

JOSEPH CHAIT + MARCUS CHAIT

66MINT FINE ESTATE JEWELRY

66 Mint Plaza
San Francisco, California
415.982.4402
info@66mint.com
66mint.com

A company built on familial legacy, 66mint Fine Estate Jewelry pays homage to its predecessors with each transaction. Founded 100 years ago, 66mint has been the life's work of the Chait family for generations. The fine estate jewelry firm's second-generation owner, Robert Chait, left an indelible mark on his son's and grandson's approach to business. "He was the most honorable man we have ever known and conducted his business and personal affairs with the utmost dignity," reflects Marcus, the grandson of Robert. "Whenever we have a challenging decision to make, we ask ourselves what he would do." Joseph and Marcus, the father-and-son team and company's managing partners, oversee their San Francisco-based shop and thriving online boutique. Its collection of rare and beautiful jewels distinguishes the firm internationally, as does its unmatched customer service. "We're always thrilled when a new client tells us they'll never go anywhere else," Joseph says.



1. A bottle of Lagavulin single malt from 66mint's annual Scotch, Watch & Rocks event, where gentlemen gather to shop for jewelry while enjoying a private scotch tasting.
2. Marcus uses this jewelry loupe every day, which belonged to his late grandfather Robert.
3. A rare GIA natural fancy purplish pink diamond in a platinum and rose gold setting by famed American designer J.E. Caldwell.

“Our main focus is to deliver high-quality, one-of-a-kind pieces of jewelry that will be passed down from generation to generation.”

What is one thing your clients would be shocked to know about you?

Our clients would be shocked to know that Joseph rode a Harley across the U.S. (more than once) and Marcus has starred on Broadway and been featured opposite Clint Eastwood in an Academy Award-winning film.

What projects have brought you the most satisfaction and why?

A few years ago a businessman from China came in looking for a rare jade. He didn't speak English. The fact that we couldn't understand each other, and still found a way to close a deal on a stunning piece of jewelry, made for a memorable afternoon.

What is your most prized possession?

For us, family is everything. We work to help one another succeed, and we're there for each other in good times and bad.

What do you like most about your job?

Every day is a bit of a literal and figurative treasure hunt. One day we may have a Silicon Valley executive come in looking for a rare pink diamond, and the next day a family will want to sell us an entire estate of jewelry they've inherited.

How would you describe the personality of your business?

The key word is trust. Whether selling something for millions or a few thousand, we know that if our clients don't trust that they are being dealt with in a fair and honorable manner, we have nothing.

How do you define a successful project?

We do a large online business at www.66mint.com, and there is one phrase that our online clients continually use that tells us right away that it was a successful transaction: "I received my jewelry, and it's even more beautiful than it looked online!"

