



PERRELET

1777

INVENTOR OF THE AUTOMATIC WATCH



DIAMOND FLOWER SWISS PUBLIC AWARD

Perrelet receives the extraordinary recognition of the Swiss public.

More than a prize, it is a sign of recognition that watch-lovers offered Perrelet, by choosing their favourite model, despite the strong popularity of the famous competing brands.

The Jury, assembled by the Swiss magazine Montres Passion, composed of watchmaking professionals, selected about forty finalists, already chosen from more than a hundred novelties that had appeared between September 2007 and December 2008. These finalist models were displayed online for the appreciation of the public. The vote took place from 29 September to 19 October, and it was the "Diamond Flower by Perrelet" model, which attracted the majority of votes and so took out the Swiss Public Award.

This recognition is the fruit of the work of a whole dynamic and creative team at Perrelet, geared to the marketing of bold timekeepers. With its "Diamond Flower", Perrelet proposes a prestigious watchmaking-jewellery collection, distinguished by its flower's feather light rotation. This model is the perfect illustration of the spirit of innovation that pervades the brand, of its know-how and the feminine interpretation of its exclusive calibre, the Double Rotor.

One look is enough; the "Diamond Flower" speaks for itself. Its jewelled bezel, its slender lugs also jewelled, and its immaculate white bracelet merge together in perfect harmony. Like fine droplets, diamonds and rubies decorate the lotus flower, which twirls to the rhythm of the movements of its owner, against a mother-of-pearl dial, brushing past occasional petals.

We believe that this award augurs well for Perrelet.

