

ROMAIN JEROME

DNA OF FAMOUS LEGENDS

Romain Jerome honoured by India's prestigious Watch World Awards 2010 in the "Watch with most Innovative design" category

New Delhi: August 2010. At a glittering evening attended by watch devotees and graced with the presence of numerous celebrities, dignitaries and eminent watch industry personalities, Romain Jerome CEO Manuel Emch was delighted to receive the "Watch with most Innovative design award" for the Titanic-DNA Tourbillon Steampunk model.



Manuel Emch, CEO RJ alongside Ms. Ritu Beri, India's best-known designer and Raja Aditya Katoch from the Royal Family of Kangra.

Watch World, the leading Indian periodical for watch connoisseurs, in conjunction with its partners AU Finja and Relligare, has just held the first edition of Watch World Awards, the first ever such event to be instated in India – and one that looks set to become a key event in the international watch industry calendar.

The awards covered 11 product categories (including prizes for the best jewellery, sports, fashion and concept watches of the year) and 6 marketing categories, as well as the crowning "Watch of the Year" award. These accolades were officially presented in a ceremony accompanied by a stunning exhibition of exquisite watches, along with a special display of paintings and sculptures.

The 45 shortlisted entries were judged by a jury composed of experts including watchmaking authority Antoine Simonin and other worthy representatives of the fields of horology, fashion, aesthetics, design and marketing. The high-profile prize-giving evening was emceed by Bollywood actor and popular comedian Cyrus Sahukar. As Mr. Simonin so aptly put it: "The world market today is looking to India, and Watch World Awards is the first step towards putting India on the world map of horology."



Stand-out signature features for a larger than life model

The distinctive Romain Jerome model rewarded for its innovative design is the Tourbillon Steampunk watch, an exceptional timepiece featuring intensely accentuated physical characteristics including distinctive bolts, an anchor-shaped off-centred oscillating weight, 6-sided screws, Roman numerals, characteristic paws, a tourbillon, the collection's trademark rust, along with a number of springs and rivets. The bezel evokes the hull and boiler room of the famous ocean liner that inspired the brand's entire Titanic-DNA collection. The dial-free Tourbillon Steampunk proudly displays its personalised RJ 2 movement, while the signature transversal cross is symbolised on this model by four bolts (including two mounted on springs), vividly evoking watertight submarine hatches.

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