

PRESS RELEASE

CLAUDE BERNARD – REMINISCING THE VINTAGE ERA

KUALA LUMPUR, MALAYSIA, JUNE 2015 – Hand assembled by qualified Swiss watchmakers in Jura, Switzerland, **Claude Bernard** watches adhere 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.

Claude Bernard – ‘Vintage Persona’

Addressing the ladies’ need for a classic timepiece where elegance is felt and not spoken, Claude Bernard presents ‘Vintage Persona’. The collection features watch dials adorned with Swarovski crystals or bold Roman numerals as hour markers, with embossed flower motif at the 12 hour mark. Dials are accentuated with subtle swirl patterns or engraved rims to conjure up the illusion of a ring of diamonds. In dials of white, off-white, chocolate or black colours, the watch is encased in stainless steel, gold or rose gold finishes. Lending the vintage touch to the watch is the soft mesh wrist band, which literally molds to a ladies’ hand for the un-bespoken elegance. Distinguished lugs frame the face, adding to the vintage feel of the watch. Aside from the mesh band, the collection is also available in croc-embossed genuine leather straps of black and brown. Slip into a Claude Bernard ‘Vintage Persona’ and feel the transformation from within.



20500 3 APN1 (28mm)
Retail Price: RM1,166.00*



20500 3 NPN1 (28mm)
Retail Price: RM1,166.00*



20500 3 NPN2 (28mm)
Retail Price: RM1,166.00*

* Inclusive of 6% goods and services tax


claudio bernard
 swiss made watches



20500 3 APN2
Retail Price: RM1,166.00*



20501 37R APR2
Retail Price: RM1,166.00*



20501 37R BRPR2
Retail Price: RM1,166.00*



20501 37R APR1
Retail Price: RM1,166.00*



20501 37R BRPR1
Retail Price: RM1,166.00*



20500 37R APR2
Retail Price: 1,393.90

* Inclusive of 6% goods and services tax



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swiss made watches



20500 37R BRPR2 (28mm)
Retail Price: RM1,393.90*



20500 37R APR1 (28mm)
Retail Price: RM1,393.90*



10216 37R APR2
Retail Price: RM1,892.00*

Claude Bernard ‘Vintage Persona’ in Chronograph

Of special significance is the chronograph ‘Vintage Persona’ watch which places the date indicator at the 4 o’clock position, a unique change from the usual 12 or 3 o’clock positions. Like the sand patterns created by the wind in the desert, the swirls on the dial carry the same mystical feel and surround the chronograph dials. The start/stop and reset buttons of the chronograph watch is uniquely designed with inspiration from the old pocket watch and stop watch. Available in rose gold mesh bank finish.

* Inclusive of 6% goods and services tax



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.

PRICING AND AVAILABILITY

Claude Bernard watches are currently available at **Parkson (Level 3 Pavilion, ground floor IOI City Mall) and Isetan (first floor 1 Utama Shopping Centre)** and authorised watch retailers.

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.

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