since 1810, today based in Phoenix.

With an extensive background in the jewelry industry, Molina acquired America's first jeweler in 2006 and has since set out to revitalize the iconic Black, Starr & Frost brand with new collections, signature pieces and new locations. He is well on the way to attaining his goal. Since taking the helm at Black, Starr & Frost, Molina has unveiled:

- **The Empress:** A \$4.5 million necklace that features 30 ultra rare untreated Burmese sapphires totaling 11.9 carats; 34 oval diamonds, weighing 10.56 carats; and 404 round diamonds totaling 82.61 carats – all masterfully hand set in the finest pure platinum. Working side by side, five master artisans devoted more than 1,500 hours to hand craft this exquisite piece, which Molina designed.
- **The Signature Collection:** Encompasses the five core essentials in a modern jewelry wardrobe: cuff bracelets, diamond studs, stackable rings, bracelets and bangles, chandelier earrings and the ever classic diamond opera strand.
- **“1810: Celebrating Two Centuries of American Luxury”:** A beautiful new book published by Black, Starr & Frost that colorfully chronicles the provocative personalities and iconic jewels that are all part of the rich history of America's first jeweler.
- **Headquarters:** A luxurious 2,000-square-foot salon in Phoenix with interiors that pay homage to its original New York salons.

Born in Cuba, Molina moved as a boy to Chicago where he learned the diamond and gemstone trade from his grandfather. “The Molina family tradition, dating back some 400 years to Milan, is that the oldest grandson learns the craft of jewelry manufacturing as a bench apprentice. My grandfather came to my mother on my birthday and simply said, ‘Let me take the boy.’ On March 2, 1967, at the age of eight, my career as a jeweler began.”

Since then, he has gone on to rack up credential after credential. He is a fellow of the Gemological Association of Great Britain, a graduate of the Gemological Institute of America, senior member of the American Gem Society, inductee of the National Jewelers Hall of Fame and a certified gemologist/appraiser. Additionally he served as vice chairman of the Jewelers of America Council, as co-chairman of the Master Gemologist Appraiser Program and is past president of The American Society of Appraisers. He often works with law enforcement officials in cases involving jewelry evaluations and is a qualified appraiser for the Internal Revenue Service. He frequently appears as a keynote speaker at seminars and workshops related to gem industry trends and appraisals.

Known worldwide for his ability to locate and secure rare gems, Molina rocked the gem world two years ago when he sold the Archduke Joseph diamond – a 76-carat stone once owned by Archduke Joseph August of Austria – for \$21.5 million, the most ever paid at auction for a colorless diamond.

In addition to his many accomplishments on the jewelry front, Molina is a well-respected philanthropist and has donated considerable time and resources to more than 300 charities. To that end, he was inducted into the Frederick Douglass Museum & Hall of Fame for Caring Americans on Capitol Hill and named an Outstanding Business Leader by Northwood University at the Breakers in Palm Beach. In addition, he was recently inducted into the National Jewelers, Retailer Hall of Fame in the single store independent category.

Says Molina of his role with Black, Starr & Frost, “As a steward of the great house of Black, Starr & Frost, America’s First Jeweler since 1810, I honor our great heritage. Black, Starr & Frost has been a trailblazer and innovator in the jewelry industry for more than two centuries and is now poised to take its international acclaim to the next level.”

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