



VERDURA & BERPERRON PROMOTE JIM HAAG TO THE POSITION OF MANAGING DIRECTOR

New York, NY (December 2, 2016) - It was announced that James F. Haag, Molloy Class of 1969, has been appointed to the newly created position of Managing Director of Verdura and Belperron, the American fine jeweler headquartered in New York. Jim will be responsible for marketing and communications as well as sales and product development.

With over 25 years in luxury retail experience, Jim joined Verdura in 2006 as Vice President of Sales and Business Development. He has played a major role in growing Verdura's business in New York and across the US through its retail partnerships. Jim also played a pivotal role in creating Verdura's 75th anniversary exhibition in 2014 and in launching the Belperron brand the following year. The announcement was made by Nico Landrigan, President of both legendary jewelry brands. *"We are thrilled to have Jim's exceptional experience and passion for jewelry in this leadership role at our organization. He has a proven track record of success. We look forward to continued growth with Jim in this key role."*

Prior to joining Verdura and Belperron, Jim headed up the US Marketing activities for The Diamond Trading Company/DeBeers Group from 1990-1998 and led Harry Winston's Sales and Marketing worldwide from 1998-2006. During Jim's time at Harry Winston he was responsible for several high profile sales that triggered a dramatic increase in interest in colored diamonds. A native New Yorker, he was drawn back to his home town and the world of post "Mad Men" advertising in 1978 after graduating from The American Graduate School of International Management in Arizona.

ABOUT VERDURA

Verdura is an American fine jeweler headquartered in New York. It was on September 1, 1939 that Fulco first opened his doors on Fifth Avenue with the financial backing of composer Cole Porter and philanthropist, Vincent Astor. For seven decades Verdura designed for the Who's Who of international society, his work celebrated as bold, "understated chic." The Verdura collection of fine jewelry, based on an archive of nearly 10,000 designs, is available at the company's New York salon at 745 Fifth Avenue overlooking Central Park as well as select retail partners, including Bergdorf Goodman, select Neiman Marcus locations, Betteridge, Obsidian in London and Mindham Fine Jewelry in Toronto.

ABOUT BERPERRON

In the pantheon of master jewelers of the early twentieth century, Suzanne Belperron (1900-1983) stands apart as the only woman. After beginning her career with Boivin in 1919, she pioneered a new aesthetic in jewelry: sensual, tactile and arrestingly modern. With influential clients such as Elsa Schiaparelli, the Duchess of Windsor and Diana Vreeland, Belperron is widely recognized as one of the most influential designers of the 20th century. Asked why she never signed her jewelry, she replied "My style is my signature." Belperron LLC recently opened its first flagship salon in over forty years, featuring vintage Belperron jewels and new pieces created from her archive of over 9,300 designs.

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