

BLANCPAIN VALENTINE'S DAY 2014 **Experiencing the power of discreet elegance**

Every year since 2001, Valentine's Day has marked a special rendezvous between Blancpain and women, for which the Manufacture annually introduces a watch featuring an unusual interpretation of love. The Valentine's Day 2014 model lives up to expectations in a charmingly subtle manner.

Reflecting the kind of feelings one prefers to privately relish rather than overtly flaunt, this three-hand watch exudes a discreetly seductive aura. The white mother-of-pearl dial features a motif composed of airy hearts – two engraved and a red transferred one – floating like dainty bubbles. It is delicately framed by an embroidery-like border. The passing of time is conveyed in keeping with the traditional design codes of the Manufacture: hour-markers at 12, 6 and 9 o'clock, interspersed with seven chatons and a date display at 3 o'clock. A row of diamonds on the bezel lends a precious touch, while the ballet of white gold hands further accentuates the feather-light overall impression. Thus exquisitely embellished, the model becomes a true piece of jewellery, a unique creation a woman will naturally wish to wear on her wrist day after day.

Celebrating women in harmony with Blancpain's vision also implies saluting their taste for mechanisms radiating a technical beauty of which they are also keenly aware. A forerunner in this domain, the Manufacture in Le Brassus has been offering ladies' watches exclusively driven by mechanical movements ever since 1930. The iconic Blancpain Calibre 1150 chosen for the 2014 Valentine's Day model is equipped with a silicon balance-spring that is non-magnetic and maintains a more constant rate over time.

Issued in a 99-piece limited edition, this 33 mm-diameter watch is fitted with a white leather strap highlighting the shimmering visual beauty of the dial. Delicately yours.