



PRESS RELEASE

For Immediate Release

## **Cortina Watch unveils return of Jewellery Time 2011**

*-- Expect a spectacular luxury extravaganza at Cortina Watch's Jewellery Time 2011 from 27 October to 6 November 2011 at Paragon Shopping Mall --*

**Singapore, 26 May 2011** – A multi-sensory experience that encapsulates the most captivating and stunning timepieces is set for the ultimate presentation of *Jewellery Time 2011*.

Taking place from 27 October to 6 November 2011, Asia's most anticipated and reputable timepiece showcase, *Jewellery Time 2011*, will return with more glitz, glamour and a resplendence that is well-deserving of its sixth edition.

Chief Operating Officer of Cortina Watch Jeremy Lim said: "We are pleased to have the sixth installation of Jewellery Time and we promise a splendid showcase of an impressive collection of jewellery timepieces that will bring the best and latest of haute horlogerie."

Accorded the unparalleled status of Asia's award-winning luxury timepiece showcase, *Jewellery Time 2011* will wow connoisseurs, collectors and the public alike into the magnificent world of haute horlogerie at one of Singapore's most prominent and sophisticated shopping arena along the famous Orchard belt, Paragon Shopping Mall.



The 11-day long luxury extravaganza will present some of the world's most exquisite and intricate jewellery timepieces that redefine and exalt the culture of haute horlogerie. Drawing inspirations from a concept that plays on the architectural facets of diamonds and gemstones found in the timepieces, the entire showcase will not only unveil the multi-faceted aspects of all the timepiece creations but is at the same time symbolic of the evolutionary dimensions of time.

Jeremy Lim added: "We believe that 2011 is the right time for Jewellery Time to return since its last installation in 2008. With Asia's dynamic economies, population size and growing huge appetite for European luxury, *Jewellery Time 2011* will leverage on the post-recession boom and attract more watch connoisseurs and collectors who see luxury timepieces as valuable currencies in the world of investments."

Reinforcing Cortina Watch's leadership in luxury timepieces, Jewellery Time 2011 is the phenomenal timepiece festival of the year that will house some of the most world-acclaimed names in the watch-making industry and attract many discerning watch connoisseurs and collectors both locally and regionally that will highlight the true appeal of this remarkable watch affair.

For more information, please go to [www.jewellerytime.com.sg](http://www.jewellerytime.com.sg).



**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](http://www.cortinawatch.com)

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