

PRESS RELEASE

**CLAUDE BERNARD LADY ELEGANT RECTANGLE TIMEPIECES
- VINTAGE MEETS MODERNITY ON TRUE HAND-CRAFTED QUALITY**

KUALA LUMPUR, MALAYSIA, JUNE 2015 – Claude Bernard, the innovative watch-maker in the heart of the Jura Mountains in Switzerland with a vaulted Swiss watch-making heritage of over 40 years, believes in bringing “hand-assembled” quality to every timepiece that bears its name. Claude Bernard is proud to announce its new collection of hand-made ladies timepieces that reflects the true spirit of classic Swiss Made watchmaking elegance – the **Claude Bernard Elegant Rectangle Ladies** collection.

Perfectly proportioned, hand-crafted in the bespoke quality and style of modern French *haute couture*, as the name suggests, **Claude Bernard Elegant Rectangle Ladies** timepieces offer a sensuous rectangular form that curves over the wrist beautifully. There are two elegant dial designs – the first comes in a stainless steel guilloché patterning with a *chemin de fer* inner chapter ring, etched with full bold black Roman numerals; the second features a shimmering white mother-of-pearl surface etched with a single stainless steel Roman numeral at 12 o'clock and Swarovski crystals for the rest of the indices.

For both dial designs, seconds display is by a small sub-dial at 6 o'clock – it is an evocation of the bygone Victorian era of pocket watches where the seconds indicator was always constructed at the 6 o'clock position, rather at the centre with the hour and minute hands. Vintage therefore meets modern sophistication in the **Claude Bernard Elegant Rectangle Ladies** timepiece, with this unique fine detailing.

As with any hand-crafted quality product, **Claude Bernard Elegant Rectangle Ladies** timepieces are constructed from the finest quality materials in Swiss watchmaking – high-grade stainless steel, scratch resistant sapphire glass crystal and genuine croc-embossed calf leather straps. The casings come in either classic stainless steel or rose gold PVD, in croc-embossed leather straps or linked bracelets.



25003 3 BR
RM1,245.50*



25003 3 NAPN
RM1,245.50*



25003 37R BR
RM1,319.70*



25003 37R NAPR
RM1,319.70*

* Inclusive of 6% goods and services tax



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25003 3M BR
RM2,035.20*



25003 37RM BR
RM2,194.20*

The Claude Bernard promise is to offer the hand-assembled sophistication and quality of the “Swiss Made” label without a hefty price tag. Each **Claude Bernard Elegant Rectangle Ladies** timepiece is meticulously individually hand-assembled with a genuine Swiss Made Ronda quartz precision movement and fine quality materials, but priced accessibly for the discerning consumer with an eye for fine detail and quality, regardless of brand name.

Amid the frenetic fast pace of the modern digitized age, the **Claude Bernard Elegant Rectangle Ladies** timepiece not only looks elegantly and timelessly chic on the wrist of the modern professional woman, but also reflects her attention to detail and her taste for gracious living.

PRICING AND AVAILABILITY

Claude Bernard watches in Malaysia are currently available at leading departmental stores (Parkson at Pavilion in KL, IOI City Mall and 1 Borneo in Sabah and authorised watch retailers in Kuala Lumpur, Penang, Kedah, Pahang, Kelantan, Johor, Sabah and Sarawak.

For further information on Claude Bernard watches, please call Crystal Time (M) Sdn Bhd at +03 2938 3938 or visit the website at www.crystaltime.com.my or Claude Bernard Malaysia & Brunei Facebook page at www.facebook.com/ClaudeBernardMalaysiaBrunei. Follow Claude Bernard Malaysia's Instagram page at www.instagram.com/claudebernardmy for updates on the latest collections.



claude bernard
swiss made watches

ABOUT CLAUDE BERNARD

Claude Bernard, the innovative watch manufacturer in the Jura Mountains of Switzerland, produces exquisite Swiss Made classic timepieces with an eminent watchmaking heritage of over 40 years. Given the trend towards bespoke hand-made products, discerning consumers are now placing emphasis on quality of craftsmanship over brand name – and Claude Bernard is no exception, offering sophistication without a hefty price tag, the undisputed elegance of timepieces individually hand-assembled with genuine Swiss Made precision movements. In an era where fast food, fast technology and fast fashion reign supreme, the Claude Bernard Swiss Made watch is the panacea for the soul, embodying the art of gracious living for those who appreciate the finer things in life.

Small wonder, then, that Claude Bernard timepieces are worn worldwide by a discerning clientele who value true bespoke quality. Every watch made in the company's workshops in Les Genevez is meticulously assembled with the passion of the Swiss watchmaking culture. No watch leaves the workshops without thorough quality inspection and rigorous testing in the company's state-of-the-art facilities.

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