

Royal Asscher, Mondavi Collaborate & Commemorate for Napa Valley Auction

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By Jeff Miller

RAPAPORT... Royal Asscher, in commemoration of the diamond brand's 160th anniversary, partnered with wine industry icon Mondavi in Napa Valley, California, for a special charitable auction that was held on June 7.

The fifth and sixth generation of the Asscher family joined the Mondavi family, owners and vintners of the **Charles Krug Winery** in Napa Valley, to create an iconic lot that sold for \$110,000 and included an exclusive nine liter bottle of rare wine crafted by three generations of the Mondavis. The bottle, designed by Lita Asscher, was set with diamonds and adorned with a Royal Asscher's one-of-a-kind "Star of Africa" pendant containing 100 diamonds, combined with sapphires and rubies, encased in a fluid-filled sapphire orb. In honor of a Mondavi family milestone, the Asschers renamed the pendant the "Peter Mondavi Sr. 100th Birthday Celebration Pendant.napa valley auction "

Also, as part of the lot, the Asschers and Mondavis included a luxury tour. The winner and three guests begin their journey at a five-star London hotel. The first evening will include a private tour of the Tower of London, home of the Crown Jewels and largest diamond in the world, which was cut by Joseph Asscher in 1907, followed by the Ceremony of the Keys. The group will then adjourn to a brilliant private Michelin star dinner featuring Charles Krug wines from the family's personal cellar, hosted by the Mondavi and Asscher families.

The group will then be spirited away the next morning to the McLaren Technology Centre just outside of London for a behind-the-scene journey and lunch at the state-of-the-art compound. Upon returning to the U.S., the winner is gifted two driver's "seats" during a McLaren track day next to a professional driver.

The Napa Valley Auction garnered \$18.4 million, all proceeds will be donated to charities across the globe.



Charles Krug
PETER MONDAVI FAMILY