



P R E S S R E L E A S E

For Immediate Release

COME FORTH AND EXPERIENCE AN EXQUISITE RENDEZVOUS, JEWELLERY TIME 2011 BY CORTINA WATCH

*~ From 27 October to 6 November 2011, Paragon Shopping Centre, Singapore ~
~ Be dazzled by the extravagant charms of jewellery timepieces from
14 of the world's most prestigious and luxurious brands ~*

Singapore, 21 July 2011 – The award-winning biennial luxury timepiece showcase of Asia, Jewellery Time 2011 by Cortina Watch returns with its resplendent sixth edition from 27 October to 6 November 2011 at Paragon Shopping Centre, Singapore. Fourteen of the world's most luxurious brands will present an exquisite and breathtaking array of artistic jewellery timepieces for discerning connoisseurs, collectors and the public.

Inspired by the multi facets of diamonds and gemstones, the 3,000 square feet multi-sensory spectacle will showcase over 300 highly prized jeweled timepieces by fourteen of the world's most exalted and lavished watch brands including Audemars Piguet, Baume & Mercier, Bvlgari, Cartier, Chopard, Chronoswiss, Corum, Girard Perregaux, Jaeger-LeCoultre, Milus, Montblanc, Omega, Piaget and Zenith. At the heart of the exhibition is a towering diamond-shaped pavilion that will house some of the most intricate and extravagant jewel-encrusted watch pieces of the show.

Jeremy Lim, Chief Operating Officer of Cortina Watch says, "This year, Jewellery Time 2011 will boast an extraordinary ensemble of jewelled timepieces. They are enthralling expressions of all the 14 internationally acclaimed watch brands' precision expertise and exceptional artistic discipline of a jeweler and watch-maker. This premier showcase will wow and lure the eyes and hearts of men and women who desire and appreciate the finest luxury timepieces of this world."

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Reinforcing Cortina Watch's leadership in luxury watches, the 11-day grandeur fantasy will reveal the multi-faceted aspects of timepieces creations that redefine and exalt the culture of haute horlogerie, celebrating the evolutions and dimensions of time.

List of the 14 Exhibitors and their Highlights

AUDEMARS PIGUET

Founded in 1875, Audemars Piguet maintains its longstanding legacy based on three fundamental values: tradition, excellence and creative daring. Manufactured in-house using the old-fashioned hand-made technique, the Royal Oak Grande Complication comes complete with minute repeater, perpetual calendar, chronograph and fly-back second hand functions all in one watch. Available in 18-carat white and pink gold case with frontal case and buckle set with 196 diamonds.



BAUME & MERCIER

Baume & Mercier's Ladies' Hampton features a dazzling 80 round-cut diamonds fully set on the case – lugs, satined domed case volume and curved case side. As the embodiment of classic serenity, its sun satin-finished, opaline silvered dial and white alligator strap unites feminine, fluid lines with relaxed sophistication. Baume & Mercier's Hampton collection echoes a lavish, easy seaside living, where each tick measures the rhythm of the surf.



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BVLGARI

Bulgari watches are the unparalleled combination of extraordinary creativity and emotional impact of elegant Italian design with traditional Swiss expertise. The Serpenti Haute Joaillerie, crafted in 18-carat pink gold and encrusted with a mesmerizing total of 761 brilliant-cut diamonds, pink sapphires and amethysts, is the symbol of eternal youth and immortality in the mythological bestiary and an integral and long-established part of the aesthetic universe of the Italian jeweller, consistently appearing in the most striking Bulgari creations.



CARTIER

The Ballon Bleu de Cartier sets Cartier's horology into a galaxy of time through the soft curves of its 18-carat pink gold paved entirely with luminous diamonds. Its winding mechanism is decorated with a sapphire cabochon around which the dial orbits to display a classic and futuristically mesmerizing piece. Bright blue sword-shaped hands, held to the wrist with fine solid gold links strikes a pose for the wearer.



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CHOPARD

Uniting the best of fine watchmaking and haute joaillerie, Chopard introduces its daring yet exquisitely delicate jewellery 2011 watch models, Haute Joaillerie Watch and Haute Joaillerie Xtravaganza. Crafted equally in 18 carat white gold, the Haute Joaillerie Watch's snailed-motif dial is adorned with a carpet of 9.17 carats of brilliant-cut diamonds in subtly graded sizes to mark the passing of time while the Haute Joaillerie Xtravaganza is a luminous and cheerful model with its finely guilloché white gold dial paved with a burst of diamonds of all different sizes that sparkles brightly on the wrist through the appearance of aesthetically randomly placed diamond sprinkles.



CHRONOSWISS

An exclusive brand to Cortina Watch, be the first in the world to preview the launch of Chronoswiss' first independent ladies' automatic wrist collections; Classic, Soul and Swing. Started in 1893 by Gerd R. Lang, the famed German watch manufacturer is focused on the classical values of the art of watchmaking and only uses stainless and gold. Chronoswiss' mechanical wrist watch represents a capital investment, homage to traditional craftsmanship and at the same time clean chronometry.



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CORUM

Paved in a dazzle of 689 round diamonds accentuated by the warm tones of rose gold, the Corum Ti-Bridge Tourbillon combines horological technique with remarkable modern elegance, a statement piece that will not fail to draw the attention of others. Corum, an exceptional brand offering high-quality watch collections features innovative, distinctive designs, equipped with sophisticated mechanical movements.



GIRARD PERREGAUX

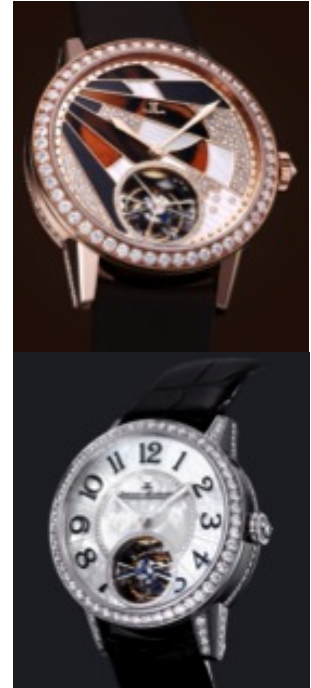
The high-end Swiss watch manufacture with its origins dating back to 1791, Girard-Perregaux is known for top-of-the-range movements and prestigious mechanical watch collections. At this year's Jewellery Time 2011, be fascinated with a new facet of the refined and poetic expression of the manufacture's expertise, Cat's Eye collection, showcasing a beautifully balanced small second marking the time ticking by on the mother-of-pearl dial, housed within a pink gold case set with 62 diamonds.



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JAEGER-LECOULTRE

Born of an invention, Jaeger-LeCoultre has always been driven by the spirit of discovery; the need to create new, ever more accurate and more complex technical marvels. An artistic expression of time, Master Tourbillon Wild offers a 18-carat pink gold case, mother-of-pearl dial with genuine feathers set against the 345 snow-set diamonds encapsulated in its' signature Tourbillion's Cage. Master Tourbillon 39, a symbol of artistic expertise for those seeking a subtly sophisticated watch features a stunning 18-carat white gold case adorned with 254 diamonds on the lugs and bezel.



MILUS

MILUS was founded in 1919 by Paul William Junod, in Bienne, Switzerland. Inspired by the proud watchmaking culture which surrounded him, Junod sought to create a brand of timepieces which embodied eternally appealing aesthetics and a lasting heirloom level of quality. Each MILUS timepiece is a symbiosis of technique and emotion, a creation of enduring beauty which celebrates the passion residing within each individual. Milus watch collection comprises a diverse range of models for both men and women which showcase horological specialties or sublime expressions of the jewelers art.

Product to be confirmed

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MONTBLANC

Composed around the elements of uniqueness, preciousness and timelessness, Montblanc's *Seconde Authentique Haute Joaillerie* is a unique one-of-a-kind timepiece that sparkles with luminosity, fascinating the beholder with its stately presence. The white mother-of-pearl dial is a truly remarkable work of art in its own right, adorned with 626 meticulously set VVS Top Wesselton diamonds. The white gold case is festooned by 160 brilliant cut diamonds and on the crown are 38 VVS Top Wesselton diamonds, creating the perfect setting for the unique diamond featuring the patented Montblanc emblem.



OMEGA

As one of the world's most recognizable Swiss luxury watch brand, Omega has been setting precision records and continuously re-defining state-of-the-art mechanical watchmaking since 1848. The key highlight piece in Jewellery Time 2011 is its legendary *Ladymatic*, identifiable by its swirling pattern emanating from the centre of the dial which reflects the waves. It is the wristwatch of every woman's desired profound fashion statements equipped with the best series-production mechanical watch movements in the world.



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PIAGET

Sophisticated, stunning and audacious, the Limelight Tonneau XL is an exceptional piece that is true to its name, confirming Piaget as a brand that creates some of the boldest timepieces since 1784. A refined, elegant geometrical timepiece that emanates a sense of urbane classiness, this contemporary design features an 18-carat white gold case surrounding the onyx, diamond-set dial, embellished with a total of 642 dazzling diamonds and a classic black alligator strap.



ZENITH

Zenith, maker of the El Primero, the first automatic chronograph movement produced in the world is one of the world's leading watch and movement manufacturers since 1865. At this year's Jewellery Time 2011, be in awe of the award-winning, limited edition Christophe Colomb Module, and the Ultra-Thin Lady Moonphase of 33mm diameter with alluring diamond indexes. Set in white gold against a fully paved diamond dial, both watches are the perfect combination of innovation and luxury.



Jewellery Time 2011 by Cortina Watch runs from 27 October to 6 November at Paragon Shopping Centre, Singapore. For more information, please visit www.jewellerytime.com.sg.

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ABOUT CORTINA WATCH

Founded in 1972 by Mr Anthony Lim, Cortina Watch started as a small watch shop located at Colombo Court. Today the Cortina Watch name is synonymous with quality timepieces for discerning shoppers here and the world over. In nearly 40 years, Cortina Watch has earned a reputation for its excellent range and selection of fine timepieces. Unparalleled, too, is the personalized attention to each of its customers, as well as the after-sales service it provides as many timepieces are repaired and maintained within Cortina Watch's own service centres. Today Cortina Watch has 19 successful outlets across Asia, including Malaysia, Indonesia, Thailand, Hong Kong and Taiwan.

For more information on Cortina Watch, please visit: www.cortinawatch.com

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