



## FREDERIQUE CONSTANT GENEVE

Live your passion

### **Geneva- January, 2010**

**Launching Frédérique Constant Junior:** Why wait ? Give him his first Swiss Watch now. With personal engraving celebrating his first graduation. Design a Frédérique Constant Junior at [junior.frederique-constant.com](http://junior.frederique-constant.com).

Frédérique Constant is proud to announce the launch of a dedicated range of Swiss Timepieces for young gentleman 12-16 years of age. The collection is built around Automatic and Quartz movements. First introduction is a contemporary Automatic with a suggested retail price of Euro 550. "I am convinced that fathers would like to give their sons a watch beyond the plastic stuff that is on the market today", says Peter Stas, CEO of Frédérique Constant.

### **Personal Engraving**

Each Frédérique Constant Junior has a dedicated place on its case back for a personal message. Whether this is for an Anniversary, Bar Mitzvah, Commune or other, any message can be engraved.

### **[junior.frederique-constant.com](http://junior.frederique-constant.com)**

Via a new sophisticated website, juniors or their fathers can create an individualized Frédérique Constant Junior. The specially developed engraving module enables the online design of a personalized message, including the integration of various symbols and drawings. Thereafter, the watch with individualized engraving can be printed and saved for an order and production.

### **Father & Son Advertising**

To support Frédérique Constant Junior, the company will start a dedicated advertising campaign featuring Sebastian and Alex Schneiter. Sebastian Schneiter (14) is currently qualifying for the Youth Olympic Games, a fantastic event in Singapore in 2010. To succeed at such an event you need a real passion and the story behind such endeavour will be a great one!

### **Technical Specification**

Three main movements: Automatic, Chronograph Quartz, Day-Date Quartz. Case in three parts, diameter 38 mm, antireflective sapphire crystal, see-through caseback on the Automatic Junior Collection to show mechanical automatic movement. Silvered and black galvanised dials with applied indexes, super luminova on hour indexes on dial and on hands. Brown and black straps, as well as metal bracelet possible on all models.

*Live your Passion*

For more information, please do not hesitate to contact us:

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