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HISTORY

SULTANA has positioned itself as the specialist of elegant and stylish timepieces. Stylish interpretations and a classic charm have earned the Swiss brand huge respect. With each new creation, Sultana proves its perseverance and dedication to the never ending quest for perfection in every detail. SULTANA watches are an integral part of the Swiss watchmaking history. The SULTANA company was founded in 1937, in La Chaux-de-Fonds, by Mr. Paul Gaston Schwarz and the SULTANA brand name was first registered in Bern, Switzerland in 1955. Over the years SULTANA has been awarded a number of prizes at international events like the winning of the Grand Prix at the Internationale de Tessalonique in Greece in 1939. One of the first SULTANA models to be manufactured was a mechanical watch with a single movement that could simultaneously display two time zones. The dial included both Turkish and Arabic hour symbols. A magnifying glass on the date window located at 6 o'clock facilitates the reading of the date. The push-button located at 2 o'clock, beside the winding-crown, allowed for separate adjustment of the two sets of hands. This was indeed a strong reflection of the technical expertise at that time. Thanks to a new, dynamic and creative management, SULTANA products are set to conquer new markets. The classic and elegant designs, the uncompromising quality and the high degree of technical perfection all will ensure total satisfaction of any international clientele in search of authentic and timeless time pieces. SULTANA has been inspired by the myths and legends of Ancient Greece for the conception of its collections.

「時添雅」是一個典雅和時尚的品牌。大中華地區名震遐邇的「時添雅」腕錶，展示了瑞士錶永不過時的韻味。在「時添雅」腕錶上，我們可以感受到瑞士設計師，對工藝的堅持和執著，他們致力把每個細節達致完美。

享譽世界多年的「時添雅」手錶為瑞士鐘錶製造史締造了最重要的一頁。「時添雅」公司是在1937年於瑞士La Chaux-de-Fonds 由Paul Gaston Schwarz先生創辦。在1955年「時添雅」這品牌的名字，正式在瑞士伯恩註冊。「時添雅」成立以來獲得多項殊榮，其中包括1939年在希臘的 Internationale de Tessalonique 贏得 Grand Prix 大獎。於1960年「時添雅」首次推出多功能機械男裝錶，可同時顯示兩個不同時區的時間，在錶冠旁的2時位按鈕，可用來分別調校兩組行針。錶面以土耳其及阿拉伯數字作時間顯示，而在6時位更設有放大鏡，方便使用者觀看日期顯示。這標誌著它的精湛工藝，絕對是劃時代的佼佼者。在極具魄力及有創見的全新管理層帶領下，「時添雅」更決意邁向全新市場發展，以其經典瑰麗的設計、品質卓越的製作及高度完美的工藝，吸引世界每一位追求精密準確，設計永恆的手錶收藏家。「時添雅」使用了古希臘的神話及傳說的名字，作為其品牌系列的名稱。我們誠意邀請你用你的想像力，進入奧林巴斯山樂園，探索「時添雅」最新的腕錶系列。