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**AZZARO**  
SWISS TIMEPIECES

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Sicilian designer Loris Azzaro founded his eponymous fashion house in Paris in 1962, and it was only a matter of a few years before he was dressing the elite of French society. He became a household name when, in 1968, Marisa Berenson was photographed for the cover of Elle magazine wearing his iconic 'three rings' dress. He has also dressed screen icons including Raquel Welch, Claudia Cardinale, Sophia Loren and Isabelle Adjani, while Liz Hurley and Nicole Kidman are both fans of his vintage dresses. In 1975, Azzaro created his first perfume for women, followed by a men's fragrance in 1978, with Loris Azzaro Timepieces introduced in 1985. Azzaro died in 2003, but today Swiss company Rama Watch SA (RSW) produces the watches that bear his name under license. True fashion accessories for the 21st century, Azzaro Timepieces offer a combination of contemporary design and traditional Swiss know-how. The watches are neo-classical in style, solid, Swiss-made and competitively priced, with collections such as the timeless New Legend and its 'three rings' symbol paying their own tribute to the genius fashion designer. The watches are aimed at both men and women, with dedicated collections for each. Men are particularly important to the brand with new models being introduced in the "sports classic" family. In an incredibly busy mid-range fashion watch sector, brands need to stand out from the crowd. Meanwhile, Azzaro is exhibiting its first mechanical watch at Baselworld 2014. RSW aims to follow the design directions set by Azzaro's top fashion designers to do just that, translating the directions of the maison into horological pieces.