



GASSAN
WATCHES | JEWELLERY

HOUSE of GASSAN

HOUSE of GASSAN stands for diamonds, jewellery and luxury watches. The GASSAN brand represents craftsmanship, proven quality and reliability for more than 75 years and is a one hundred percent family-owned business. The tradition of diamond cutting is part of the Dutch cultural heritage. Therefore GASSAN's headquarter, HOUSE of GASSAN breathes craftsmanship. This is a unique feature; GASSAN polishes and cuts diamonds in-house. An ultimate experience to see and that we offer on our premises.

The recently renovated GASSAN Boutique breathes luxury with our high-end brand portfolio and is the biggest jeweller from the Netherlands with an amazing brand portfolio with jewellery and watches like Tudor, Longines, Messika, Chopard, Chanel, Breitling and many other brands like our own GASSAN in-house brands.



A Diamond Experience at HOUSE of GASSAN will be the sparkling highlight of any trip to Amsterdam:

- Learn everything about the important 4 C's: Carat, Colour, Clarity, Cut
- Extensive collection of set and loose polished diamonds
- In-house boutique GASSAN 121
- Exclusive in-house Rolex Boutique
- Flagship store Choices by DL
- In-house boutique TROPHY BY GASSAN
- In-house boutique GASSAN pre-owned
- In-house boutiques such as Messika and Marco Bicego
- With private parking facilities and a mooringsite

DIAMOND EXPERIENCE

HOUSE of GASSAN, is located in a beautiful restored originally steam driven diamond factory and was built in 1879. Every year more than 350.000 visitors experience a unique tour through the industrial factory. Visitors can view the diamond polishers at their craft, while multilingual guides explain where diamonds are found and how rough diamonds turn into dazzling brilliants.

Loose polished diamonds are shown as well as an elaborate jewellery collection. After the tour you can see our extensive jewellery and watch collection in our Boutique. Also have a look in our in-house Rolex Boutique.

ROLEX BOUTIQUE

HOUSE of GASSAN is an official Rolex Retailer. We will be delighted to show you the special Rolex collections in our Boutique and help you to choose the watch that will suit you best. All Rolex watches come with a certificate of authenticity.

Reflecting the unique, personal style of Rolex in its ambience, the boutique will display an extensive collection of Rolex watches, including the professional and classic models of the Oyster collection. These legendary timepieces combine tradition, prestige and technology with precision and excellent reliability, and with a style to complement every occasion.

The elegance of the brand is reflected in the exclusive, high-quality materials used in the furnishings (polished walnut display cases with bronze accents, Crema Marfil marble floor, and soft leather furniture), setting the tone for a unique customer experience.

THE PURSUIT OF PERFECTION

Life is all about pushing boundaries. At GASSAN, we want to perform beyond the expected, away from the conventions of traditional cuts. The classic round brilliant reinvented.

GASSAN 121

A product of nature, each and every rough diamond is unique, no two are the same. GASSAN's diamond polishers now continue the legacy, allowing everybody to admire the skills that were perfected and handed on, from one generation to the next. By combining GASSAN's renowned polishing skills and state-of-the-art technology, the GASSAN 121 adds 16 additional facets to the top and 48 to the bottom of the classic brilliant cut.



GASSAN 121[®]

More than Brilliant



HOUSE of GASSAN - Rolex Boutique

OUR BRANDS

CHOICES[™] BY DL

Choices by DL is all about the question why you should settle for one thing, when you've got Choices. Be who you want to be, whenever you want to be, with Choices by DL. Choose the Classic, square model, or the more playful, Oval collection. Customize and combine your base – ring, bangle, earrings, pendant or cufflinks – any way you like through

an ingenious system. Modify your look by varying yellow, white or rose 18 carat gold frames in various, surprising designs.



GASSAN PRE-OWNED



The GASSAN pre-owned collection contains unique pre-owned and vintage watches from exclusive brands, including Rolex, Audemars Piquet and Patek Philippe. The watches are inspected especially for you and selected for uniqueness and authenticity. We also guarantee you a one-year warranty. View the range of pre-owned and vintage watches online and/or visit our GASSAN Boutique at the P.C. Hoofstraat 84, or in our showroom at Nieuwe Uilenburgerstraat 173-175 in Amsterdam.

TROPHY[®]

BY GASSAN

Heritage and craftsmanship meets luxury designs. TROPHY BY GASSAN is a new and high-end brand that creates customized jewellery. The unique and high-quality pieces can be completely personalized. Creating your own unique design is possible: the sky is the limit. Designed and created by the customer together with GASSAN's experts.



From refined to stunning and from sophisticated to outspoken. The customer's vision, limitless creativity and inspiration combined with GASSAN's expertise creates an original and personal piece of jewellery. A performance full of passion and perfection and with an eye for detail. From custom engraving to inset diamonds and from fine to distinctive details; anything is possible at TROPHY BY GASSAN. A vision becomes reality and the goal is to create a beautiful one of a kind item, like a personal trophy.



Gigi by GASSAN is a ready to wear collection, and adapted to the current fashion trends and can be worn every day. With Giselle Bijlsma's jewellery line, young and fresh are combined with elegant and sexy. The collection is expanded with 14-carat gold trendy designs. These beautiful items are perfect to mix and match with any outfit.

Gigi
BY GASSAN



VOUCHER



Diamond Showroom



TROPHY BY GASSAN Showroom



HOUSE of GASSAN - The Boutique

THE LOCATIONS

GASSAN DAM SQUARE

Right in the heart of Amsterdam, opposite the Royal Palace, you will find GASSAN Dam Square, the largest jewellery and watch boutique in the Netherlands. In the tradition of 400 years “Amsterdam City of Diamonds”, the craftsmanship of our experts will bring the beautiful world of diamonds alive. You can find a very exclusive collection of watches, diamonds and jewellery here.

GASSAN offers a unique shopping experience where jewellery and watch experts personally welcome visitors seven days a week. The exclusive VIP area offers extra comfort and privacy where one can get expert advice on diamonds, jewellery and watches and a collection of watches from more than 65 top brands such as Rolex (incl. Rolex Boutique), Cartier, Omega, Chopard, Breguet, Tudor, Messika and many others. The well-trained staff is happy to give advice to ensure that their customers go home fully satisfied with their purchase.



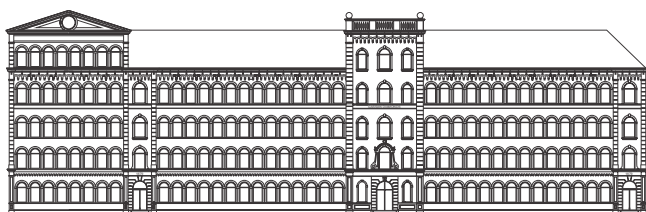
GASSAN Dam Square

THE LOCATIONS

GASSAN P.C. BOUTIQUE

In May 2015 GASSAN opened a new Boutique on the P.C. Hoofstraat 84. This stylish boutique displays both an international appeal and the kind of intimate atmosphere one would expect of a family-owned business. The exclusively composed collections are presented in tastefully chosen furnishings that create a stage for each piece of jewellery or watch.

In addition to the magnificent collections created by Choices by DL, GASSAN 121 and GASSAN Jewels, GASSAN also presents the international collections of leading names in jewellery and watches such as Messika and Longines.



HOUSE of GASSAN

THE LOCATIONS

GASSAN ROTTERDAM

GASSAN has opened its doors on Meent in Rotterdam, its first boutique in the Netherlands outside its branches in the capital city and at Schiphol Airport. “Rotterdam feels like a homecoming for us,” according to a proud chief executive officer Benno Leeser. “We are very happy with this first multi brand boutique of this caliber at a high-end location like Meent.”

In addition to well-known brands such as Rolex, Tudor, Omega, Messika and Schaffrath, GASSAN also carries its own brands in Rotterdam: GASSAN 121, GASSAN pre-owned, Choices by DL, TROPHY BY GASSAN and Gigi by GASSAN. A goldsmith and watchmaker are always on hand to make minor repairs and/or clean your jewellery. The HOUSE of GASSAN style has also been implemented in this new boutique in Maasstad. The new GASSAN point of sale has a beautiful luxurious look and is definitely worth a visit. Of course, you can expect the optimal service here which meets the GASSAN standard. A team of dedicated and skilled staff is ready to advise you on the most beautiful jewellery, diamonds and watches.

Meent 102, 3011 JR Rotterdam





- 1) HOUSE of GASSAN
- 2) Rolex Boutique
- 3) Choices by DL
- 4) GASSAN Dam Square
- 5) GASSAN P.C. Boutique
- 6) Central Station
- 7) Rijksmuseum
- 8) The Rembrandt House Museum
- 9) Portugese Synagoge
- 10) Hermitage
- 11) Jewish Historical Museum
- 12) Royal Theatre Carré
- P) Bus/coach parking premises

HOUSE of GASSAN is open 7 days a week 9:00 AM - 5:30 PM
 GASSAN Dam Square is open 7 days a week 10:00 AM - 6:00 PM

GASSAN P.C. Boutique is open 7 days a week Mon - Sat 10:00 AM - 6:00 PM |
 Sun 11:00 AM - 6:00 PM

GASSAN Rotterdam is open 7 days a week Mon 11:30 AM - 6:00 PM |
 Tue - Sat 10:00 AM - 6:00 PM | Sun 12:00 PM - 6:00 PM

This voucher entitles you during your stay in AMSTERDAM
to an experience of the Diamond Polishing works of

GASSAN

WATCHES | JEWELLERY

Courtesy of:



Please show this voucher when you enter HOUSE of GASSAN.
(Only valid with logo or stamp of recommending company).

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