



PRESS RELEASE

Friends of Claude Bernard: Time of Love Edition Ft. Chong Jia Ann (@jjiaaenn)

SINGAPORE, February 2019 – Each Claude Bernard watch is individually hand-assembled at Claude Bernard’s independent facility in Les Genevez, Switzerland, to adhere to the best quality standards of Swiss watch-making – “Timeless, Treasured, Trusted”. These three traits are also critical in any relationship, be it your friends, family members or spouse.

Many may think of their other half when they hear the word, “Love”. However, Love is not just about romance, it also represents the unconditional care from our parents, the endless support from our friends and many other instances. Claude Bernard Singapore had the chance to meet some of our beautiful Friends, in which they shared with us about their concepts of love and their very own experiences.

INTERVIEW WITH CHONG JIA ANN, ALSO KNOWN AS @jjiaaenn ON INSTAGRAM.



**Profession**

I just graduated from NTU, so I'm still looking around for my first job to start adulting!

Things you do in your free time

I am so hooked onto *Friends* now! Other than watching movies/ dramas, I love to play with my furry hammy (@pabloyeo on Instagram, go show some love!)

Hidden talent

I don't think I have a hidden talent... But I think I did quite a good job on giving my boyfriend a super sleek haircut!

Thoughts on Claude Bernard watches.

Well, I do not know much about watches, but I sure know that Claude Bernard's watches are classy and very aesthetically pleasing! It definitely is a lovely present to receive on birthday or any other special occasions.

Favourite quote on time

“Try to imagine a life without timekeeping. You probably can't. You know the month, the year, the day of the week. There is a clock on your wall or the dashboard of your car. You have a schedule, a calendar, a time for dinner or a movie. Yet all around you, timekeeping is ignored. Birds are not late. A dog does not check its watch. Deer do not fret over passing birthdays. Man alone measures time. Man alone chimes the hour. And, because of this, man alone suffers a paralyzing fear that no other creature endures. A fear of time running out.”
— Mitch Albom, *The Time Keeper*

Your Aspiration

To own a business. Whatever business it may be, I believe that owning my own business will compel me to work hard, making its success all the more fulfilling.

What would your ideal Valentine's Day date be like?

Lucky (or unlucky) for me, Valentine's Day is also my birthday. I don't need fancy dinners at the grandest hotel, or a big bouquet of 99 roses, I just want to be surrounded by my loved ones, and feel the love in the air! I am the happiest when the people I am close to are happy.



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What is the most memorable action/event that your other half did for you?

To set the context, my boyfriend and I were backpacking in Vietnam for more than 2 weeks, and we travelled to different parts of Vietnam in a sleeper bus. We are always very adventurous and never shy away from street food. There was once I was feeling nauseous, probably from a very mild food poisoning, and puked onto my boyfriend at the start of a 10-hour bus trip to Hanoi (didn't manage to open the plastic bag we had prepared fast enough)... So the sweetest thing he did was to clean up my vomit on our seats and on himself (I didn't get any on myself HAHA), and still took care of me throughout the bumpy bus ride!

In your opinion, what should be done to ensure a long lasting relationship?

Communication. By communicating, I do not mean just voicing out all your needs or doubts or whatever, you must listen and understand and digest what the other party is trying to communicate to you too. And that's always the first step to work out the differences between a couple.



PRICING AND AVAILABILITY

Claude Bernard watches are available at TANGS VivoCity L1, Robinsons The Heeren L4, OG Orchard Point L1, and authorised watch retailers. Visit www.crystaltime.com.sg/claude-bernard for more information on Claude Bernard and authorized watch retailers.

Follow Claude Bernard news and updates on our social media channels:

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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. With the rising trend towards bespoke fashion with its emphasis on hand-made products, discerning consumers are now looking much more closely at the quality of craftsmanship over a mere brand name – and Claude Bernard is no exception, offering timepieces individually hand-assembled with genuine Swiss Made precision movements. Sophistication does not need to come with a hefty price tag – Claude Bernard is a highly accessible watch that is designed for the customer with an eye for refinement. 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 literally take time-out to appreciate the finer things in life – quality, reliability and an undisputed elegance that only a hand-assembled Swiss Made timepiece can offer.