



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

FACT SHEET

OPENED:	Founded in 1810 and in current location since 2011
ADDRESS:	341 Bayside Drive Newport Beach, CA 92660-7211 Phone: 949-673-1771 Fax: 949-673-1796 www.blackstarrfrost.com
LOCATION/ SHOWROOM:	Black, Starr & Frost's beautifully appointed 5,000-square-foot headquarters – accented with fine French antiques and rich mahogany wood accents – are housed in an elegant plantation-style salon on the waterfront in the heart of Newport Beach at Balboa Marina. Light and airy, the space has seven rooms – including the expansive showroom, a fully stocked bar and an onsite design studio where master jewelers hand create custom pieces. Guests can relax on an expansive outdoor patio – with breathtaking harbor views – while imbibing on champagne or espresso.
HOURS:	Monday through Friday - 10 a.m. to 6 p.m. Saturday - 10 a.m. to 5 p.m. Sunday and evenings hours by appointment only Extended holiday hours vary by the season
SERVICES:	Magnificent one-of-a-kind jewels; everyday luxury collection; custom jewelry design and manufacturing; “Reflections of a Woman” consultation; VIP concierge, cleaning and inspection, fine jewelry repair, jewelry appraisals; personal shopper; private appointments; and estate jewelry.
EXECUTIVES:	Alfredo J. Molina, chairman & CEO. Molina is a world-renowned 11 th generation jeweler whose family's roots in the jewelry business date back to 17 th century Milan, Italy. With an extensive background in the jewelry industry, he is a graduate of the Gemological Institute of America, Senior Member of the American Gem Society, Fellow of The Gemological Association of Great Britain and a Certified Gemologist Appraiser of the American Gem Society.

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OVERVIEW:

World-renowned for its finely crafted, one-of-a-kind creations, Black, Starr & Frost has catered to American's elite for more than two centuries, with legendary clients such as the Rockefellers, Vanderbilts, Carnegies, Guggenheims and the Prince of Windsor. The company's fine jewelry, sterling silver, watches and clocks have been renowned for high quality and craftsmanship through the years.

Now headquartered in Newport Beach, Black, Starr & Frost was acquired in 2006 by the Molina Group. Since then Molina has concentrated on revitalizing the Black, Starr & Frost name, reinforcing its enduring reputation for top quality, design-driven jewelry. In this spirit, the showroom has a staff of in-house master jewelers – with 215 years of combined experience.

The company recently announced plans for a national expansion effort, and has begun construction on a new 2,000 square foot Phoenix location at 3134 E. Camelback Rd. in the Biltmore Plaza Shopping Center. The new store is slated for completion fall 2015.

HISTORY:

Founded in 1810 by Isaac Marquand, Black, Starr & Frost originally opened as Marquand & Co. in New York City, making it the oldest continuously operating jewelry firm in the United States. At that time, two store clerks – William Black and Henry Ball – eventually joined the firm, which became Black, Ball & Company. In 1912, the company – by then named Black, Starr & Frost – moved to magnificent New York City offices at the southeast corner of Fifth Ave. and 48th St., known as the diamond district.

A jeweler to celebrities, privileged American families and royalty, the firm's rich history is set against the extravagance of the Gilded Age, the turbulence of the Reconstruction Era, the vibrancy of the Jazz Age and more. Known for many firsts, America's first jeweler is one of America's oldest companies and was one of the initial companies to be traded on the New York Stock Exchange. Black, Starr & Frost created the first choker necklace and helped invent safe deposit boxes, plate glass windows (1833) and fireproof buildings (1860). Additionally, the legendary jewelry firm built the first apartment building in New York in 1876 and was the first commercial entity on New York's venerable Fifth Avenue – today a mecca for luxury brands.

Because of Black, Starr & Frost's considerable cachet, Marilyn Monroe referred to it in the song "Diamonds Are a Girl's Best Friend," in the 1953 film "Gentlemen Prefer Blondes."

The aggregate value of fine jewelry, watches, clocks and sterling silver accumulated over the years with the iconic Black, Starr & Frost brand is estimated at \$10 billion.

Select historical highlights include:

- 1835: Crafted first class ring for West Point; continued to manufacture for West Point until 1909
- 1851: Pure gold four-piece tea service displayed at the London Crystal Palace Exhibition
- 1860: Received an order for more than \$12,000 of jewelry and silverware from the Prince of Wales
- 1863: Created the Gillmore Medal, the inspiration for the first Congressional Medal of Honor
- 1876: Cortlandt Starr and Aaron Frost join the company, which officially becomes known as Black Starr & Frost
- 1911: Made the key for the ceremonial opening of the New York Public Library
- 1917: Sold a diamond necklace for \$200,000 to stage star Peggy Hopkins Joyce, the inspiration for Marilyn Monroe's character in "Gentlemen Prefer Blondes"
- 1928: Sold the 127-carat Portuguese diamond for \$373,000 to Hopkins Joyce. Today that diamond is housed in the Smithsonian Institute's National Gem Collection – and is the largest faceted diamond in that collection
- 1929: Created the Davis Cup for the U.S. Lawn Tennis Association
- 1930: Acquired the diamonds and jewels of "Diamond Jim Brady," a legendary financier known for his penchant for jewels
- 1931: Acquired a 25-carat "Lucky" Baldwin Ruby, named after California gold mining pioneer E.J. "Lucky" Baldwin
- 1939: Displayed two unique jewel-encrusted Mystery Clocks – the only square-faced Mystery Clock in the world and the "Tree of Knowledge of Good and Evil" clock – at the New York World's Fair
- 1956: Manufactured the "Princeton Mace" – a ceremonial club – used at Princeton University for key observances at the school
- 1962: Acquired the New York City Cartier store
- 1986: Black, Starr & Frost jewelry salon opens at the venerable Plaza Hotel in New York
- 2012: Sold the Archduke Joseph Diamond, the largest D-color, flawless, Type 2A Golconda diamond in the world, to a royal house for a record \$21.5 million

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COLLECTIONS: Carefully crafted by highly skilled artisans with an eye for intricate detail, Black, Starr & Frost's dynamic collections reflect the quality and fine design which have been hallmarks for more than 200 years.

Collections include:

- Everyday Luxury: Five core essentials in a modern jewelry wardrobe: cuff bracelets; diamond studs; stackable rings, bracelets and bangles; chandelier earrings; and the ever classic Opera strand
- Bridal: An exquisite selection of engagement and wedding diamond rings for the bride and groom
- Timepieces: First new designs to be created in the last three decades and the first-ever dress chronograph case with hidden pushers
- Chairman's Collection: One-of-a-kind, hand-crafted designs featuring the world's rarest gemstones

ACCOLADES: 6 Star Diamond Award, National Caring Award, Caring American Hall of Fame, CEO Hall of Fame, Circle of Distinction Award, Community Lifeline Award, Entrepreneur of the Year, Gift of Life Award, Jewelers That Care Award, Leaders of Distinction Award and Spirit of Philanthropy Award

CHARITY: With a keen focus on supporting its community, Black, Starr & Frost has donated more than \$1 million to dozens of local, regional and national charitable organizations, among them the American Cancer Society, National Charity League, Make-A-Wish Foundation, American Heart Association, St. Jude's, Big Brothers & Big Sisters, Orangewood Children's Foundation, Orange County High School for the Arts, Susan G. Komen, among others.

MEDIA

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