

## **MONTRES WYLER GENÈVE LAUNCH IN SINGAPORE**

**Singapore, 17th January 2008 – Following the presentation of the brand with its new collection at the Baselworld show in 2007 and the subsequent Asian launch in Beijing to coincide with the arrival of the Paris-Beijing expedition for which the company was a sponsor, Wyler Genève today celebrated its launch on the Singapore market.**

In keeping with the brand's strong focus on design, which includes a partnership with the renowned Italian Atelier Zagato, Wyler Genève chose Singapore's Red Dot Museum as the venue for its launch event. The Red Dot Museum, located at the former Singapore Traffic Police Headquarters, offers a showcase for the best contemporary design. As such, it was the ideal place to present the current Wyler Genève collection and the unique anti-shock concept that underpins it.

After a separate press launch, at which the Wyler Genève brand, its history, collection and marketing activities was presented to the Singapore media, attention turned to the launch party at the Red Dot Museum, which was compered by local star Jimmy Taenaka, who is a familiar face on television and film not only in Singapore but also in the US. He welcomed the VIP guests – which included celebrities such as Dick Lee and Kit Chan, as well as horological aficionados such as Dr Bernard Cheong - to the World of Wyler Genève in a refined setting with subtle allusions to the automotive world in which Wyler Genève feels at home.

Against this backdrop, the brand put on a racy launch show as the Guests-of-Honour Bruno Grande - Deputy CEO of Wyler Genève, Jeremy Lim – Regional General Manger of Cortina Watch and Sharon Lim – Executive Director of Pacific Time, symbolically selected first gear on a specially customised gearbox and set Wyler Genève off on the road in Singapore as a high-powered animation of an automobile speedometer, represented by the Wyler Geneve limited edition Tourbillon, initiated on screen.

The true stars of the evening were undoubtedly the Wyler Genève timepieces that descended from the ceiling at the start of the fashion show. Guests admired the Wyler Genève chronograph with Paul Wyler's Incalflex balance wheel, in stainless-steel, titanium and gold; the "everyday" tourbillon with triple protection, GMT, power reserve and trust index (a limited series of only 24 watches) and the single special Paris-Beijing tourbillon available in Singapore – one of only 8 pieces produced worldwide.

The latter model was produced in commemoration of Wyler Genève's partnership with the centenary of the famous 1907 Peking to Paris raid in 2007. This 16,000km expedition concluded triumphantly with the arrival in Beijing on 20<sup>th</sup> September 2007 of the 100-year-old Itala car that completed the original journey. The Itala had left Paris on 20<sup>th</sup> July 2007 to make the return journey with its two drivers and the expedition leader wearing Wyler Genève's anti-shock chronograph for its first long-term test under harsh conditions.

Guests were also able to see the first timepiece to bear the unmistakable signature of Atelier Zagato. More famous for its highly exclusive limited editions of the world's most renowned sports cars, such as Aston Martins, Ferraris and Maseratis, Zagato announced a design partnership with Wyler Genève at the 2007

Geneva Motor Show and the Wyler-Zagato watch is first result of this collaboration. Presented at the Atelier Zagato in Milan, Italy, on 25<sup>th</sup> October, the limited edition of 25 pieces features a stunning dial and a new *manufacture* movement with a power reserve of at least 8 days.

Wyler Genève timepieces are available at all Cortina boutiques in Singapore and other regional countries such as Malaysia, Thailand and Indonesia. With the brand already present in the world's major markets, 2008 will be a year of consolidation – both of the brand's existing presence and of the collection, which will see some important new arrivals at Baselworld 2008, including an original world-first in the industry.

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#### **ABOUT CORTINA WATCH**

A leading retailer and distributor of luxury timepieces in Asia, Cortina Watch is synonymous with luxury, quality and an impeccable retail experience. For over 30 years, Cortina Watch has earned a reputation for its range of fine luxury timepieces – hosting more than 50 international brands – bringing the world's best and most coveted international watch brands to the regions.

Cortina Watch's dynamism, innovation and commitment to providing exceptional service is best illustrated by its award-winning Espace and Couture Gallery retail concepts that have since developed into watch retail icons, taking watch buying beyond simple transactions to unforgettable encounters that pamper the senses.

Its parent company Cortina Holdings Limited was listed on the main board of the Singapore Stock Exchange in 2002 and is committed to expand its portfolio even further, in line with its aim of becoming the foremost watch retailer and distributor in the region and beyond.

#### **ABOUT PACIFIC TIME**

Pacific Time is the leading distributor of exquisite luxury timepieces and watch accessories since 2003, has a vast knowledge, know-how and network earned through the experience of more than 20 years of distributing renowned international brands. A wholly-owned subsidiary of Cortina Holdings Group, Pacific Time's current strong stable of timepiece brands include Concord, Locman, Salvatore Ferragamo, Milus and Wyler and also a watch-winder brand Underwood. Pacific Time provides a full spectrum of distributor support for these countries in areas such as training, strategic marketing, product display, repair & service etc in the Asia Pacific region that includes Singapore, Malaysia, Indonesia, Vietnam, Thailand and Taiwan.

**Enclosed please find selected photographs from the launch party. For more information on Wyler Genève, please contact:**

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## General Information

Wylar Watches are available at the following retailers:

From December 2007 onwards:

**SINGAPORE:**

- Cortina Watch Espace (Millenia Walk) Tel: 6339 1728
- Cortina Watch (Lucky Plaza) Tel: 6734 3668, (Paragon) Tel: 6235 0084, (Raffles City) Tel: 6339 9185, (Centrepoint) Tel: 6738 9961

**MALAYSIA:**

- Cortina Watch Espace (Star Hill Gallery) Tel: 603 2142 1171
- Cortina Watch (KL Plaza) Tel: 603 2145 5171
- Zurich Timepieces (The Gardens, Mid Valley, KL) Tel: 603 2282 5572, (Bangsar Shopping Centre) Tel: 603 2092 4389

From February 2008 onwards:

**THAILAND:**

- Cortina Watch Espace Boutique Erawan Bangkok 1st Floor Tel: 66 2250 7999

**Exclusive Distributor:**

**Pacific Time Pte Ltd**

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