



FREDERIQUE CONSTANT GENEVE

Live your passion

New "MAXIME MANUFACTURE LADY": a watch as technical as it is elegant...

Geneva, January 2010: Frédérique Constant is delighted to introduce its new Manufacture timepiece for women: the "Maxime Manufacture Lady". A watch as technical as it is elegant.

In 2004, Frédérique Constant joined the elite circle of Swiss watch brands that develop and produce their movements in-house. After the successful introduction of the iconic Heart Beat Manufacture, the innovative Geneva-based brand created the surprise of 2008 by presenting its first Tourbillon Manufacture movement.

Continuing down the road of developing Manufacture calibers, bringing the creation and production of the watch movements in-house, Frédérique Constant presented the new Maxime Manufacture Automatic range during BaselWorld 2009. A series of watches conceived in-house, with passion and eye-for-detail.

As a result of the fruitful marriage of technical excellence and outstanding contemporary design of the first Maxime, Frédérique Constant took the bold step of expanding the range with the Maxime Manufacture Lady, especially designed for the modern woman. Today's woman desires above all an elegance that demonstrates a return to real values, and Frédérique Constant is at the forefront of this movement. The new Maxime Manufacture Lady is a watch that will not just match, but surpass, their expectations.

With the FC-700 Manufacture automatic movement at its heart, the watch not only shows the time but also a date indicator at 6 o'clock. The 39mm case forms a harmonious mix of polished and brushed parts. It comes in several versions, including the use of rose gold bezel set with 52 diamonds. Using fine mother-of-pearl for the dial, the timepiece also has diamond indexes and a central finely decorated "sunray" guilloché pattern. A chic Galuchat strap completes the picture of elegance.

The Maxime Manufacture Lady, designed for women of tomorrow with yesterday's tradition.

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

Yasmina Pedrini: pedrini@frederique-constant.com

PR contact for the USA: Alexandra Tratallyay – The Promotion Factory NY:
alexandra@thepromofact.com