



FREDERIQUE CONSTANT
GENEVE

Live your passion

BASEL PRESS RELEASE



Frederique Constant pursues its in-house development and introduces a new Manufacture Slimline 50-hours Power Reserve range

Basel, March 21st, 2019 - Watches need power to run properly and keep the right time.

Frederique Constant is proud to add its 28th in-house caliber within its Manufacture collection innovating with an extraordinary 50-hours power reserve function in-house movement. The watch features hours, minutes and a date display at 6 o'clock.

This new complication has been built on the renowned FC-703 base where the Power Reserve module has been added to create the new FC-723 Manufacture automatic caliber.

The watch is available in four models and boasts a 40mm case either in stainless steel or in rose gold-plated stainless steel with different dial colors (silver, dark grey or navy blue), Roman numerals and sunray decoration with hand polished white or black hands. The whole is made complete with an elegant alligator strap with a deployant clasp.

The easy-to-read power reserve indicator is displayed at 10 o'clock on the dial with a red sector indicating that it's time to put the watch on, or wind it.

The result is a watch with a very classical look and a touch of asymmetry provided by the power reserve indicator, and is definitely the best quality-price power reserve function available on the Swiss made watch market.

True to its roots and values created by its founders, Peter and Aletta Stas, Frederique Constants is always pushing the boundaries to the limit in order to produce some of the finest mechanical and complicated timepieces at the most competitive prices propelling the Brand into a future of opportunities, a new era of exploring new technical innovations while upholding the Swiss excellence of watchmaking.



FREDERIQUE CONSTANT
GENEVE

Live your passion

About Frederique Constant

Frederique Constant is an established Swiss watch manufacturer based in Geneva, Switzerland, involved in all stages of watch production, from initial design, in-house development to final assembly and quality control. The brand produces 27 in-house calibers and is planning to expand its production capacity thanks to its new 3'000 square meter manufacture opening in the first semester of 2019.

The founders and couple Peter and Aletta Stas started the company back in 1988 with the vision of creating high-quality mechanical Swiss watches with a more accessible price-tag allowing more people enjoy luxury.

Frederique Constant is a precursor of Swiss made smartwatches when it introduced the first Horological Smartwatch in 2015, powered by MMT SwissConnect technology and entirely displayed with an analog dial, thereby creating an entirely new watch category in the Swiss watch industry.

In 2016 Frederique Constant has integrated Japanese Citizen Group where they saw the opportunity of Swiss-Japanese partnership to develop and market accessible luxury watches for the 21st century and beyond.

Follow us: www.frederique-constant.com



[Frederique Constant](#)



[FrederiqueConstant](#)



[Frédérique Constant Genève](#)

For further Press & Public Relations inquiries please contact Mrs. Maria Thalia Terezakis, Frédérique Constant International PR manager: mterezakis@frederique-constant.com