



FREDERIQUE CONSTANT
GENEVE

Live your passion

PRESS RELEASE

Geneva, 3 March 2020

For immediate publication

Classics Quartz Ladies: Four new versions on a whole new level

Less than a year ago, the Frederique Constant manufacture unveiled an all-new collection, the Classics Quartz Ladies. Embodying the essence of Frederique Constant, the collection made a real impact in the space of a few short months, offering affordable Swiss Made luxury with impeccable attention to detail. The Classics Quartz Ladies timepieces epitomise subtle and feminine everyday elegance and make classically stylish and very competitively priced gifts for yourself or someone special.

This year will see the collection continue to evolve in response to demand for even more luxurious models. The aim? To provide options for evening wear, special occasions, or those who simply want something more showy.

The fully set bezel

Of the four new models designed by the manufacture, three are stone set. Still just 36 mm in diameter, the bezels are now richly adorned with 40 diamonds.

Their delicate sparkle is revealed on two new variations of dial. The first features a mother-of-pearl chapter-ring, the centre of which is decorated with the Côtes de Genève motif, serving as a discreet reminder of the canton where the Frederique Constant manufacture is located (2,395 euros).

The second dial is navy blue and provides the Classics Quartz Ladies with an attractive blue/white contrast effect, evoking the light of day and the dark of night. The timepiece is available with a steel bracelet (2,395 euros) or a calf leather strap (2,295 euros).

So as to produce the most striking effect, only the watch with a blue dial features hand-polished steel hands, while the watch with a mother-of-pearl dial is finished with black steel hands. Reversing the colour combination ensures the hours and minutes are easy to read on each model, both of which feature a date window at 6 o'clock. Each timepiece is powered by a Frederique Constant quartz movement, ensuring perfect daily timekeeping for almost four years (45 months).

Black & gold, a bold but stylish mix

The fourth and final model incorporates some bolder contrasts. The rose gold-plated case sets off the deep black dial with its Roman numerals and white steel hands beautifully. Available with a black calf leather strap, this new Classics Quartz Ladies watch exudes serious modern elegance, for those who want a sophisticated look without compromise, or breaking the bank (895 euros).



FREDERIQUE CONSTANT
GENEVE

Live your passion



FREDERIQUE CONSTANT
GENEVE

Live your passion

About Frederique Constant

Frederique Constant is a watchmaker located at Plan-les-Ouates, in the canton of Geneva, Switzerland. Our House is involved in all the manufacturing steps of the watches, from the initial design to the final assembly and quality control. Frederique Constant develops, makes and assembles its calibres in-house and boasts a collection of 29 different models imagined since 2004. In 2015, Frederique Constant launched the first Swiss Horological Smartwatch, displaying the time in an entirely analogical mode on a classic dial. This marked the creation of a brand-new category of watches in the Swiss watchmaking sector. Frederique Constant watches are characterised by their very high quality, their unique features and the precision of their design and manufacture. The value of the products is perceived through the quality of the design, materials and manufacture, a key factor in our success. Each watch is assembled by hand using the most modern equipment and undergoes thorough checks to ensure the highest quality and longest life. Innovation is a constant feature of our work to produce timepieces which are strongly creative and of exceptional value. Our cutting-edge factory covering 6,200 m² in Geneva offers the best environment for our watchmakers passionate about their work.

Follow us:

www.frederique-constant.com



For more information, please contact Ms Yasmina Pedrini, Communications Director, at the following address: pedrini@frederique-constant.com