

# FREDERIQUE CONSTANT

## FREDERIQUE CONSTANT - Junior Ladies Collection

Swiss watch manufacturer Frédérique Constant is pleased to present the new Junior Ladies Collection, dedicated to young girls, and aged 12 to 16. After the confounding success of the Frédérique Constant Junior Collection© launched in 2010 and designed for boys, the Geneva-based brand has now developed the new accessory that every young girl dreams of. A genuine Swiss watch that resembles the design of her mother's Frederique Constant Delight timepiece. Thanks to the accessible positioning with an unrivaled price/quality ratio, young girls will be able to choose their first Swiss watch from three variations, all youthful and feminine.

Frédérique Constant Junior Ladies: Girls in the spotlight...

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The caseback of each Frederique Constant Junior Ladies watch has been designed to be able to engrave a personal message. Whatever the occasion: a birthday, a bat mitzvah or a communion, any message can be engraved.

With a delicately polished steel case of 26mm diameter, all models are fitted with a quartz movement and equipped with a choice of three sophisticated and finely detailed dials. Roman numerals surrounding a guilloché natural mother-of-pearl dial center for the most sober version; or applied steel indexes and diamonds around a hearts guilloché pattern on a natural mother-of-pearl dial center for the other two versions. All versions are available on a steel bracelet and a selection of colored satin straps.

In support of the introduction of the Frédérique Constant Junior Ladies range, the brand will launch a dedicated advertising campaign featuring the talented Alessia Lenders. Now 15 years of age, Alessia grew up in Paris, New York and London and perfectly embodies the values and aspirations of the Frédérique Constant brand. She has worked closely together with the Frederique Constant Communication Team to develop a beautiful campaign that will speak to Alessia's peers.

Without a doubt, this Spring, the new Junior Ladies Collection by Frederique Constant will become the 'It' accessory for refined and elegant young girls around the globe!

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### TECHNICAL INFORMATION

Case: Stainless steel case, convex sapphire crystal, case back screwed by 4 screws, crown set with a blue cabochon, diameter of 26mm, water-resistant to 3 ATM

Dial: FC-200M1ER6B - White dial & MOP decoration in the outerring, guilloché decoration in the centre. FC-200WA1ER6B - White dial & MOP decoration in the outerring, hearts Guilloché decoration in the centre, polished and hand-applied stainless steel indexes, arabic indexes. FC-200WHD1ER6B - White dial & MOP decoration in the outerring, hearts Guilloché decoration in the centre, polished and hand-applied stainless steel Roman indexes & 10 full-cut diamonds (0.10 carat), H color, VS clarity.

Strap: Stainless steel bracelet

Movement: FC-200 Quartz caliber

Other: Case back can be engraved for a personal message