

# Jewellery Time 2014

BY CORTINA WATCH

## JEWELLERY TIME 2014

*The highly-anticipated haute horology showcase returns for the seventh edition*

**PARAGON SHOPPING CENTRE | MAIN ATRIUM**

**26 SEPTEMBER - 5 OCTOBER 2014**

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**3 JUNE 2014, SINGAPORE** - Experience the horological world's most dazzling creations as Cortina Watch rolls out the red carpet at Paragon for the seventh edition of award-winning luxury timepiece showcase, Jewellery Time 2014. Come 26 September, Jewellery Time 2014 will present the largest and most prominent jewellery timepiece event in Southeast Asia, where leading watchmakers will unveil the most exquisite and intricate timepieces of the year.

Since its inception in 2000, the biennial luxury event has been inspiring guests and watch enthusiasts with bejewelled haute horology. From special cut diamonds to unique gemstones, watch connoisseurs can expect to find awe-inspiring collections of the latest haute joaillerie timepieces from 12 prestigious brands, namely Audemars Piguet, Blancpain, Bulgari, Cartier, Chopard, Corum, Ebel, Jaeger-LeCoultre, Omega, Piaget, Vacheron Constantin and Zenith.

In the past, the event has attracted watch aficionados from countries around the region, including China, Indonesia, Malaysia, Taiwan and Thailand. This underlines Jewellery Time's position as an established player in the luxury watch industry in Asia. Apart from receiving positive feedback from returning brands, the previous installations of Jewellery Time have also yielded success in terms of numbers, having met and exceeded expectations in sales and quality. Besides showcasing the most coveted timepiece collections, Jewellery Time has also been known to have star-studded VIPS grace the event, including screen goddesses Rosamund Kwan, Michelle Reis, Vicki Zhao and legendary singer Leon Lai.

"Jewellery Time is going from strength to strength, with its seventh edition launching this year. Remaining as the not-to-be-missed event for the industry, Jewellery Time 2014 will be featuring some extraordinary haute joaillerie timepieces that will allow watchmakers to showcase their jewellery-setting know-how. With a flourishing luxury market and growing appreciation for luxury watches, the event will definitely inspire more people to come and discover this one-of-a-kind universe – a combination of luxury, innovation and outstanding expertise," says Jeremy Lim, Chief Operating Officer of Cortina Watch. He continues, "The 10-day event is not necessarily aimed only at affluent consumers but also seeks to share haute horology with the general public."

Over the years, Jewellery Time has been befittingly feted in style and glamour. Deemed as Asia's most bejewelled house, Jewellery Time 2014 will open its doors exclusively in Singapore, offering guests and watch collectors the opportunity to appreciate fine craftsmanship and an experience of a lifetime.

### ABOUT CORTINA WATCH

42 years on since it was founded by Mr. Anthony Lim back in 1972, **Cortina Watch** is today an established player in the luxury watch retail and distribution industry in Asia carrying over 50 internationally renowned brands in its product range. High quality timepieces and personalized customer service is today synonymous with the Cortina Watch brand name, and has earned the Group a loyal base of customers, many of whom are repeat customers and referrals.

**Cortina Watch** currently operates 25 retail outlets across Asia - Singapore, Malaysia, Thailand, Hong Kong, Taiwan and Indonesia and boasts a strong and profitable distribution network covering primarily South East Asia and North East Asia. For more information on Cortina Watch, please visit [www.cortinawatch.com](http://www.cortinawatch.com).

*For more information on Jewellery Time 2014 by Cortina Watch, please contact Mercury PR:*

#### RACHEL VANESSA TAN

*PR Executive*

T. +65 6323 7073

M. +65 9159 3827

E. [rachel@mercurymc.com](mailto:rachel@mercurymc.com)

#### GILLIAN SHEN

*PR Executive*

T. +65 6299 9737

M. +65 9436 9437

E. [gillian@mercurymc.com](mailto:gillian@mercurymc.com)