

DELANCE Swiss Watches,

The creator of the personalized time piece

Personalization is the trend!

Since 1996, **DELANCE** offers emotionally and esthetically personalized watches for women.

The form never changes, yet the watch is unique for each woman. It tells her story, her dreams, her tastes and her personal values through her choice of engravings, set gemstones and enamel, which symbolically enhance the watch itself or the bracelet.

Often imagined by the man who longs to offer it as a gift, this watch is a pledge of his love and is filled with its own special meaning.

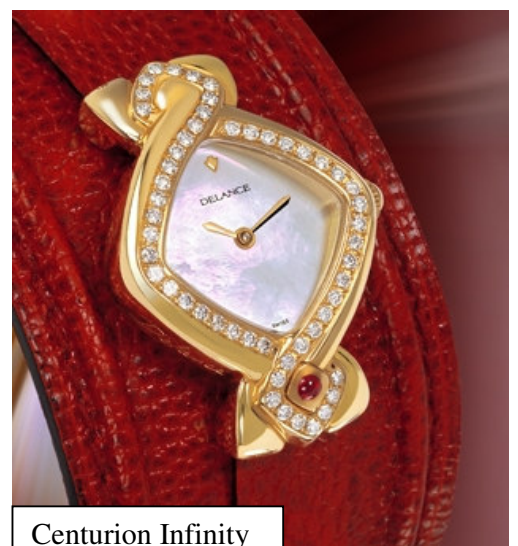


Pink Ribbon

Personalization can be done in several stages and to a greater or lesser degree:

The composed watch

It is assembled from existing elements which can be chosen based on the bearer's tastes. The size, the material in which it is made, the face, the hands, the cabochon jewel and the bracelet: "Star of the Day," "Something Blue," "Simplicity," etc. This means: $2*2*20*2*20*20 = 64,000$ possibilities.



Centurion Infinity

The dedicated watch

Inherent in this watch is a declaration of love: “**Valentine**”, “**Heart of the Rose**”, “**Perfect Ten**”, “**Infinity**”, etc. In this case, to tell her with a **DELANCE**, you have the choice of setting diamonds or sapphires of all colors on the watch: $64,000 * 12 * 4 = 3,072,000$ possibilities.

The theme watch

A tiny little diamond set at the hour of the birth of her child, his special number symbolized in sapphires, dates represented by jewels that will forever recall life’s special moments. There is the “**Mother’s watch**”, the “**Anniversary**” watch, the “**Secret**” and last but not least, the “**Attraction**” watch... and these themes can be combined and built on to infinity.

The inheritance watch

Unique in that it cant be personalized by incorporating or adapting precious stones or personal elements: Grand mama’s gold bracelet, the stones in the engagement ring that Aunt Jeanne wore, a gem that Grandfather brought back from Brazil... and that’s how you obtain a **DELANCE** that can be compared to no other, a true family jewel that can be inherited by one’s daughter. The possibilities are limitless.



Aida



Judit

The creator watch

A bracelet, an engraving, a special setting, enamels executed by designer creators who will transform the **DELANCE** into a work of art: like “**Volupté**”, “**Rocaille**”, by Sabine Gonard, etc. Infinity is the limit...

The watchcase

All these ways of personalizing the **DELANCE** are possible because the watchcase is in gold or massive steel. Cut from a block of metal, a full 41 successive operations are required to unveil all its subtlety. A veritable masterpiece of refinement, it is created thanks to savoir-faire and the cutting edge technology. The sapphire face, an invisible jewel, completes its impeccable beauty.

The quality

The **DELANCE** is 100% Swiss, waterproof, anti-shock and guaranteed for 2 years.

You can join Giselle Rufer with giselle.rufer@delance.ch

On <http://www.delance.ch/e/news.e/media.e.jsp> you can find the latest high resolution photographs and the characteristics on <http://www.delance.ch/e/collection.e/collection.e.jsp>

Macolin, 1st of March 2009.

Giselle Rufer



Volupté



Secret