

A Lovely Little Pin

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Official White House Photo by Pete Souza



Photo by Marte Garmann Johnsen / Office of the Prime Minister, Norway

Our friends at [W Magazine](#) have shared a fabulous new detail. The pave diamond flower pin that the first lady wore for her interview with Oprah, and also in Oslo, Norway, is a custom piece by the Italian-based jewelry company [Garavelli](#). The pin was purchased by the president as an anniversary gift for Mrs. O, secured from their favorite Chicago jeweler. Lovely!



<http://www.wmagazine.com/w/blogs/editorsblog/2009/12/17/if-you-care-details-on-mrs-oba.htm>

If you really must know: Details on Mrs. Obama's brooch



When Michelle Obama appeared on Oprah's "White House Christmas Special," earlier this week, she and the Prez engaged in some playful banter about who buys the best gifts. Barack pointed at the diamond brooch Michelle was wearing (attached to her double-stand pearl necklace) and reminded his wife that it was from him.



Well, we've since learned that the pin was a custom-made creation by the Italian-based jewelry company [Garavelli](#). According to our friends at the jewelry house (they do a lot of beautiful diamond pave hoops, FYI), the brooch was purchased from her long-time Chicago jeweler by President Obama as a gift for their anniversary this past October.

And there you have it.

Below, some more Garavelli creations, from our market appointment with them in Basel.

http://www.huffingtonpost.com/2009/12/18/michelle-obamas-christmas_n_397066.html

[Michelle Obama's 'Christmas Special' Brooch By Garavelli](#)

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The President has another item to add to his long list of accomplishments: Great Gift Giver. During Oprah's recent "Christmas at the White House" special, the first couple quibbled over who purchases the best presents, and Barack pointed to Michelle's brooch, pinned to her pearl necklace, noting that was a past anniversary gift.

Since then, the phones at [Garavelli](#) have been ringing off the hook, [WWD reports](#). The Italian fine jewelry firm is responsible for the custom-made, gold and gemstone starburst pin, which Barack picked up in a Chicago store for his wife last year.

Check out the beautiful brooch:



December 20th, 2009

[No Comments](#)

Michelle Obama, You're One Lucky Lady! Just Look At That Garavelli Brooch President Obama Gave You For Your Anniversary!



President Obama has great taste in jewelry!

OK, we're a little jealous. On **Oprah's** "Christmas at the White House" special, which aired Dec. 13, first lady **Michelle Obama** showed off one of the best anniversary gifts she's ever gotten from **President Obama**, a gold and gemstone starburst brooch by fine Italian jeweler [Garavelli](#), which Michelle wore pinned to her pearl necklace.

And apparently we're not the only ones fawning over Lady O's favorite bling. According to [Women's Wear Daily](#), the phones have been ringing off the hook since the special aired, and everyone is requesting the stunning custom-made brooch Michelle showed off on TV.

http://m.nbcnewyork.com/m/device/article.php?CALL_URL=http://www.nbcnewyork.com/blogs/the-thread/Obama-Offers-Oprah-Touch-to-Michelles-79640507.html

Obama Offers Oprah Touch to Michelle's Garavelli Brooch



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There are actual statistics confirming the wattage of Oprah's Midas mention - anything she utters sees something like a trillion-percent sales increase. So when President Obama appeared with the other O for the White House Christmas Special and dropped a com about the First Lady's Garavelli Brooch, he spurred a similar phenomenon for the jeweler.

Oh, how we love those Obamas. Put them in a room with Oprah, and, well, we get into a strangely zealous buying mood too. So when the President countered his wife's claim that she was responsible for their family's gift-buying by reminding her of the custom Garavelli brooch she was actually wearing at the time, the lines at the jeweler lit up. Turns out, Mr. O purchased the bauble at a Chicago jewelry shop that, inexplicably opted to remain anonymous.

Merry Christmas, Garavelli - it pays to outfit the First Lady when she's doing Oprah, apparently.