



Press Release: Cortina Watch in partnership with Swiss Embassy and Swiss Chamber to celebrate 50 years of diplomatic ties between Switzerland and Singapore

Singapore, 7th August 2017 - Cortina Watch is honoured to be the main presenter for the Timepiece Exhibition week from the **7 to 13 August 2017**. In conjunction with the Swiss Embassy and the Swiss Chamber, Cortina Watch invited 4 Swiss brands to participate in the timepiece exhibition. The brands are namely Chopard, Corum, Hautlence and Zenith.

Each brand will be showcasing their signature collections to the guests and public at Paragon Atrium.

Firstly, Chopard will be featuring the **Happy Sport and Happy Ocean collections** - Ever since it was launched, the Happy Sport collection has been an undeniable success. Over the years, it has been enriched with original creations, occasionally offbeat but consistently delightful. This year, Chopard is once again reinvigorating this iconic collection with the new Happy Ocean. Because life is too short to be lived in monochrome, Happy Sport adopts a strap to be changed at will in step with your moods and the changing seasons.

Secondly, Corum will be showcasing their **Golden Bridge collection** – Launched in 1980, the Golden Bridge model, with its spectacular “baguette” movement, has gone down in watchmaking history. In 2017, Corum enriches its collection with a new rectangular case shape which shows a timeless and discreet elegance, yet focusing on the functionality of its movement.

Thirdly, Hautlence will be featuring their **Vortex collection** – with its three-dimensional case composed of faceted structures featuring 19 primary-colour crystals, it showcases the mechanism of the HL2.0 in-house calibre.

Lastly, Zenith will be featuring their **El Primero collection** - “Through the perfect clarity of the sapphire dial revealing an open-hearted mechanism, the new Chronomaster El Primero flaunts its palpating pace for all to see. Artfully staged within an imposing 42 mm-steel case, its high-frequency skeletonised mechanism reveals its unique style in a spirit of complete transparency.

To mark the opening of the Timepiece Exhibition, Cortina Watch will be hosting a cocktail reception in partnership with Swiss Embassy and SwissCham on **Monday, 7 August 2017**. His Excellency Mr Thomas Kupfer, Ambassador of Switzerland to Singapore and Mr Tom Ludescher, Chairman of SwissCham Singapore will be gracing the event during the cocktail reception.



About Cortina Watch Pte Ltd

Since its founding in 1972, Cortina Watch has established itself as a leading retailer and distributor of luxury timepieces across the Asia Pacific region, carrying over 50 internationally renowned brands and managing 30 boutiques across Asia – Singapore, Malaysia, Thailand, Indonesia, Hong Kong and Taiwan. Committed to bringing the world's most regarded timepieces to the region, and together with our personalized customer service, Cortina Watch has built a strong branding for itself, as well as a loyal customer base.

About Chopard

Passion for excellence. It was in 1860 that Louis-Ulysse Chopard founded his watchmaking workshop in the Swiss Jura. Just over a century later, in 1963, the Scheufele family acquired ownership of Chopard, which had by then moved its headquarters to Geneva. The group, which has earned an international reputation for its watch and jewellery, currently employs more than 1,900 people worldwide. Chopard is both independent and strongly vertically integrated, enabling it to control its entire production process, from designs through to distribution. More than 25 professions are represented in its three production sites, where considerable emphasis is placed on internal training.

About Corum

Praised for the aesthetic quality and technical excellence of its models, the Corum brand is proud to perpetuate the values and expertise of fine watchmaking while continuing to look towards the future by creating watches of tomorrow. Founded in 1955 in La Chaux-de-Fonds (Switzerland), Corum has made creativity and daring its guiding principles. The Brand is continuing along the path mapped out by its founders and remains truer than ever to the iconic collections responsible for its identity and reputation, while enhancing them with a touch of modernity that combines innovation and cutting-edge technology.

About Hautlence

Hautlence was founded in 2004 by friends and creative design enthusiasts from Neuchâtel. Challenging space and time with the ambition of « CROSSING THE LINE » by re-inventing high-end watch-making with new ways of reading time and creating exclusive time objects. Like its name, an anagram of the brand's hometown of Neuchâtel, HAUTLENCE is renowned for turning things upside down. Acutely aware of the two essential dimensions of time and space, HAUTLENCE is driven to design timepieces with original lines and multi-level dial constructions that provide incredible depth. Its Gentlemen Rebels approach to watchmaking is perfectly embodied in its choice of brand ambassador, Eric Cantona, and its challenging communication message **“CROSS THE LINE”**.

About Zenith

Zenith is a brand that has been bringing style and substance to the wrists of watchmaking cognoscenti all over the world for more than 150 years. Founded in Le Locle in 1865 by a visionary watchmaker, Georges Favre-Jacot, the *Manufacture Zenith* gained swift recognition for the precision of its chronometers, with which it has won 2,333 chronometry prizes in a century and a half of existence: an absolute record. Having earned fame thanks to its legendary El Primero calibre – an integrated automatic column-wheel chronograph movement launched in 1969 and endowed with a high frequency of 36,000 vibrations per hour that ensures short-time measurements accurate to the nearest 1/10th of a second – the *Manufacture Zenith* has since developed over 600 movement variations. Zenith remains one of a select group of traditional luxury watch brands to produce all its movements in-house, the industry's ultimate accolade of quality. Engaged in several vintage territories such as classic cars, Zenith currently offers a collection of exclusive and ageless finely crafted timepieces designed for sartorially minded men and women. Zenith's rich heritage, tradition, passion and pursuit of excellence reflect the legacy of its slogan “Tradition has a future”.

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