

Glam Rock

FOR IMMEDIATE RELEASE

Miami, FL: (March 1, 2010) Glam Rock launches a new watch collection that pushes the envelope in casual elegance: CRAZY SEXY COOL.

CRAZY SEXY COOL represents the intrigue and flamboyance of Miami. It is a crazy mix of precious stones and polycarbonate infused with sexy, audacious material based on a cool trend revival. As a brand aligned with the fashion world, Glam Rock selected Duramets as the primary material of the collection. It is an advanced metal particularly used in electronic product design. Timepieces across all categories are equipped with Swiss movements and stainless steel case back, crown and pushers for durability.

Exuberant models within the CRAZY and SEXY lines are offered in more traditional colors of black, white, or pastel pink and feature dials with diamonds or gemstones on the watch index. In the COOL line, shades such as violet, electric green or shocking pink with contrasting stitching place the aesthetic emphasis on striking and dynamic color. As with most innovative Glam Rock products, straps and case covers can be interchanged from other collections. The CRAZY SEXY COOL line retails from \$395 to \$1,995.

About GLAM ROCK

Enrico Margaritelli and Isabelle Maujean founded Glam Rock in 2005. The brand specializes in luxury timepieces and jewelry with unique, patented functionality and impeccable style. Chic and sophisticated, Glam Rock watches are all Swiss made, while the jewelry is handcrafted in Italy.

CSC press release



GR60100
CRAZY



GR60003
CRAZY



GR60002
CRAZY



GR61100
SEXY



GR61102
SEXY



GR61002
SEXY



GR62006
COOL



GR62103
COOL



GR62106
COOL

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Crazy GR60100 Sexy GR61102 Cool GR62006

MOVEMENT

QUARTZ SWISS MADE

FUNCTION

CHRONOGRAPH WITH DATE OR 3 HANDS WITH DATE

WATCH CASE

Ø 46 mm

CASE BACK

STAINLESS STEEL WITH 4 SCREWS

WATER RESISTANCE

10 ATM

MATERIAL

BLACK OR WHITE COMPOSITE MATERIAL

CASE COVER

METALLIC COLORED DURAMET WITH OR WITHOUT
DIAMONDS OR PINK CERAMIC

STRAP

SILICON WITH GLAM ROCK LOGO

DIAL

SILVER WITH OR WITHOUT WHITE DIAMONDS
AND SEMI PRECIOUS STONES

CRYSTAL

MINERAL SAPPHIRE COATED

BUCKLE

CLASSIC