

FRANCK MULLER

MANUFACTURE



The Franck Muller Group holds an exhibition at the Grimaldi Forum in Monaco from October 1st to 3rd 2010

In November 2009, the Franck Muller Group exemplified a magnificent presentation in Monaco for the first delivery of the Franck Muller Aeternitas Mega 4 – the most complicated wristwatch in the world - and this year will once again share their “savoir-faire” and creativity for connoisseurs and lovers of Haute Horlogerie alike.

Due to the accolades and great enthusiasm that Franck Muller received from not only its clients but also from the international press, the Group has decided to repeat the experience. The World Presentation of Haute Horlogerie & Jewellery will therefore open its doors from 1st to 3rd October, 2010, at the Grimaldi Forum’s magnificent Salon “Ravel”, in the heart of an exceptional destination that is the Principality of Monaco. Located at the edge of the Mediterranean, the Grimaldi Forum offers 35 000 m² of exhibition space, of fluidity and of creativity.

During three days the Franck Muller Group will offer professionals and amateurs a complete panoramic view of its 9 brands which includes: Franck Muller Watches & Jewellery, Pierre Kunz, ECW Alexis Barthelay, Rodolphe, Backes & Strauss, Martin Braun, Pierre Michel Golay and the Group’s newest brand: Smalto timepieces. The brands and collections will be generously exhibited in an area of 5000 m² in the salon “Ravel” at the Grimaldi Forum, each with a clear segmentation of its own unique brand presentation & images, specially arranged for the occasion with a refined architecture and decoration which highlights and personifies the desires of luxury.

The Group will unveil its brand novelties during this presentation and will once again illustrate its integrate knowledge of master watch making, complications and know-how through its Franck Muller, Pierre Michel Golay, Pierre Kunz, & Martin Braun brands. The Backes & Strauss, ECW, Barthelay, Rodolphe and Smalto brands will represent the more daring segment of prestigious, distinguished and fashion timepieces.

The exhibition will be crowned by the traditional Franck Muller Gala evening which will be held on Saturday October 2nd, 2010 in the wonderful glasshouse “la verrière” of the Grimaldi Forum and which will host more than 500 guests, international journalists and watch professionals who have a high passion for Haute Horlogerie.

Key Facts on Franck Muller:

Franck Muller was founded in 1992 by Haute Horlogerie specialist Vartan Sirmakes and by watchmaker Franck Muller, in less than 20 years it has become one of the most significant companies in the world of Haute Horlogerie. The key to the brand’s unique success, without exaggeration, is its ability to defy traditional watch making history and in addition, to create very sophisticated watches in terms of mechanisms, dressed in a revolutionary and absolutely contemporary design. Today, Franck Muller possesses 50 patents, 44 boutiques around the world and 7 production sites in Switzerland