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SWAROVSKI PRESENTS ITS FIRST COLLECTION OF MEN'S WATCHES AT BASELWORLD IN MARCH 2012

After launching its first collection of men's jewelry and accessories in 2010, the next obvious step for the Austrian company, a leader in the field of precision cut crystal for 117 years, was to launch a collection of watches entirely for men. Swarovski's creativity, perfection, and innovation are masterfully combined with Swiss watch-making expertise and are evident in this collection.

"Piazza Grande" Quartz

The "Piazza Grande" for men is inspired by the bestselling "Piazza", which was introduced when the first Swarovski watch collection was launched at Baselworld 2009. Incorporating urban forms influenced by contemporary architecture, the "Piazza Grande" Quartz Rose Gold line will attract men looking for modern elegance, both refined and masculine, while combining the precision and quality of Swiss watch-making.

This distinctive watch, with its large 42 mm diameter, exemplifies purity of line. Within the classic ring of the watch dial, the rose-gold hand-applied Swarovski Swan Logo mark takes its place at the top of the dial. Each hour marker carries more than one crystal, except at 12 o'clock. The hand-applied index markers are set off by a discreet Jet Hematite crystal at each hour marker, and punctuated at six o'clock with an indicator that displays the date with perfect clarity.

Perfectly circular, the black dial bears faceted hands that count each hour, minute, and second. On its right side, the hand-polished rose-gold PVD cylindrical case is adorned with decorative elements in scratch-resistant black ceramic, which is faceted using true Swarovski expertise. The crown is also created in ceramic and features 24 facets, a real feat of technical prowess when working with such a material. The attention to detail of this timeless new creation, with its unequivocal horological design, extends to the back of the rose-gold PVD case with the Swan Logo mark.

For a sportier, casual look, one could opt for the brushed and polished stainless steel bracelet which naturally extends from the faceted lugs. The bracelet features a push-button clasp.



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Alongside the nine other styles, the dial is also offered in elegant navy blue, chic black, or white. The complementing strap is available in genuine leather of various colors, complete with a crocodile embossed structure, or a polished and brushed stainless steel bracelet.

Case:

Round rose-gold PVD case, with a 42 mm diameter, featuring two decorative elements at 3 o'clock in black faceted ceramic. Crown in black faceted ceramic, decorated with rose-gold. Swan logo mark outlined in black enamel. Scratch-resistant watch glass with an antireflective treatment - Water resistant to 50 meters

Dial:

Black dial, with Jet Hematite crystals applied to all index markers other than at 12 o'clock. Swan logo mark in rose-gold is placed at 12 o'clock. Date indicator at 6 o'clock.

Strap:

Black calfskin leather strap with an embossed crocodile structure and a rose-gold PVD ardillon buckle

Movement:

Quartz, Swiss made.

Details:

Swan logo mark impression on the back of the case.

In 1895, Daniel Swarovski, a Bohemian inventor and visionary, moved to the village of Wattens, Tyrol in Austria, with his newly-invented machine for cutting and polishing crystal jewelry stones. From this beginning that revolutionised the fashion world, Swarovski has grown to be the world's leading producer of precision-cut crystal for fashion, jewelry and more recently lighting, architecture and interiors. Today, the company, still family-owned and run by 4th and 5th generation family members, has a global reach with some 23,000 employees, a presence in over 120 countries and a turnover in 2010 of 2.06 billion Euros. Swarovski comprises two major businesses, one producing and selling loose elements to the industry and the other creating design-driven finished products. Swarovski crystals have become an essential ingredient of international design. Since 1965 the company has also catered to the fine jewelry industry with precision-cut genuine and created gemstones. Showing the creativity that lies at the heart of the company, Swarovski's own brand lines of accessories, jewelry and home décor items are sold through more than 1,900 retail outlets worldwide. The Swarovski Crystal Society has close to 325,000 members across the world, keen collectors of the celebrated crystal figurines. And in Wattens, Swarovski Kristallwelten, the multi-media crystal museum, was opened in 1995 as a celebration of Swarovski's universe of innovation and inspiration.