

PRESS RELEASE

CLAUDE BERNARD LADY AMOUR TIMEPIECES

TIMELESSLY ELEGANT FOR A WOMAN OF SUBSTANCE

SINGAPORE, 2 JULY 2015 – The **Claude Bernard Lady Amour** collection is a mesmerizing blend of timeless design with a vaulted Swiss watch-making heritage of over 40 years. It is crafted for the discerning lady who cares as much about the hand-crafted quality in her watch, as she does in its design, and smart enough to know that high quality need not be prohibitively expensive.

First impressions matter, especially for a lady. The woman who wears the **Claude Bernard Lady Amour** watch is confident; she loves to dress well to feel good, but is experienced and detailed enough to discern the fineness of quality in her attire and watches regardless of brandname. She loves classic, streamlined designs and materials of bespoke quality, but with character and a dash of glamour. To her, quality overrides everything else – what she wears doesn't have to be expensive, but should be produced with discernible passion, because she respects what it takes to produce something that is of a quality to last. She therefore holds the highest regard for the Swiss Made quality in her watch. And if it is timelessly elegant with a subtle touch of glamour, it is definitely a must-have for her.

The **Claude Bernard Lady Amour** watch is made with discernible Swiss Made hand-crafted care and quality, featuring an alluring guilloché dial encased by a bezel embellished with Swarovski crystals for a spectacular finish and enhanced by a delicate linked bracelet that flows like silk. The watch comes in classic Swiss monochrome, bi-metal rose gold-IP with stainless steel, or full rose-gold IP. It is made for a lady who loves the beauty of the classics and who truly appreciates the Swiss Made quality that makes the watch get better with time – like a woman of substance.



20204 3 B (28mm)
\$529.70*



20204 3 N (28mm)
\$529.70



20204 357R B (28mm)
\$583.20



20204 37R B (28mm)
\$583.20

**Prices are inclusive of GST*