



St-Imier, March 2025

## **Jewellery or watch? Both!**

**Featuring a fully mirrored dial embellished by the Pierre Balmain emblem, this piece adorns your wrist with elegance and subtle reflections. Its newly designed rubber straps, both colourful and finely crafted, add a touch of brilliance to every occasion.**

Inspired by French Haute Couture, this collection of five pieces fits perfectly into the Balmain universe. The dial, adorned with a mosaic of logos in a mirrored finish, proudly displays the letters 'PB' as a tribute to the Maison's creator, Pierre Balmain. These emblems gracefully extend onto the rubber strap, creating a refined visual harmony. The engraved bezel and the central clasp of the strap confirm its elegance and finesse.

With a quartz movement and the 'Swiss Made' label, this line guarantees reliable precision for everyday wear. Made with premium materials, it combines simplicity and distinction in all circumstances.

Day or night, this collection enhances your outfits with its colours and aesthetics. The Balmainia Bijou is sure to be the highlight of your look!

These five new models are available in the following variations:

- Fully coated in 2N yellow PVD
- Bicolour version in stainless steel and 2N yellow PVD
- Fully coated in 2N yellow PVD with a black rubber strap
- Fully coated in 2N yellow PVD with a blue-violet rubber strap
- Fully coated in 2N yellow PVD with a yellow rubber strap

### **Technical specifications**

- Movement: Swiss quartz ETA E63.031
- Cases: bicolour in stainless steel and 2N yellow PVD or fully 2N yellow PVD
- Dimensions: diameter 33.00 mm (40.50 mm with the central attachment) / thickness 6.25 mm
- Sapphire crystal
- Dial: golden mirror adorned with Pierre Balmain emblems
- Bracelets: *metals*: 316 L stainless steel, bicolour in steel and 2N yellow PVD / *rubber*: black, blue-violet and yellow
- Water resistance: 5 bar
- Recommended retail price: CHF 475.- to 525.-

# BALMAIN

swiss watches



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