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deLaCour
GENÈVE
SINCE TOMORROW

In the universe of prestigious timepieces, deLaCour stands apart as a unique and singular brand. Embracing all the prestige, precision and finesse synonymous with the Swiss standard of excellence in crafting luxury timepieces, deLaCour transcends classical convention with distinctive collections that offer singular statements of style for the confident individual. deLaCour was established to offer alternative and exclusive creations to the world of luxury timepieces; complicated movements that have been delicately and individually handcrafted for those who have a passion for state-of-the-art masterpieces, and a collection of distinct models to suit from the jet-set to the most meticulous timepiece avant-garde collector. With headquarters in Geneva, deLaCour has acquired a strong international presence within the world's most exclusive certified boutiques. In 2003, deLaCour unveiled their first collection at the luxurious watch and jewelry show in Basel, Switzerland. At the heart of this initial collection lay the Bichrono, a concept developed by Chief Designer, Pierre Koukjian. The groundbreaking style was an instant success with timepiece lovers. In November of 2003, just five months after its unveiling, the Bichrono timepiece was selected as a finalist at the Grand Prix de Genève. It was the first timepiece in history to possess a double automatic chronograph movement. In 2004, the Bichrono went to win the Unique Design Timepiece Award of the Year in Tokyo, Japan. Since then, deLaCour has created two world premiere complications, The Bitourbillon and The Birepetition. deLaCour finds its inspiration in an uncharted future and defines it with exceptional limited edition timepiece collections as a result of an independent, self-assured vision, not in response to fleeting fashion trends. Thus, deLaCour's award winning slogan, "Since Tomorrow" defines a notion of consistently forward-looking modernism, self-expression and refinement. Each and every deLaCour Collection is the result of an authentic and individual journey that the brand takes on without constraints. It is a pleasure to introduce deLaCour and let you experience the philosophy, 'Since Tomorrow' through our timepieces. deLaCour is a reflection of our time.