

San Diego Magazine's

# gift guide

*Sometimes it's difficult coming up with a great gift for a special someone. Whether you're looking to celebrate a birthday, the holidays or just say "I care," our Gift Guide comes filled with fabulous ideas.*

## Baume & Mercier Watches Collins Family Jewelers

When it comes to luxury items, there's often no substitute for tradition. With that in mind, it would be difficult to top the Diamant line of watches by Baume & Mercier, as the sixth oldest Swiss watch company. Baume & Mercier's heritage, dating back to 1830, speaks for itself.

The watchmaker strives to provide watches for people from all walks of life. The Diamant, however, retains classic looks with some contemporary features, making it a versatile timepiece for modern, fashion-forward women.

One of the Diamant's unique signatures can be found on the crown. Most crowns you see are round; the Diamant's is oval, with an added diamond.

"It's such a feminine, classic-looking watch," says Jacqui Ullmer, general manager of Collins Family Jewelers. "It's also versatile and contemporary."

Collins Family Jewelers carries the full line of Baume & Mercier watches, in addition to other fine timepieces and jewelry. The company recently remodeled its store from the floor up, and they hired an actual watchmaker, creating a state-of-the-art watch lab in the process. Thus, Collins offers a true specialist for repairing and maintaining fine watches.

*Collins Family Jewelers is located at 8220 Mira Mesa Boulevard, Suite A, in the Mira Mesa Mall, 858-578-6670; collinsfamilyjewelers.com.*



Diamond dial watch, \$1,895 and diamond case watch, \$2,995.