

Tendence®

baselworld 2012

Tendence Swiss Made

Baselworld 2012 will see the launch of the brand new Tendence Swiss Made collection. Made up of a breath taking array of magnificent, Larger than Life timepieces, the Swiss Made collection embodies the unique way in which Tendence fuses innovative, contemporary design with traditional watch making techniques to produce phenomenal watches.

Twelve models will be launched, composed of six 3 Hands with Swiss Ronda movements calibre 715 and six Chronographs with Swiss Ronda movements calibre 5030. Each edition is constructed from a robust and weighty 50mm diameter full stainless steel (SS316L) case. Quintessentially Tendence, each edition has recessed lugs, a two piece dial construction and 3-D numbers, which are emphasised by the hardened domed glass. There is double case finishing on some of the models. Stylish 'Clous de Paris' detailing on the top ring and screw crown adds a further distinctive element to the collection and the luxurious handcrafted soft touch leather strap is the perfect finishing touch.

The Tendence Swiss Made collection is divided between sharp, cool, traditional monochrome colour choices, which complement the clean cut design of the watch and convey a distinct minimalist appeal, and bolder more daring colours with prominent flashes of yellow, orange or red featured on the quadrants. A variety of metallic finishes ranging from classic steel to PV Black or IP Rose Gold, adds to the distinct identity of each model.

Striking the perfect balance between sultry and understated elegance, the Black Chronograph edition has a black sun ray dial and PV black finishing which provides a contrasting and dramatically dark back drop against the prominent luminous white hands of the watch. Notably, the detailing is always carefully selected to complement the overall aesthetic of the watch without distracting from the design itself.



Technical Specifications

Full Stainless Steel (SS316L) Case || Screw Crown || 50 mm Diameter || 3H Swiss Ronda Movement Calibre 715
Chronograph Swiss Ronda Movement Calibre 5030 || Hardened Domed Mineral Glass Lens || Leather Strap
Water resistance: 100 Meters / 10 ATM

See more Images at www.tendencewatches.com/extra

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Company Information & History

Tendence designs and produces an impressive array of unforgettable, irreverent, larger than life timepieces which are immediately identifiable due to their striking contemporary aesthetic, size and unique case design complete with distinctive double dial construction and 3-D numbers, which are synonymous with Tendence.

Embodied in the innovative, dynamic design of every Tendence watch is the philosophy that each individual should express themselves freely and enjoy their own personal style, a philosophy which is also reflected by the wide range of collections available, each with its own novel appeal, providing the fundamental constituents of the larger than life phenomena which encompasses Tendence watches and affirms how Tendence creates trends, which others can only follow.

Founded in 2007 in Lugano, Switzerland when two people came up with the first ideas to create a watch like no other, Tendence watches are created using a wealth of craftsmanship expertise together with avant-garde technology, exquisite materials and a healthy dash of irreverent fun. The Tendence Team serves the worldwide markets from the head office in Lugano, Switzerland and the Tendence Asia branch in Hong Kong.

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