

The Armenian Jewellers Foundation promotes the study of Armenian jewellery history and its relevance to global arts and trades.

It aims to build awareness of the rich Armenian entrepreneurial heritage, especially in the gems and jewellery sector, and to help provide knowledge, information, and training to a new generation of industry leaders.

The Foundation counts among its trustee members some of the most reputable industry leaders. AJF is based in Geneva, Switzerland.



Become a Patron of the Armenian Jewellers Foundation and own a unique limited-edition Franck Muller watch.



FRANCK MULLER
GENEVE

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*Advancing the
Heritage of
Armenians
in Jewellery*

www.ajafoundation.org

YOUR FOUNDATION, YOUR FUTURE

Revealing Our Legacy

We are on a mission to identify major achievements by Armenians and their impact on global jewellery trade, and, to facilitate knowledge transfer to a new generation of industry leaders.

Czar Alexis Mikhailovich's famous diamond throne of 1659 was used in coronation ceremonies of many czars. It was a gift by the Shahrmanians, the Waltons of their day, on behalf of the powerful Armenian Trading Company of Persia. It was crafted by Armenian jeweller Bogdan Salatanov who later moved to Russia and achieved huge fame.



In the modern era, Armenians played an important role in global commerce including the diamond trade in Europe. This is evidenced by stories like that of Marcara Avachintz, one of the directors of the French Indian Trading company around 1664. Some also believe that the extraordinary 190 ct. Orlov Diamond was sourced by an Armenian dealer.

To present day achievers ...

Today some of the best jewellery brands around the world are owned by Armenians. AJF is already documenting these success stories and preparing the ground for a future generation of Armenian jewellers. The Kazandjian Red is the third largest red diamond in the world (5.05 ct.)



Lost Treasures of Armenia

The Jewellery Community's Tribute to the 100th Anniversary of the Armenian Genocide

AJF partnered with the Museum of Ethnography of Saint-Petersburg to sponsor and publish, for the first time, the Miller Collection of Western Armenia of 1916.

For almost 100 years the collection was stored away and only recently it was rediscovered and catalogued.

Miller and his team collected over 300 artifacts including jewellery, costumes and embroidery from Van, Mush and Bitlis. They also took pictures of Armenian settlements, which remain unpublished to-date.

AJF will promote the Miller Collection's exhibits and book launchings in several cities.



Letters Flying Away



The House of Franck Muller, founded in 1991, creates exclusive timepieces, characterized by complex mechanism and distinct designs, hence the slogan "Master of Complications". The watches, worn by various celebrities worldwide have become part of AJF's fundraising campaign ever since CEO Vartan Sirmakes generously agreed to produce limited edition watches especially for AJF.

38 of the Rose Gold and Stainless Steel series are being produced, each dedicated to one letter of the Armenian alphabet.



AJF Patrons at Baselworld 2014

This is a once in a lifetime opportunity to own a unique Franck Muller timepiece, made one-of-a-kind since the engraved letter of your choosing will not be duplicated.

Our letters have been flying away!

"Armenians are to jewellery what the Swiss are to watches"

-Pierre Akkelian