

“Emotion”

A magical encounter

Emotion: the name is now out. The long-awaited first ladies' collection from **Louis Erard** has been launched. A magical encounter between today's active woman of distinguished elegance and fine, authentic mechanical workmanship.

The **Emotion's** pure lines marry perfectly with the dial, whose curves symbolise the movement, which, in turn, symbolises the modern woman, forever on the go and never looking back. Not for her the old prejudice that says women and mechanical watches do not go together. On the contrary! The Emotion collection is designed for women who love fine workmanship and are uncompromising about quality and respect for tradition. And who, for all that, are no less modern, active or feminine.

Both delicate and robust, the Emotion is offered in several variations. In white, it evokes purity; in brown or black, it takes on a more sophisticated character. The steel or rose gold case tones down or accentuates the lively guilloché work surrounding the round date window. Another version boasts no fewer than 64 diamonds, giving this beautifully balanced timepiece a touch of glamour.

There is little doubt that women will be enchanted by Louis Erard's magic. Emotion, seven letters that encapsulate the encounter between charm and fine mechanical workmanship

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Service de presse SUISSE : Darwel SA

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Montres Louis Erard SA

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www.louiserard.ch - E-mail : info@louiserard.ch

Emotion steel, with or without diamonds

Movement	mechanical automatic, ETA 2895-2	
Functions	hours, minutes, seconds and date	
Case	round case, stainless steel, diameter 36mm anti-reflective sapphire crystal onyx cabochon crown water-resistant to 50 meters	
Bezel	optionally set with 64 diamonds, 0.71 carat, Top Wesselton (F-G), clarity grade VS-SI, Ø 1.4 mm	
Dial	white (01) – black (02) – brown (03) silver hands and index hours and minutes centered large date aperture at 12 o'clock small second at 6 o'clock	
Strap	satin or leather white (01) – satin silver (01) - black (02) or brown (03) with stainless steel folding clasp	
Price in Swiss francs	steel	1'295.-
	steel with diamonds	2'695.-



92600AA03



92600SE03

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Emotion



92600AA01



92600SE01



92600AA02



92600SE02

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Emotion rose gold [18 ct] or rose gold with diamonds

Movement	mechanical automatic, ETA 2895-2	
Functions	hours, minutes, seconds and date	
Case	round, 18 ct rose gold, 35 gr diameter 36mm anti-reflective sapphire crystal onyx cabochon crown water-resistant to 50 meters	
Bezel	optionally set with 64 diamonds, 0.71 carat, Top Wesselton (F-G), clarity grade VS-SI, Ø 1.4 mm	
Dial	white (01) – black (02) – brown (03) silver hands and index hours and minutes centered large date aperture at 12 o'clock small second at 6 o'clock	
Strap	satin white (01) – satin silver (01) - black (02) or brown (03) with 18 ct rose gold buckle	
Price in Swiss francs	rose gold	4'595.-
	rose gold with diamonds	6'750.-



92600OR13



92600OS13

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Emotion



92600OR11



92600OS11



92600OR12



92600OS12

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