

MAURICE LACROIX

Manufacture Horlogère Suisse



April 2022

MAURICE LACROIX AIKON QUARTZ – EVEN AN AIKON CAN BE IMPROVED

Since it was launched in 2016, the Maurice Lacroix AIKON Quartz has enjoyed much success. Inspired by the brand's Calypso model of the 90s, the AIKON Quartz gave rise to the AIKON Automatic and, thereafter, a plethora of additional variants encompassing different complications and materials.

Returning to where the icon story began, Maurice Lacroix has introduced a series of changes to the AIKON Quartz, delivering improvements to the specification of each reference.

Back in 2016, Maurice Lacroix revisited a former design of the 1990s, the Calypso. This latter model proved a fabulous source of inspiration for the brand's design team, culminating in the release of the AIKON Quartz. The styling of the model encompassed numerous rounded surfaces along with a modern interpretation of the Calypso's six claws positioned atop the bezel. Since its launch, the AIKON Quartz has proved a resounding success for the Jura-based firm.

Encouraged by its favourable reception, just two years later, the Maison launched the AIKON Automatic. Although there was still a family likeness, the self-winding model embraced straight lines, sharper angles and appeared more refined with its Clous de Paris dial. Furthermore, when the AIKON Automatic was unveiled it had a more contemporary feel than the AIKON Quartz.

In the spirit of continuous improvement, Maurice Lacroix has revisited the AIKON Quartz. Having amassed much experience since releasing the inaugural AIKON and listening to feedback from clients and retailers alike, the Jura-based brand has reappraised each constituent part of the sporty model. Every curve, facet, line and surface has been refined, culminating in a new, clean-cut appearance. Moreover, the specification of each reference has been upgraded, heightening the overall sense of luxury.

The AIKON Quartz is offered in two sizes 35mm or 40mm. All models are housed in a stainless steel case, save for a pair of two-tone models, both of which employ a combination of stainless steel and 4N PVD steel. Potential owners are indulged with a choice of rhodium or diamond-set indexes. The notion of elegance extends to the dial options available. These include elegant sunbrushed opaline dials in various hues or circular engraved mother-of-pearl dials which deliver a sense of pizzazz.

Another useful feature found on the latest AIKON Quartz models is the brand's Easy Strap Exchange system, allowing the wearer to remove the bracelet from their watch without the need for tools and swap it for an alternative in leather, metal or rubber. Quite simply, with the new AIKON Quartz, versatility is assured.

Despite the new AIKON Quartz benefiting from a significant uplift in quality, it remains accessible, perpetuating Maurice Lacroix's reputation for delivering high perceived value. The AIKON story began in 2016 and the model's success has become legendary, however, with the advent of this latest model, Maurice Lacroix has shown the rationale for continuous improvement. After all, even an AIKON can be improved.

YOUR TIME IS NOW WITH MAURICE LACROIX

For more than 40 years, Maurice Lacroix has demonstrated all of its watchmaking expertise, crafting watches within the brand's Manufacture in Saignelégier, Switzerland. Having won more than fifteen awards, the brand has demonstrated an innovative, avant-garde and perfectionist spirit over the years. Maurice Lacroix's culture is indeed to offer affordable watches, with iconic design and high perceived value. In 2016, Maurice Lacroix reinterpreted its iconic model of the 90s, the Calypso, releasing the AIKON. Modern and daring, the AIKON is made for a generation of Millennials who are connected, cosmopolitan and talented. This ambitious generation is setting out to conquer the world's cities, embracing their unique spirit. A constant source of inspiration for the Maurice Lacroix creative team, an active and urban brand, that thrives in the electric energy of these cities. With this in mind, Maurice Lacroix chooses to associate its image with a set of activities that allow consumers to experience the unique vitality of city life.

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