



Information for the press

Icelink watches put its name to a world-wide first.

## **Santa Claus becomes the exclusive ambassador of the Icelink brand.**

**Geneva, November 7, 2008. Once again the uninhibited spirit of the brand is going to enter into the history of upmarket watchmaking. Last week the Swiss brand, whose attitude remains nevertheless deeply Californian, signed an exclusive deal with Santa Claus.**

Starting this year Santa Claus will fly back and forth across the skies of the five continents with the 6Timezone Santa Snow on his wrist. Thanks to its five time zones he will be able to organise his rounds efficiently and be sure of never being late. Andy Sogoyan, founder and creator of the brand, said that he was especially proud of having succeeded in convincing this living myth: "Entrusting the task of transporting our image to the man who brings such happiness to people all over the world in less than 24 hours was a decision that just seemed to come naturally. Besides, he often comes to California after making his rounds to rest in the sun and go surfing. We met last year in Venice Beach."

### **Exclusive model, the 6Timezone Santa Snow.**

For the occasion Andy Sogoyan made all his creativity sparkle and was inspired by the festive colours of the Christmas season. Thus the 6Timezone Santa Snow makes an exception and replaces the diamonds that are so characteristic of the brand with rubies. It is totally natural that the first series of the 6Timezone Santa is part of the Snow collection. Who better than Santa Claus to parade around the world with this Icefuel© function and its dozens of diamonds which, like a light snow shower, announce the coming of the holidays?

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