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For immediate release

Jewellery Time 2008 Soared to Greater Heights -- Exclusive Enamel Painting Workshop & Million Dollar Timepieces Special Previews

Cortina Watch, Asia's leading retailer and distributor of luxury timepieces, had their **fifth, biennial Jewellery Time** at Paragon Shopping Centre's Atrium on 30 October 2008 to 9 November 2008.

Inspired by the theme "Rock Baroque", Paragon atrium was transformed into a revolutionary glass showcase. Featuring lavish and opulent glass "jewellery box" display panels, specially commissioned and highly coveted jewellery timepiece collections from 16 of the world's prestigious brands – **Audemars Piguet, Baume & Mercier, Blancpain, Cartier, Chopard, Concord, Corum, Girard-Perregaux, IWC, Jaeger-LeCoultre, Milus, Omega, Patek Philippe, Piaget, Vacheron Constantin and Van Cleef & Arpels** were presented to the public for the first time. A groundbreaking and innovative structure created in Asia for the first time, it was complete with sparkling crystal chandeliers and dazzling lights evoking a sense of prestige and regal glamour.

In reflecting how Jewellery Time has evolved and soared to greater heights in its fifth installation, Cortina Watch hosted a series of supporting events that included master enamel artist and extraordinary Jewellery watches flown in exclusively for Jewellery Time 2008. Activities include a private dinner hosted by Chopard, a High Jewellery Afternoon Tea by Jaeger-LeCoultre, "A Highly Personal Brunch" with a visiting enamel artist from Milus and a "Charms Launch Cocktail" by Van Cleef & Arpels.



Private Dinner by Chopard

Date: 31 October 2008, Friday

Time: 7pm

This private dinner hosted by Chopard was presented in Royal China Restaurant at Raffles Hotel. Spotting an ambience of close similarity to the theme for Jewellery Time 2008, Royal China was the ideal venue to treat the 60 invited guests from Thailand, Indonesia, Malaysia and Hong Kong were to a sumptuous dinner as well as glamorous jewellery watches. Some of these watches, particularly, the Chopard Copacabana and Ladies Diamond Toubillon was specially flown in for Jewellery Time 2008.

High Jewellery Afternoon Tea by Jaeger-LeCoultre

Date: 1 November 2008, Saturday

Time: 3.30pm

In conjunction with the brand's 175th anniversary celebration and Cortina Watch Jewellery Time 2008, Jaeger-LeCoultre flown in a very unique set – Parure Extraordinaire Le Lierre – showcase for the first time in Asia. First unveiled during the Venice International Film Festival, Parure Extraordinaire Le Lierre, debut appearance here was a definite treat to guests and watch collectors. Over 80 invited guests arrived in the Cortina Watch Couture Gallery for a closer look at this very unique and amazing jewellery set.

Highly Personal Brunch by Milus

Date: 2 November, Sunday

Time: 11am

In the first ever Milus enamelling workshop, invited guests were given the opportunity of learning and experiencing the process of decorating watch dial using the ingenious technique of the art of enamelling – cloisonné. Following a 'live' demonstration by enamel artist, Michel Ch. Vermot, guests were brought through different stages of enamelling and tried their hands on this ancient art of painting with enthusiasm. This is truly an inspirational workshop that heightens the appreciation for Milus's enamel timepieces – namely "Kamansutra", "The Four Seasons", "Bird of Heaven" and "Theater".



Charms Launch by Van Cleef & Arpels

Date: 4 November 2008, Tuesday

Time: 7pm

Van Cleef & Arpels has chosen to launch the Charms collection in conjunction with Jewellery Time 2008 to signify the born of Charms watches in Singapore. Guests were treated with champagne and canapés specially prepared by Shangri-La Hotel. Besides the Charms collection, Van Cleef & Arpels also brought in an exclusive piece – Midnight Tourbillon – to the delight of guests and watch lovers who present.

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 over thirty years, Cortina Watch has earned a reputation for its excellent range and selection of fine timepieces. Unparalleled, too, is the personalised 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 17 successful outlets across Asia, including Malaysia, Indonesia, Thailand, Hong Kong and Taiwan. Cortina Watch's retail innovativeness is best illustrated by its award-winning Cortina Watch Espace and the Couture Gallery.

For more information on Jewellery Time 2008, please visit www.jewellerytime.com.sg.

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

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