

# deBoullé

*"The deBoullé Experience"™*

**Top 20 high-end Brands  
25<sup>th</sup> Anniversary**



**the latest news in diamonds,  
timepieces and jewelry**

**Gmt**  
GREAT MAGAZINE OF TIMEPIECES



► OWNER'S LETTER



THIS SPECIAL PUBLICATION  
IS AN ATTEMPT TO DISTILL  
THE "deBOULLE EXPERIENCE"  
AND PRESENT IT TO YOU

From the first time I visited Dallas more than 28 years ago, I have continued to be impressed with the city and its people. My wife Karen and I opened our store here and have become a part of Dallas' wonderful community. Through deBoulle, we have made friends throughout the city and we are very thankful to be fortunate enough to live and work here.

The twenty five years in between have resulted in the store and the organization you see presented in this special magazine, which is an attempt to distill the "deBoulle Experience" and present it to you.

What is the "deBoulle Experience?"

It's a lot of small things, and some big ones, that add up to what makes us different from every other store in the country. We are committed to making your experience in our store the best it can possibly be – it's about making luxury active and real for you, our customers and our friends.

We like to think that the store is our home and when you open the doors, we are welcoming you inside as a valued friend, and we want you to feel as comfortable as possible.

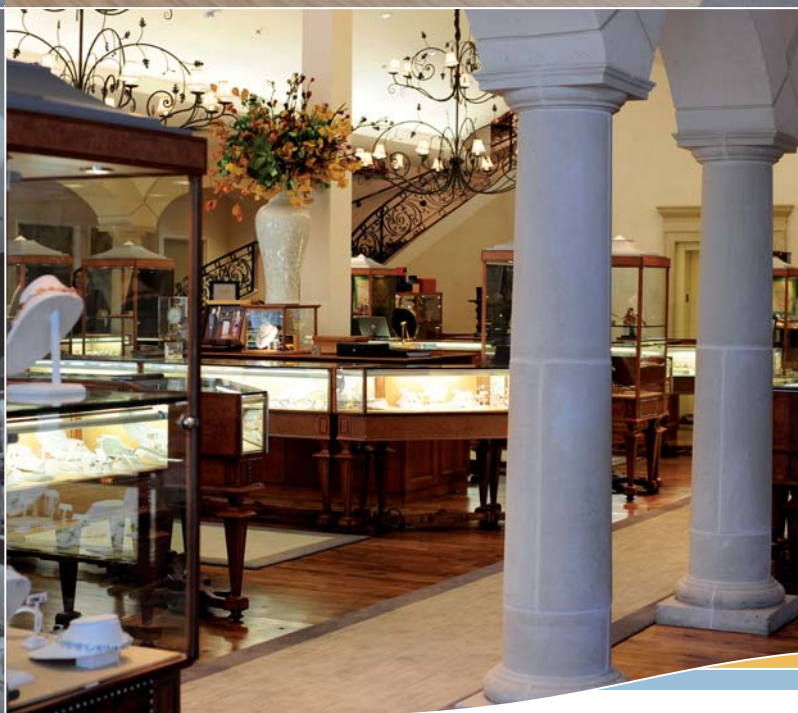
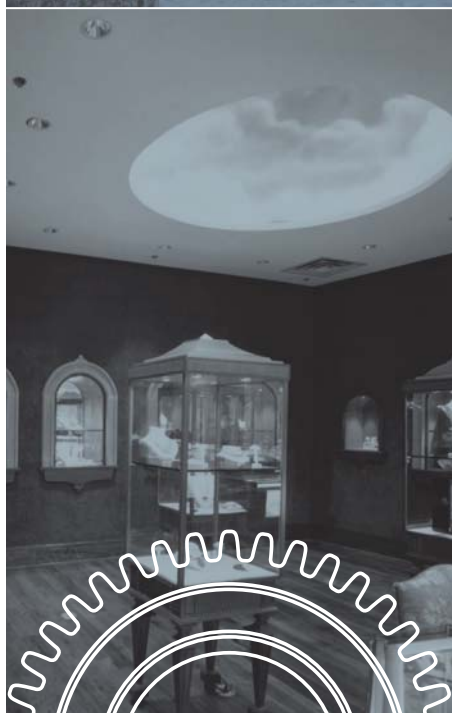
We have just renovated our store to make it even more customer friendly. We have fresh, homemade cappuccino waiting for you, and our staff has more than 250 years of experience in jewelry and watches, all with one aim – to serve your needs.

Come to deBoulle and experience luxury as it is meant to be.

DENIS BOULLE



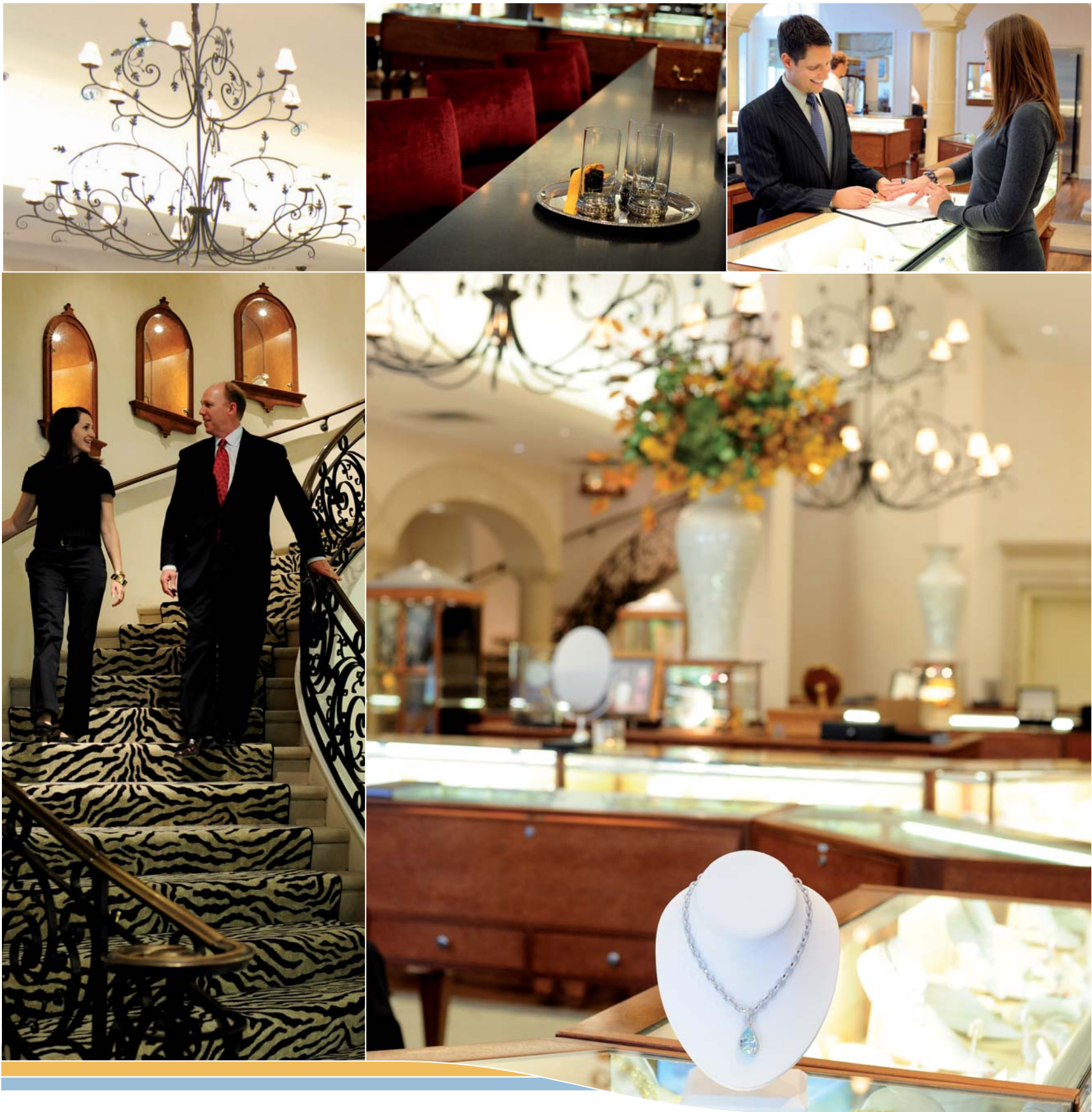
► EXCEPTIONAL  
DIAMONDS, WATCHES  
AND JEWELRY



## The New deBoulle To make you feel more at home

From 25 years ago to today, the physical appearance of the deBoulle store has certainly changed. deBoulle started in a tiny storefront, 1200 square feet in Snider Plaza, with a small selection of jewelry and only a few watch brands. Fortunately, the business really thrived. Denis and Karen Boulle continued to work hard, building the business and reaching an ever-growing customer base. The second store was still small, the offices and workshops were in the attic! Finally, the business was big enough to move to the store's present location, a 14,000 square foot Mediterranean villa .





The thing that hasn't changed over the years, however, is the deBoulle commitment to serve its customers. "The deBoulle Experience" is at the root of everything the store does, from the front door to the service center. The remodeling, just finished this year, was first and foremost to make your experience in the store better.

The goal of the store's facelift was to make it brighter and a little more modern while still staying true to the comfortable, warm, welcoming, home-like atmosphere that has been deBoulle's calling card since the beginning.

The essence of deBoulle is not the building, but the people within – staff and clients. Without the best staff in the business and the world's greatest clients, deBoulle would be nothing. Enjoy the new deBoulle.



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## Walking for a Cure: deBoulle Helps Fight Breast Cancer

Breast Cancer is a disease that has impacted so many lives the world over, and deBoulle is no exception. Everyone on the staff has in some way been touched by this disease and the company decided to do something about it.

For the past few years, deBoulle has been involved with the Susan G. Komen for the Cure 3 Day Walk to raise money to find a cure for breast cancer. In addition to supporting walkers and the charity in general, several employees get actively involved.

For example, Peter Harrop, deBoulle's CFO, walks in the 3 Day Walk (20 miles a day) every year, and last year, Director of Inventory Betty Andrade walked as well. Breast Cancer is an issue that needs attention and effort, and that's why deBoulle is involved. It's not about selling a watch or a piece of jewelry, it's about doing the right thing.

The event, which takes place nationally, spaced over a weekend, is more than just walking 60 miles. It's a chance to realize the courage of breast cancer survivors, understand what cancer patients go through, and it's a way for everyone to make a difference.

Participants get food and beverages to keep them going, as well as rest areas, hot showers, entertainment and even two-person tents for sleeping. There is medical support and coaches to help walkers every step of the way.

Step up and let your voice, and footsteps, be heard – join deBoulle in supporting this worthwhile event and help find a cure for breast cancer!

Net proceeds benefit Susan G. Komen for the Cure, to fund breast cancer research, education, screening and treatment, as well as the National Philanthropic Trust Breast Cancer Fund. For more information, visit [www.komen.org](http://www.komen.org) or ask anyone in the store. They will be happy to share this great event with you.



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## Everything Old is New Again



deBoulle has always had a reputation for offering its customers a wide selection of Pre-Owned timepieces – in fact, it's one of the things that have always helped to make the store stand out. For years, Denis Boulle has been thinking about expanding the store's success into Estate Jewelry. Now, the newly renovated store has debuted a complete division dedicated to pre-owned jewelry – anything unique and interesting, including vintage jewelry, antique jewelry and special, one-of-a-kind pieces.

The Estate division has dedicated, expert employees and the latest machinery specifically for evaluation and appraisal. Unfortunately, some "estate" pieces are counterfeits or repaired pieces. With this specialized equipment and the many years of experience of the estate specialists at deBoulle, all the pieces sold at deBoulle are thoroughly checked, researched and verified for your protection.





"We now have six cases of estate and pre-owned jewelry," explains Denis Boulle. "There are really some unusual and fun pieces, and a lot of them are designer pieces. We might have a client that is interested in something unusual and rare, which these pieces definitely are. There's something about holding a piece in your hand that has history to it. Jewelry is about the imagination and estate pieces have a sense of romance that modern pieces just don't possess."

"Our clients can trade their old pieces in and buy new jewelry," he continues. "We have gone back to our roots because when we started, this was a big part of our business and now we are getting back into it."

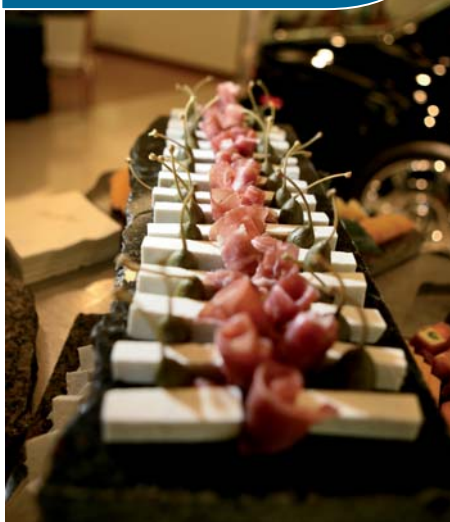
For deBoulle, the Estate division is a win-win – the store gets to showcase some unique and interesting pieces of jewelry and the customers get to trade-in jewelry they aren't wearing. In addition, customers have a wider range of choices in the store, including the best designers, deBoulle Collection jewelry and wonderful estate pieces.

It's all part of deBoulle's stated desire to give its customers exactly what they need.





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## If it's happening, it's happening at deBoulle

Since deBoulle's inception twenty five years ago, it's been important for Denis and Karen Boulle to be deeply involved in their adopted community. This dedication manifests in the causes deBoulle supports as well as the activities in which the store and the Boules themselves become involved. Watch and jewelry companies are very involved with charities and deBoulle feels that it's their duty to continue and expand this tradition. deBoulle partners with charities like Speedway Children's Charities, the Crystal Charity Ball, Operation Kindness and many more.

"We work with charities and organizations that reach and touch our clients," explains Denis Boulle. "We try to be selective in choosing charities and events that are important to us and to deBoulle customers. As an example, we have sponsored an event called 'deBoulle Goes to the Dogs' tied to Operation Kindness. Some people would say that's a strange charity for a big jewelry store to be involved with, but





▲ Benezir Bhutto with Karen and Denis at a party in her honor



◀ Christian Slater and Ryan Haddon with Karen and Denis at charity party here



it's a charity that is near and dear to Karen and I, because we love and own dogs and cats.

"With some of the organizations, we have events in the store," he continues. "We have special events with the watch companies and with diamond companies, and we do charity events in the store from time to time. The charities love the way the store is laid out and how we host an event like this. We have a venue that will attract people to show up for the events, which is an important thing for these charities."

In addition to charitable causes, deBoulle takes advantage of its wonderful store for special events tied to its awesome selection of fine timepieces and high quality jewelry. These events expose deBoulle customers to new products and are great fun for everyone.

There's always something happening at deBoulle!

Some of the causes near and dear to the hearts of the deBoulle "family" include:

- ▶ Crystal Charity
- ▶ St. Jude Children's Research Hospital
- ▶ Cattle Baron's
- ▶ Dallas Symphony
- ▶ Dallas Center for the Performing Arts
- ▶ Speedway Children's Charities
- ▶ Operation Kindness and many more



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## Going Racing – Watches and Fast Cars

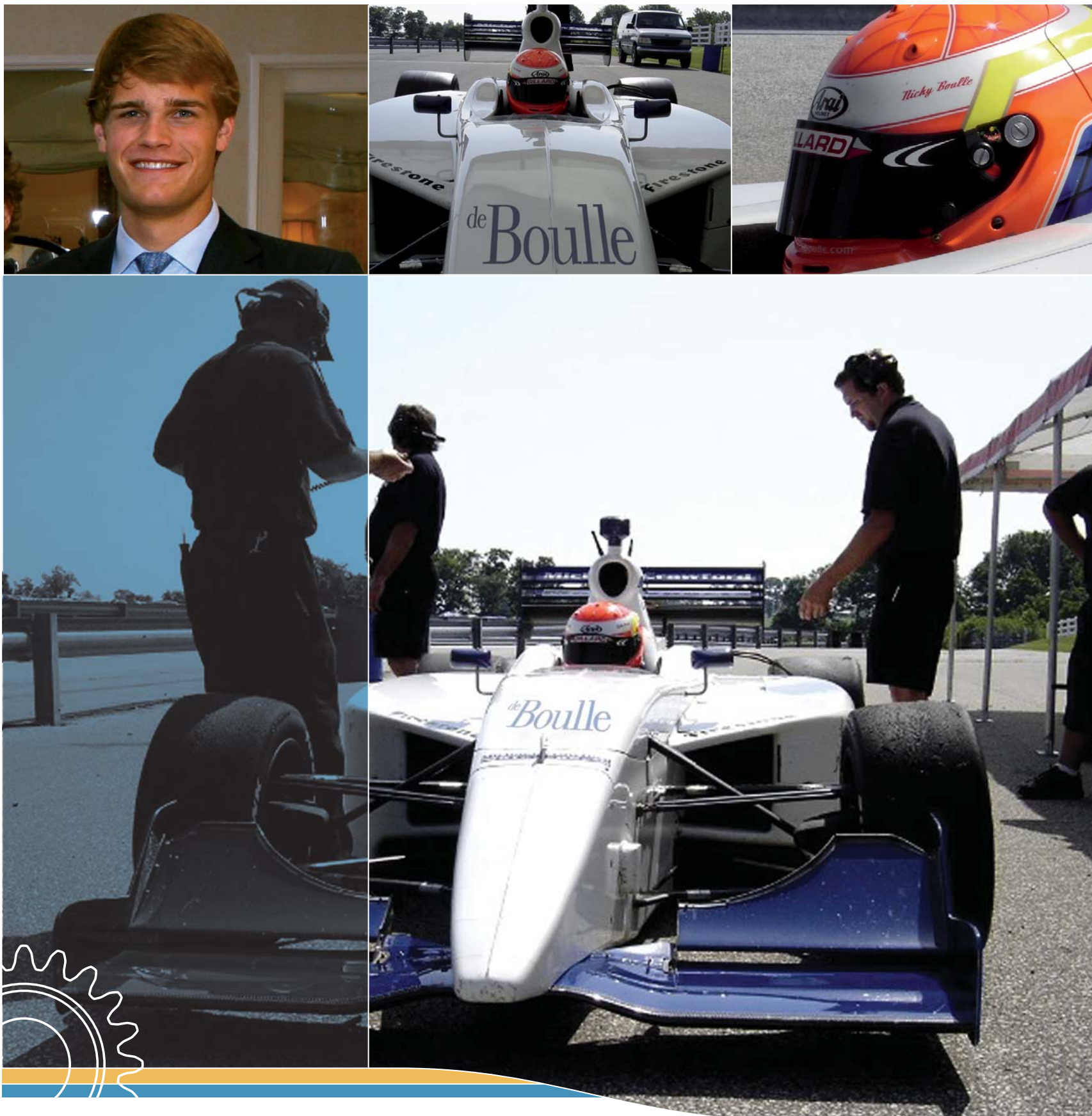
Since the first two cars faced off on the street to see who was the fastest, watches have been involved with automobiles and racing. At first, this involved dash-mounted watches, then chronographs, then split second chronographs. This unique relationship has been capitalized on by many watch companies and deBoulle got into the car scene early on.

Fast luxury cars are the ultimate “boy’s toys” and deBoulle has always been a haven for Ferraris, as Denis Boulle has long been a lover of these fine Italian sports cars. To be involved with watch companies that have associations with the car world, like Jaeger-LeCoultre and Aston Martin, Rolex and Daytona, TAG Heuer and its timing history and ambassadors (from Steve McQueen to today’s hottest driver

Lewis Hamilton) has only added to Denis’ enjoyment. deBoulle has hosted Ferrari events, track days and more, and the next generation, Denis and Karen’s son Nicky, is actively competing in professional racing. Being involved in cars and racing is one of the many ways deBoulle connects with its customers and their hopes and dreams.

Have a fast car or just like them? Come into deBoulle for the only “fast talk” you’ll find in the store.





## Nicky Boulle's Career – On the Fast Track

Born in Dallas on March 28, 1989, Nicky Boulle is in the honors program at Southern Methodist University and working hard to balance his studies with his promising racing career. Nicky started as a Red Bull Driver Search candidate and was top 10 at the SKUSA World Finals and third at the KART Nationals in 2004. In 2005, Nicky signed with Cape Motorsports for the Cooper Tires F2000 Zetec Series, then he moved on to ICA in 2006, then in 2008 he successfully tested in the Indy Light series, a second tier series designed to train drivers for the Indy Racing League. deBoulle Motorsports Marketing is one of the sponsors of the NBB Motorsports, Inc. team and is always looking for additional sponsors – like-minded, upscale companies – to go along for the ride.



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## Exceptional Special Services: New To You

When you think of a watch and jewelry store, most people think of new timepieces and the newest designs in baubles and bangles. And, for most stores, you'd be right. But, not deBoulle. As part of the "deBoulle Experience," the store goes out of its way to make it as easy as possible to own the watch of your dreams, which means two things: Trade Ins and Pre-Owned.

### Trade-Ins:

As a special service for deBoulle customers, the store will take your old watch in trade for the purchase of a new one. Your watch has to be worth something, of course (don't bother bringing in your old, beat-up plastic sports watch), but the store will fairly appraise your current watch and tell you honestly what help it can offer you towards the purchase of a new timepiece. Unlike several decades ago, when people had one watch for their entire lives, watch lovers today are realizing that life is too short and they want to enjoy different timepieces. It's not always easy to buy a new watch every so often, so it helps to be able to trade in the older watches you have just sitting around for your next watch. Also, the store welcomes diamond trade-ins. deBoulle has been dealing in trade-ins for most of its 25-year history as a way to offer this service to its customers.





### Pre-Owned Timepieces

As a companion to the trade-in business at deBoulle, there is a large selection of Pre-Owned watches in a separate area of the store. Denis Boulle feels that this is a critical area for deBoulle customers, as it allows you to find special timepieces, many no longer made, and makes it possible to buy a piece that might otherwise be out of your price range.

“The pre-owned area offers our existing customers an opportunity to own or try another watch that they were interested in,” says Denis Boulle. “Sometimes, it gives a client an opportunity to get their first fine watch brand – Rolex, Patek Philippe – at a better price. We have a full showcase of pre-owned watches, ranging from Rolex to Patek Philippe to Vacheron Constantin and F.P. Journe. We have a lot of clients who will buy a watch and wear it for six months, then bring it back as a trade-in and move up to their next watch.”

deBoulle also buys watches outright, from all over the country, if they are special (limited editions, models no longer in production, etc.), as a service to its cus-

tomers. If the sales staff knows what you are looking for, they will keep an eye out for it, even if it's from a brand that the store doesn't carry.

So, if you are in the market for a new timepiece, or a “new-to-you” watch, come in for a visit in deBoulle's special area dedicated to Trade-Ins and Pre-Owned watches.

deBoulle is committed to serving your needs, whether in new watches, pre-owned, trade-ins, estate jewelry, designer pieces, deBoulle Collection jewelry and more. It's all part of the “deBoulle Experience.”



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## Service – The Mission of the Watch and Jewelry Centers

From the day deBoulle opened, Denis and Karen Boulle knew that service was the key to continuing success. As the store has grown, so has deBoulle's ability to provide service – as evidenced by the size and experience of deBoulle's watch and jewelry centers. As part of “the deBoulle Experience,” the watch and jewelry centers make sure that deBoulle customers are cared for after the sale, when so many companies and stores fall short.

Most retailers send watches back to Switzerland for service, because they aren't allowed, by the factories, to work on them. This is not the case with deBoulle – its watchmakers are trained to the highest level by the major brands, so most watches can be repaired in-house and never leave Dallas.

“When we first started, when our customers had a problem with a watch, it used to take so long to get it fixed,” Denis Boulle remembers. “So, in order to solve this problem, we set up our own watch center to service the watches we sell. We now have two extremely well-trained master watchmakers. We are the only official watch center in the Southwest for about ten brands (Rolex, Patek Philippe, Breguet, Vacheron Constantin, Jaeger-LeCoultre, etc.). Our watchmakers go to training in Switzerland so our customers' watches can be serviced quickly.”

This means when you buy a watch at deBoulle, the company stands behind that timepiece and is committed to doing everything it can to make sure any problems or routine service are handled quickly and to your satisfaction.

In the jewelry center, the same holds true. Master jewelers are on hand to repair or adjust any of the pieces deBoulle sells, from jewelry from as low as a thousand dollars to pieces worth millions of dollars.





In addition, deBoulle has its own collection of jewelry, the deBoulle Collection, which is designed by Karen Boulle and manufactured either in Dallas or with a network of artisans from around the world. “We design and manufacture pieces, or find pieces and adjust them,” Karen Boulle explains. “We are always looking for unusual pieces. The jewelry business has become very much the same, if you go to a high-end jewelry store anywhere, you see the same jewelry, and we didn’t want that. So, we created our own line of jewelry. In our store, 70% of our pieces are from our own collection. It lets us control the quality and we can offer better value. Our customers are very confident in their own taste and they already have a lot of jewelry, so the uniqueness of the deBoulle collection appeals to them.

“We manufacture all over the world. We buy the stones from Bangkok to Antwerp, manufacture in Greece or Italy or somewhere else,” she continues. “We do some manufacturing here in Dallas, with two master jewelers upstairs. We have a laser machine so we can do repairs on the more delicate pieces.”

The watch and jewelry centers are an important part of “the deBoulle Experience,” because if you aren’t happy after the sale, deBoulle isn’t happy.