

## Inside the World's Most Expensive Watch — Graff Hallucination With 110?Carats of Diamonds

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Luxury jeweller **Graff Diamonds** has created what is widely regarded as **the world's most expensive watch** — the **Graff Hallucination** — a dazzling timepiece valued at an astonishing **\$55?million (about ?468?crore)**. Adorned with **110?carats of the rarest coloured diamonds**, this extraordinary creation stands not just as a watch but as an unrivalled showcase of supreme craftsmanship and rare gemstones.

Unveiled at **Baselworld 2014**, the Hallucination remains at the top of the list of the most expensive jewellery watches ever made — a title it continues to hold more than a decade later.

### A Kaleidoscope of Rare Diamonds

What sets the Graff Hallucination apart is its **spectacular gemstone composition**. The watch features a kaleidoscopic array of **coloured diamonds** — including pink, blue, yellow, green and orange stones — each meticulously cut into shapes such as **heart, pear, marquise, emerald and round cuts**. The result is an eye?catching mosaic that transforms the entire watch into a radiant jewel bracelet.

The total diamond weight — **110?carats** of rare fancy coloured gemstones — is an astonishing feat in itself, as coloured diamonds of significant size and quality are among the rarest and most valuable in the world.

### Design Where Time Takes a Backseat

Despite its extravagant appearance, the Hallucination technically functions as a **quartz watch**, but the timekeeping element is virtually secondary. Its tiny dial is almost hidden amidst the sea of diamonds — a deliberate choice that emphasizes **ornamentation and artistry over mechanics**.

Crafted with a **platinum bracelet** and seamlessly integrated gemstones, the watch delivers an illusion: the diamonds seem to float together like a sculptural mosaic — so much so that it appears more like a high?end bracelet than a conventional timepiece.

### A Showcase of Craftsmanship and Rarity

The Hallucination was conceived from the vision of **Laurence Graff**, founder and chairman of Graff Diamonds, who described it as a “sculptural masterpiece” and a celebration of the **miracle of coloured diamonds** — a material whose rarity and vibrancy have long defined the brand's identity.

Creating this timepiece required an extraordinary level of craftsmanship: sourcing and matching gigantic, intensely coloured diamonds; cutting and polishing each gem; and setting them in an “invisible” framework that enhances brilliance without distracting from the design.

## **Beyond Watchmaking — A Symbol of Ultimate Luxury**

The Graff Hallucination is less about telling time and more about **pushing the boundaries of luxury and exclusivity**. It isn't a limited-edition watch produced for mass collectors — rather, it symbolizes the apex of haute joaillerie and the rarest expression of wearable art.

Unlike typical luxury mechanical watches prized for complications and horological innovation, this watch is prized for its sheer **gemological splendour** — a feat that places it in a category entirely of its own.

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