

Jewelry

The new Franck Muller watches

Teresa Pinyol - 25/01/2012

The unique Franck Muller models now expand Infinity Ronde, a stylish feminine watch that stands out for its harmony and great graphic style. This symbol of purity and sophistication shows more traditional style, inlaid with diamonds and an alligator strap sewn by hand. In addition, sapphires or rubies is four (depending on the color of the sphere) on the sides of the handles and the other in the crown. The line runs from a steel box with a gold with diamonds, all-yes-with quartz movements. The dial is white gold with diamonds and Roman numerals.



Franck Muller started in the 90's in the city of Geneva, twenty years later has become the reference signature watch. Although Franck Muller Group was in full crisis the Swiss watch industry, currently produces 40,000 watches a year, has over 500 employees in Switzerland, 48 stores and 600 exclusive outlets in over 100 countries.

A few days ago, the group Franck Muller Group signed a contract Roberto Cavalli co-branding for the development, creation, production and distribution of watches by Franck Muller Roberto Cavalli.

The new products derived from this partnership will be distributed starting next fall in stores and Franck Muller Roberto Cavalli, as well as in major retail outlets around the world watch. The agreement aims to create pieces "Swiss made" watches with the highest quality standards for women and men through "Roberto Cavalli by Franck Muller" brand name, which joins the style and symbols distinctive fashion house in Florence, with the craftsmanship and precision engineering that distinguishes Franck Muller Group.

Roberto Cavalli Collection by Franck Muller is set to a more sophisticated clientele that demands high quality parts with premium prices into three categories:

* From 1,250 to € 3,000

* 3,000 to € 6,000

* More than 6,000 €

www.franckmuller.com