



THE COUTURIER OF HORLOGERIE

FOR IMMEDIATE RELEASE

THE COLOR OF SPRING MEETS THE CRAFTSMANSHIP OF SMALTO

Miami, FL: (February 1, 2009) Just in time for Spring, Glam Rock Watches, the Couturier de Horlogerie, unveils its new SMALTO collection. As is tradition with the fine watch brand, SMALTO is once again just ahead of the latest trends in the fashion world with hand-finished, subtle colored accents on the interchangeable case covers of the watches.

With enamel looks set to make an appearance on everything from jewelry and belts to shoes and handbags, SMALTO allows consumers to capture the true color and spirit of Spring along with the exceptional quality and fashionable character that are hallmarks of the Glam Rock brand. The actual SMALTO collection involves a precision-cast mold with recessed areas designed to hold each color in a specific pattern. Each application of color must be done by hand, with painstaking attention to detail. "Italian artists would spend years learning to perfect the process," shares Enrico Margaritelli, CEO of Glam Rock. "Even though modern technology has made some aspects of the production faster, it still takes the hand and eye of a master craftsman to make it a reality."

Once regarded as an art and jewelry process reserved only for nobility, Glam Rock has re-imagined the style of yesterday's fashion to be contemporary and timeless. Available in both chronograph and three-hand timepieces the 2009 Smalto collection features gold or stainless-steel case covers accented with hand-inlaid swirls of color. As with all Glam Rock watches, the case covers are interchangeable with other case covers from the SMALTO collection or a number of other Glam Rock collections. The straps for the SMALTO collection come in a selection of black or white techno silk or a stainless-steel bracelet band.

About Glam Rock Watches

Founded in 2005, Glam Rock Watches specializes in luxury time timepieces with unique, patented functionality and impeccable style. Chic and sophisticated, Glam Rock Watches are all Swiss made. The fashionable straps and case covers are handcrafted from the highest-quality materials including titanium, 18-karat gold, diamonds, genuine leathers, exotic skins, and fabrics from France and Italy.

Smalto press RELEASE



GR10500
SMALTO



GR10501
SMALTO



GR10510
SMALTO



GR10511
SMALTO



GR40500
SMALTO



GR40501
SMALTO



GR40502
SMALTO



GR40503
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Smalto GR10510

MOVEMENT

QUARTZ RONDA SWISS MADE

FUNCTION

CHRONOGRAPH WITH DATE

WATCH CASE

Ø 46 mm

CASE BACK

IP ROSE GOLD STAINLESS STEEL
WITH 6 SCREWS

WATER RESISTANCE

10 ATM

MATERIAL

IP ROSE GOLD STAINLESS STEEL

CASE COVER

4 COLORS ENAMEL PINK
STAINLESS STEEL

STRAP

TECHNO SILK WHITE

DIAL

ENAMEL WHITE WITH 11 DIAMONDS
APPLIED INDEXES

CRYSTAL

MINERAL SAPPHIRE COATED

DIAMONDS

11 DIAMONDS 1 MM 0,055CT
G/H COLOR, SI

BUCKLE

CLASSIC





Smalto GR10511

MOVEMENT

QUARTZ RONDA SWISS MADE

FUNCTION

CHRONOGRAPH WITH DATE

WATCH CASE

Ø 46 mm

CASE BACK

STAINLESS STEEL WITH 6 SCREWS

WATER RESISTANCE

10 ATM

MATERIAL

STAINLESS STEEL

CASE COVER

4 COLORS ENAMEL PINK

STAINLESS STEEL

STRAP

STAINLESS STEEL BRACELET

DIAL

ENAMEL WHITE WITH 11

DIAMONDS APPLIED INDEXES

CRYSTAL

MINERAL SAPPHIRE COATED

DIAMONDS

Top Ring with 48 DIAMONDS 1,5 MM, 0,74

CT G/H COLOR, SI, DIAL WITH 11 DIAMONDS

1 MM, 0,055 CT G/H COLOR, S

BUCKLE

DEPLOYANT



Smalto GR10500

MOVEMENT

QUARTZ RONDA SWISS MADE

FUNCTION

HOURS, MINUTES & SMALL SECONDS

WATCH CASE

Ø 46 mm

CASE BACK

IP YELLOW GOLD STAINLESS STEEL
WITH 6 SCREWS

WATER RESISTANCE

10 ATM

MATERIAL

IP YELLOW GOLD STAINLESS STEEL

CASE COVER

4 COLORS ENAMEL GREEN STAINLESS
STEEL YELLOW GOLD IP

STRAP

TECHNO SILK WHITE

DIAL

ENAMEL WHITE WITH APPLIED INDEXES

CRYSTAL

MINERAL SAPPHIRE COATED

BUCKLE

CLASSIC