And The Oscar Goes To YOSSI DINA OF THE DINA COLLECTION

FOR "Best Connoisseur"

By Christy Bonniwell

For a broker, buying and selling jewelry is an art form. It takes an eye for detail, knowledge of historical value, and an acute awareness of 'What's Hot'...and marketable on the fashion scene. That's where Yossi Dina of the Dina Collection comes in. One of only a handful of private lenders internationally bankable enough to take on the high stakes of wheeling/dealing in the millions of dollars...Dina has carved out his niche catering to the Hollywood crowd. His

clientele list boasts the names of Leonardo DiCaprio, Elton John, Kim Bassinger, Farrah Fawcett and a leg-long list of others who seek out Dina for his masterful way with the art of the deal.

With 20 years of experience and professionalism, Dina has garnered connections worldwide who buy and sell the most spectacular of everything! Each month is different: Each hour a treasure hunt of original, fine art including the likes of Chagal, Picasso, Peter Max and van Gogh. In addition, a most incredible collection of platinum, gold, silver and by all means pearl, emerald, sapphire and luscious diamond baubles. Let's not forget the vast array of custom watches bearing names of every major design house in the world. And more. Depending on any minute

of any day, you might find a Ferrari, Steinway piano, letters from Garbo, Faberge egg, 13th Century Buddha from Thailand or stretch limo. With Grammy and Oscar Red Carpets plus Valentines Day around the corner...

I'm in the mood to shop. How about you?



Throughout the year celebrities look to him for that one perfect piece to complete their fairytale look on the red carpet. This dashing Yul Brenner look alike will charm you from the moment you

meet him. There will be no 'Babel' in his store however, because, as a very direct man and former Captain in the Israeli army, you can count on an honest answer...Dina's word is 24-karat gold! With a reputation for being discrete, he also provides cash loans that range from a few hundred dollars up to six digits! Over the years he has made loans on such personal items as a 28-karat diamond. Super Bowl rings, and was even approached by an English Lord who was trying to sell his title.

"When I make a loan I like to take a real good look at the person behind the object," says the Connoisseur of Yossi Dina Enterprises, who trades on an average of more than \$1,000,000 worth of exclusive, high-end personal property with clients each week. Dina's ongoing success is no doubt due to his profound knowledge of the art world and his flare for customer service-both which have made him one of the most sought after and highly-respected professionals in the appraisal industry.

Stop by and take a peek into the world of the Dina Collection. This amazing wonderland of incredible is fit for 'Little Miss Sunshine'!



South Beverly—Wilshire Jewelry & Loan 157 South Beverly Drive, Beverly Hills, California 90212 310.888.1818 800.650.PAWN Open Monday thru Saturday 10:00AM-5:30PM

perfect gift.

No doubt Yossi Dina is

