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COMPANY FILE

The Delma Watch Company Ltd. is a traditional Swiss Watch manufacturer and has been producing fine quality timepieces for more than 75 years in Lengnau, Switzerland, a renowned watchmaking area in the heart of Switzerland. Lengnau, a village with barely 5000 inhabitants in the Canton of Bern, was chosen as the location for the family business of Delma. Since its foundation in 1924 the company has been producing watches that do full justice to the expression Swiss Quality with added benefit of value for money pricing. Delma has also produced fine quality Swiss watches for other brand names, such as GUCCI, Bucherer Switzerland and Harrods branded watches for the famous London store. Thanks to an excellent price / performance ratio, a wide range of attractive models and an innovative marketing strategy, Delma now operates successfully in more than 80 countries around the world. Delma adds new designs to its collection each year and continues to win new customers by employing modern marketing methods. The Delma brand name is now present world-wide and is respected by the trade and highly valued by its consumers. With the added value of Swiss manufacturing, the price of a Delma Watch is highly competitive. Delma quality stands up to compete with the most famous Swiss Watch brands and that is why it has introduced the advertising slogan Quality made affordable. For the Christmas 2000 season, Delma introduced a very special promotional campaign, which combined a high quality Delma Swiss Watch, together with the exquisite "Delma French" perfume from Grasse, France, the world's leading source for quality fragrances. This marriage of beautiful lifestyle products is proving to be a great success with consumer's world-wide. We are sure that the Delma collection offers something for everyone with models starting from men's sport models with chronograph and multi-time zones up to an extremely elegant Lady's range which feature the Lady D collection and the fashionably square Carmen collection on a rubber strap. Delma Watches - outstanding quality, 100% Swiss made. Delma - a family company that is rich in tradition.

HISTORY DELMA

1924 The company Thuya was founded by A. & A. Gilomen in Lengnau 1952 Delma was used for the first time as brand for wristwatches 1966 The company was bought by Ulrich Wüthrich and his former partner 1987 Founding of Delma Far East as own distribution 1987 Founding of Delma USA Ltd. as own distribution 1999 75 years company anniversary 2000 Own perfume „Aqua di Delma“ 2001 Introduction of Gabriela Sabatini timepieces, made by Delma 2002 50 Years jubilee of the label Delma 2002 Integration of Delbana brand 2004 80 Years company anniversary 2007 Introduction of Lady D line with genuine diamonds 2008 Elvira Rahic, famous singer and Delma Ambassadors