

# BCBGMAXAZRIA

## WATCHES

### PRESS RELEASE

#### BCBGMAXAZRIA'S NEW "BOYFRIEND WATCHES"

**SINGAPORE, DECEMBER 2011** – BCBGMAXAZRIA is the premiere lifestyle brand which embodies today's modern fashionable lady – effortlessly chic, youthful in spirit, individualistic in choices. As a favoured red carpet brand worn by famous celebrities and socialites the world over, BCBGMAXAZRIA is constantly on the forefront of fashion to bring consumers always on top of the latest haute couture trends of the international fashion runways.

For the coming year 2012, BCBGMAXAZRIA is proud to introduce the all-new Chéri and Enchanté Collections, which ride on the trend of menswear-influenced designs in women's fashion. For many seasons now we have seen a great rise in fashion designers looking to menswear for their womenswear collections, from tailored trousers, boxy blazers and oversized knits. However, they are still able to inject a palpable femininity into their womenswear, through integrating soft textures and pleats into their designs.

Menswear-influenced accessories and fashion have been the rage on the fashion runways of New York, Paris and London the last few seasons, with the big, oversized women's "Boyfriend Watch" is showing up on the wrists of fashionable women everywhere. Women now favour multiple functionalities and the big dial look, leading to many having the tendency to raid their boyfriend's watch wardrobe or going to the menswear section at shopping malls to buy men's watches for themselves. Hence the term "Boyfriend Watch" was coined for watches inspired by the look and feel of men's watches.

Hence for the Chéri and Enchanté Collections of watches, BCBGMAXAZRIA is going towards the menswear-influenced trend with its oversized "Boyfriend Watch" designs – influenced by the look and feel of men's watches, but sized to fit a woman's wrist and feature distinctly feminine finishes, such as mother-of-pearl or a sprinkling of dazzling crystals.


#### CHÉRI COLLECTION

BCBGMAXAZRIA's Chéri Collection boasts multifunctions with three sub-dials often featured in men's watches, but with that distinct feminine touch of mother-of-pearl on the dial. Consumers can opt for classic white styling, cool black leather straps or the traditional stainless steel bracelets.

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 <p>IBG6387</p>	 <p>IBG6388</p>	<p>Retail Price: S\$209 (before GST)/ S\$221 (with GST)</p> <ul style="list-style-type: none"> <li>- Croc-embossed genuine leather strap in white or black</li> <li>- Stainless steel round casing in silver, with enamel-filled bezel in white or black, embossed with BCBGMAXAZRIA logo</li> <li>- Mother-of-pearl dial for a touch of elegance on a menswear-inspired timepiece, featuring silver stick indices and hands and three sub-dials</li> <li>- Three-hand analog quartz movement</li> </ul>
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 <p>IBG8278</p>	 <p>IBG8279</p>	<p>Retail Price: S\$239 (before GST)/ S\$256 (with GST)</p> <ul style="list-style-type: none"> <li>- Silver stainless steel linked bracelet</li> <li>- Stainless steel round casing in silver, with enamel-filled bezel in white or black, embossed with BCBGMAXAZRIA logo</li> <li>- Mother-of-pearl dial for a touch of elegance on a men's watch-inspired timepiece, featuring silver stick indices and hands and three sub-dials</li> <li>- Three-hand analog quartz movement</li> </ul>
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### ENCHANTÉ COLLECTION

Glam Rock and Glam VIP were the Summer's biggest hits for BCBGMAXAZRIA, noted most significantly for their encircled baguette stones set in a lovely gradient pattern around the bezel that shouted out glamour with an attitude. BCBGMAXAZRIA therefore deemed the baguette stone a vaulted design innovation that deserves its own standalone collection.

For the coming festive season, BCBGMAXAZRIA introduces the brand new Enchanté collection that plays up on the encircled baguette stones motif in three types of enchanting designs – Enchanté 3 Hand, Enchanté Multi-Function, Enchanté 3 Automatic.

#### Enchanté 3 Hand

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**IBG6404**  
Retail Price:  
S\$195 (before GST)/  
S\$209 (with GST)



**IBG8289**  
Retail Price:  
S\$209 (before GST)/  
S\$224 (with GST)



**IBG8290**  
Retail Price:  
S\$229 (before GST)/  
S\$245 (with GST)

- Comes in white genuine leather strap or stainless steel linked bracelet in silver or rose gold IP
- Stainless steel round casing in yellow gold, silver or rose gold, with white enamel-filled bezel encrusted with signature encircling baguette stones
- Textured dial with stick indices and hands that match the casing
- Three-hand analog quartz movement

### Enchanté Multifunction



**IBG6405**  
Retail Price:  
S\$225 (before GST)/  
S\$241 (with GST)



**IBG6406**  
Retail Price:  
S\$225 (before GST)/  
S\$241 (with GST)



**IBG8291**  
Retail Price:  
S\$245 (before GST)/  
S\$262 (with GST)

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- Comes in croc-embossed genuine leather strap in black or white or stainless steel linked bracelet in silver
- Stainless steel round casing in black IP, yellow gold IP or silver, with black or white enamel-filled bezel encrusted with signature encircling baguette stones
- Textured dial with stick indices and hands that match the casing, featuring three multifunction sub-dials
- Three-hand analog quartz movement

### Enchanté Automatic



IBG6408  
Retail Price:  
S\$319 (before GST)/  
S\$341 (with GST)



IBG8292  
Retail Price:  
S\$349 (before GST)/  
S\$373 (with GST)



IBG8293  
Retail Price:  
S\$369 (before GST)  
S\$395 (with GST)

- Comes in croc-embossed genuine leather strap in white or stainless steel linked bracelet in silver or rose gold
- Stainless steel round casing in rose gold IP or silver, with white enamel-filled bezel encrusted with signature encircling baguette stones
- Open-work skeletal dial featuring the inner mechanisms of the automatic movement, with stick indices and hands that match the casing
- Three-hand analog automatic movement

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### **AVAILABILITY**

BCBGMAXAZRIA watches 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.crystaltime.com.sg](http://www.crystaltime.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.

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