

PRESS RELEASE

CLAUDE BERNARD SWISS MADE PAIRS – WE LOOK PERFECT TOGETHER

SINGAPORE, JANUARY 2017 – Independent traditional Swiss watchmaker, Claude Bernard, presents its latest collection of hand-assembled **Claude Bernard Swiss Made Pairs**. Compared to cheesy couple shirts, couple watches have remained a favourite item for loved ones to remember their relationship. Subtle and elegant, couple watches typically spot simple classic designs that never go out of style. A staple collection in many Swiss Made brands, it has proven the test of time as the perfect anniversary gift for your loved ones to remember all those milestones in your lives.

Claude Bernard Swiss Made timepieces are a class of their own – they are meticulously hand-assembled with passion from master Swiss watch makers and made to adhere to the highest Swiss quality standards. Claude Bernard believes that everyone should be able to commemorate all these special moments through its accessible priced Swiss Made Pairs. This season the launch features an intricately designed leather pair watch with roman numerals as well as three pairs of bracelet couple timepieces.

The leather pair watch is carefully created to showcase a guilloche dial, providing a play of textures. Coupled with the Roman numerals, it elevates the timepiece to provide an air of sophistication. Housed in an ultra slim constructed case, it sits elegantly on the wrists to fit his and her wrists perfectly.

Claude Bernard introduces three pairs of bracelet couple watches. Simply and elegantly designed, quality is not compromised in these affordably priced timepieces. Using scratch resistant sapphire glass and solid link bracelet, one can be assured that they are gifting an exceptional timepiece to their loved ones.

A value of the watch is not just in the materials and craftsmanship that goes into the watch, but the personal significance of the watch to commemorate that special relationship or occasion. Claude Bernard believes in balancing precision timekeeping with an expression of love in its classic pair timepieces.

PRICING AND AVAILABILITY

Claude Bernard watches are currently available at **TANGS** Orchard, **TANGS** VivoCity, **Robinsons** The Heeren, , **OG** Orchard Point, and authorised watch retailers.

For further information on Claude Bernard watches and authorised retailers, please call Crystal Time (S) Pte Ltd at +65 6747 8888, visit the website at www.crystalltime.com.sg or Claude Bernard Singapore Facebook page at www.facebook.com/ClaudeBernardSingapore or Claude Bernard Instagram Facebook page at <https://www.instagram.com/claudebernardsg/>

ABOUT CLAUDE BERNARD

** Inclusive of 7% GST*



claude bernard
swiss made watches

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.