



## Backes & Strauss at the World Presentation of Haute Horlogerie 2015

A DAZZLING ARRAY OF NEW TIMEPIECES FROM THE MASTERS OF DIAMONDS

Backes & Strauss is delighted to introduce a number of fresh and innovative additions to its line-up of diamond and gem-set watches at this year's World Presentation of Haute Horlogerie, comprising four remarkable new models in the Renaissance collection; a new member of the bespoke Piccadilly Princess line launched in 2014; the Duchess, a 21st-century take on the traditional, petite cocktail watch; a brilliant addition to the Victoria collection, inspired by 19<sup>th</sup> century jewellery designs; the bespoke Royal Jester extends its offering to include a 36 mm version at the centre of which shines the finest 0.80 carats DIF colourless diamond and last but by no means least, two very special unique pieces pushing the boundaries of its craftsmen further, the Royal ASHOKA® Empress, bringing William Goldberg's exceptional diamonds to the world of fine watchmaking and the Regent Beau Brummell Tourbillon Pocket Watch.





## **ABOUT BACKES & STRAUSS**

As the world's oldest diamond company (est. 1789), Backes & Strauss has constantly looked forward, pioneering new diamond cutting techniques and enthraling connoisseurs with its compelling designs.

Today, Backes & Strauss is part of the Franck Muller group. Backes & Strauss and the Franck Muller Group are masters of the art and science of their respective crafts. While Backes & Strauss is occupied with light and Franck Muller is concerned with time, both share a devotion to mathematical precision.

The result of this meeting of masters is a collection of timepieces so intricate, they are veritable masterpieces both inside and out.

## **CONTACT**

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*Masters of Diamonds since 1789*