

# BCBGMAXAZRIA

## WATCHES

### PRESS RELEASE

#### COLOURS OF LOVE IN BCBGMAXAZRIA'S PLISSÉ COLLECTION

**SINGAPORE, DECEMBER 2011** – There's going to be a long string of occasions to celebrate and toast to over the following three months. First, Christmas and year-end shopping is in full swing and everyone is looking for great shopping deals to buy presents for their friends and family. Shortly after, the Lunar New Year will have an early start to 2012. And then comes February 2012 which will be the month to celebrate love ahead of Valentine's Day, whether between couples or amongst your BFFs. Not to mention the expected upcoming post-Christmas or post-New Year sales which will coincide nicely with bonus time!

BCBGMAXAZRIA is a brand that embodies today's modern fashionable lady – effortlessly chic, youthful in spirit, individualistic in choices. It is a favoured red carpet brand worn by famous celebrities and socialites the world over, and by that extension, a must-have for any lady who loves fashion and loves looking good.

Like its famous parent clothing line, BCBGMAXAZRIA watches are designed first and foremost with fashion in mind – they are designed to encapsulate the look and feel of the BCBGMAXAZRIA haute couture collections you see on the international fashion runways, yet also give the functionality of timekeeping which comes useful when you are planning your event schedule during the festive period. Wearing a BCBGMAXAZRIA watch is like dressing up for a special occasion – it gives a lady a sense of elegance and style that will reflect in her attitude and the way she carries herself.

Hence, what better gift to a lady than an exquisite BCBGMAXAZRIA fashion watch! As an haute couture accessory, BCBGMAXAZRIA watches are actually affordable, priced from S\$219 for a basic fashion watch to S\$369 for an automatic bracelet. So you can actually own an haute couture designer branded accessory without breaking the bank.

#### NEW PLISSE COLLECTION

The BCBGMAXAZRIA's Plissé Collection of watches has been a consistent best seller during the year-end to Valentine's shopping season. Classy and oozing pure elegance, BCBGMAXAZRIA's Plissé watches spot pleated satin ribbon straps with a two-hand dial stainless steel square case.

The first time we launched the BCBGMAXAZRIA's Plissé collection was during Fall 2009, where we offered the watches in elegant luxury-satin tints in black, blue, grey, purple and forest green. These models continued to be in high demand consistently throughout 2010 and 2011.

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Now specially for fans of BCBGMAXAZRIA's Plissé Collection and in anticipation of the ongoing festivities with the year-end, the New Year and Valentine's Day ahead, we have introduced two new fashionable colours in ***satin rose red and girly baby pink!***



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### AVAILABILITY

**All BCBGMAXAZRIA Plissé watches are priced at S\$199 (before GST)/ S\$213 (with GST)** each and are available at leading department stores (TANGS Orchard, TANGS VivoCity, OG Orchard Point, Robinsons The Centrepoint, Robinsons Raffles City) and authorised watch retailers.

For further information and the list of authorised retailers, please call Crystal Time (S) Pte Ltd at +65 6747 8888 or visit the website at [www.crystalltime.com.sg](http://www.crystalltime.com.sg).

### ABOUT BCBGMAXAZRIA

Founded in 1989 by a native French designer, Max Azria and named for the French phrase “Bon Chic, Bon Genre”, a Parisian slang meaning “good style, good attitude”. With Max Azria’s ability to mix a creative eye with a keen business sense, a loyal following of top Hollywood celebrities and a strong worldwide presence, BCBGMAXAZRIA has developed into one of the hottest brand in the fashion industry, focusing on fulfilling the ever-changing needs of a modern lifestyle.

### ABOUT BCBGMAXAZRIA WATCHES

Chic and sophisticated, with a touch of glamour and femininity is what makes BCBGMAXAZRIA timepieces so popular among the fashionistas and celebrities. Encompassing a combination of true European sophistication and American spirit, BCBGMAXAZRIA timepieces exude designer styling with a touch of class.

Offering functional beauty with the varied designs, signature clasps and accents, quality mechanisms and the finest leather straps, BCBGMAXAZRIA timepieces make great accessories for any modern lady’s wardrobe.

### MEDIA CONTACT

Magdalene Tan  
Marketing Communications  
Crystal Time (S) Pte Ltd  
Tel: +65 6747 8888 Fax: +65 6746 7878  
Email: [magdalenetan@crystalltime.com.sg](mailto:magdalenetan@crystalltime.com.sg)

Ang Xue Juan  
Marketing Communications  
Crystal Time (S) Pte Ltd  
Tel: +65 6747 8888 Fax: +65 6746 7878  
Email: [juanang@crystalltime.com.sg](mailto:juanang@crystalltime.com.sg)