

**PHILLIPS de PURY & COMPANY AND PIERRE BERGÉ & ASSOCIÉS TO ANNOUNCE  
ONGOING PARTNERSHIP TO CONDUCT MAGNIFICENT JEWELS SALES IN GENEVA**

**INAUGURAL AUCTION MAY 13, 2008**

FOR IMMEDIATE RELEASE

London –**February 25** – **Phillips de Pury & Company** is pleased to announce the partnership with auction house **Pierre Bergé & Associés Suisse** to conduct **Magnificent Jewels** sales in Geneva.

The inaugural auction will take place in Geneva on May 13, 2008 at L'Hotel de la Paix.

This equal partnership will allow for the two companies, both renowned for their expertise in 20th and 21st century works and excellent client relations, to develop even further a powerful presence in the jewelry market.

Managed by two auctioneers, **Antoine Godeau** and **Frédéric Chambre**, Pierre Bergé & Associés France was created in June 2002 and is situated at 12, rue Drouot, opposite the auction centre Hôtel Drouot. In 2003, a filial operation was opened in Geneva under the name of Pierre Bergé & Associés Suisse where bi-annual jewelry sales have been held at L'Hôtel d'Angleterre. The company specialises in 20th Century decorative arts, design, photography and contemporary painting and since inception has developed into a formidable operation in the secondary market.

Since 2004, Phillips de Pury & Company has hosted sales of Magnificent Jewels in May and November in Geneva. Under the direction of Nazgol Jahan, since 2006, the company has held successful sales with an emphasis on high-quality gemstones and sought-after pieces of fine jewelry.

**Nazgol Jahan** will remain as Worldwide Director of Jewelry for Phillips de Pury & Company. **Alia Varsano** has been named Head of Contemporary Jewelry and will be focusing her efforts into sales and themed exhibitions of costume and fine contemporary jewelry.

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