



## **PRESS RELEASE**

### **INTRODUCING CLAUDE BERNARD SWISS-MADE WATCHES – TIMELESS, TREASURED, TRUSTED**

SINGAPORE, JULY 2019 – Swiss watchmaker, Claude Bernard, introduces a brand new collection of high quality fully Swiss-made timepieces with classical, elegant designs that are timeless, appealing and will never go out of style.

Created in 1973, Claude Bernard is hand assembled by qualified Swiss watchmakers in Jura, Switzerland, which adheres to the best quality standards of Swiss watch-making. “Timeless, Treasured, Trusted” is the mission of the Claude Bernard brand – “Timeless” for its classic looks that exude quiet sophistication, “Treasured” for its suitability as a collectible timepiece, and “Trusted” for its high quality fully Swiss-made movement and make.

#### **Swiss Luxury At Striking Prices**

Claude Bernard watches are powered by top-grade Swiss-made automatic and quartz movements from ETA SA and Ronda AG. The brand therefore addresses a need in the Singapore market for Swiss watches that are affordable and offer full Swiss-made movements – a highly prized feature in the watch trade all over the world.

Claude Bernard is one of the very few Swiss watch brands capable of offering authentic Swiss-made timepieces at highly attractive prices and is therefore poised to become a leading brand in the future of Swiss watch-making. Considering that the watches are fully hand assembled in Switzerland and equipped entirely with Swiss-made movements, the prices appear even more attractive.

This ability to make an impact on the world’s Swiss watch industry and understand the needs of watch collectors only comes from a true Swiss watchmaker – Claude Bernard.



### **Claude Bernard Sophisticated Classic Collection**

Bold yet restrained, Claude Bernard's Sophisticated Classic Collection of watches convey a fine expression of class and distinction. With its attention to detail in fine leather, top-grade stainless steel and reliable high quality Swiss movements, Claude Bernard Sophisticated Classic watches never fail to impress whether in the board room or out in town. This is a dressy staple timepiece that no watch collection should be without.

### Classic Simplicity – Quartz

Claude Bernard's Classic Simplicity Swiss quartz watches offer clean, crisp lines and sharp silhouettes in classic designs that are a staple in every Swiss watch aficionado's collection. The dials feature a choice of indices or roman numerals, in stainless steel casings with black croc-embossed leather straps, or rose gold/yellow gold IP stainless steel casings with croc-embossed burgundy leather straps. This design also comes with single-toned or two-toned stainless steel bracelets.



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## **PRICING AND AVAILABILITY**

Claude Bernard watches are available at TANGS VivoCity L1, Robinsons The Heeren L4, OG Orchard Point L1, OG Albert L1 and authorized watch retailers. Please visit [www.crystaltime.com.sg/claude-bernard](http://www.crystaltime.com.sg/claude-bernard) for more information on Claude Bernard and authorized watch retailers.

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## **ABOUT CLAUDE BERNARD**

*Claude Bernard, the innovative watch manufacturers at the heart of the Jura mountains in Switzerland, combine traditional watchmaking skills with exclusive design and a hint of extravagance. With about 40 years of heritage, Claude Bernard watches radiate self-assurance and provide a striking change in an industry where conformity is the norm. The Claude Bernard collections combine strength of character, unusual shapes and a consummate sense of style that clearly make them stand out from the crowd.*

*Claude Bernard designers continually surprises watch connoisseurs and specialists with his unerring ability to identify new ideas and fashion trends. Small wonder, then, that exclusive timepieces from Claude Bernard are worn worldwide by a discerning clientele who value quality and have an eye for details. In over 50 countries, the collections from the Swiss Jura have come to epitomize Swiss watchmaking culture.*

*Every watch made in the company's workshops in Les Genevez is a piece of high-quality craftsmanship, distilling, as they have done for generations, all the experience and passion of the watchmakers at Claude Bernard. No watch leaves the workshops without a thorough inspection and rigorous testing in the company's state-of-the-art facilities.*