



FOR IMMEDIATE RELEASE

GLAM ROCK BRINGS THE DRAMA OF HORSE RACING TO THE WRIST WITH ITS NEW COLLECTION

Miami, FL: (March 1, 2010) Glam Rock is capturing Miami's passion for horseracing in its new spring watch collection, GULFSTREAM. In keeping with its reputation for design innovation, Designer Enrico Margaritelli created a distinct, new timepiece shape that resembles the famous GULFSTREAM horseracing track located in Miami, "The City of Magic." Margaritelli says his new design is a "natural evolution from the original round shape of Glam Rock."

The GULFSTREAM collection equally focuses on utility and function this season. As experts in the watch industry, Glam Rock devoted special attention to determine how larger sized watch styles can maintain their designated position on the wrist and remain comfortable. To achieve this, Mr. Margaritelli conducted ergonomic research and developed precise proportions to follow the natural curve of the wrist, while maintaining a length that does not overextend or interrupt the balance.

GULFSTREAM is similar to its predecessor, the RACETRACK COLLECTION, with the quality and materials classic to Glam Rock: Swiss movements, 10ATM water resistance, tachymeter function and sapphire crystal. Case covers in GULFSTREAM models are made with ceramic or stainless steel for sportier models. A more elegant version of the style features Saffiano leather and diamonds on the dial. The GULFSTREAM line retails from \$1,200 to \$3,500.

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.

GULFSTREAM press release



GR70102
GULFSTREAM



GR70100D1
GULFSTREAM



GR70109D1
GULFSTREAM



GR70105
GULFSTREAM



GR70106
GULFSTREAM



GR70107
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Gulfstream GR70102

MOVEMENT

SWISS MADE

FUNCTION

CHRONOGRAPH WITH DATE

WATCH CASE

Ø 58 x 44 mm

CASE BACK

IP ROSE GOLD STAINLESS STEEL
WITH 6 SCREWS

WATER RESISTANCE

10 ATM

MATERIAL

IP ROSE GOLD STAINLESS STEEL MATTE FINISH

CASE COVER

GENUINE SAFFIANO LEATHER BLACK

STRAP

GENUINE SAFFIANO LEATHER BLACK

DIAL

BLACK WITH APPLIED INDEX AND
9 WHITE GENUINE DIAMONDS

CRYSTAL

SAPPHIRE

BUCKLE

CLASSIC



Gulfstream GR70105

MOVEMENT

QUARTZ SWISS MADE

FUNCTION

CHRONOGRAPH WITH DATE

WATCH CASE

Ø 58 x 44 mm

CASE BACK

IP BROWN STAINLESS STEEL
WITH 6 SCREWS

WATER RESISTANCE

10 ATM

MATERIAL

IP BROWN STAINLESS STEEL MATTE FINISH

TOP RING

WITH TACHYMETER FUNCTION

CASE COVER

IP SHINY BLACK STAINLESS STEEL

STRAP

GENUINE BROWN NAPPA LEATHER FRONT SIDE AND
ORANGE REVERSE, WITH 3 HOLES

DIAL

BLACK WITH APPLIED INDEX

CRYSTAL

SAPPHIRE

BUCKLE

CLASSIC



Gulfstream GR70100D1

MOVEMENT

SWISS MADE

FUNCTION

CHRONOGRAPH WITH DATE

WATCH CASE

Ø 58 x 44 mm

CASE BACK

IP ROSE GOLD STAINLESS STEEL
WITH 6 SCREWS

WATER RESISTANCE

10 ATM

MATERIAL

IP ROSE GOLD STAINLESS STEEL MATTE FINISH

CASE COVER

WHITE CERAMIC

STRAP

WHITE SILICON WITH GLAM ROCK LOGO AND STITCHING

DIAL

WHITE WITH APPLIED INDEX AND 9 GENUINE WHITE
DIAMONDS

CRYSTAL

SAPPHIRE

BUCKLE

CLASSIC

