

MAURICE LACROIX

Manufacture Horlogère Suisse



LA VIE EN ROSE – AN **AIKON** FOR LADIES WHO VIEW LIFE DIFFERENTLY

Maurice Lacroix is pleased to unveil a new AIKON Automatic, perfectly fulfilling the requirements of today's modern women.

The contemporary AIKON Automatic is now available in a new 35mm case, designed to meet the needs of modern, ambitious women. Each watch is incredibly refined and imbued with the same impressive quality found on Maurice Lacroix's costlier 'Masterpiece' models. The AIKON 35mm is designed to reflect the personality of its owner. Indeed, with four variants to choose from, every lady can find her perfect model.

FEMININITY IS MANIFEST

Since its launch in 2016, the AIKON has proved an incredibly popular men's watch. However, while the AIKON 35mm shares some of the DNA with its masculine sibling, it has its own distinctive, feminine identity. From the outset the AIKON 35mm was designed for a female audience. Each dial is adorned with 8 square-set diamonds. Prospective purchasers can choose from two white mother of pearl dials, as well as blue Clous de Paris and black mother of pearl options. The case and bracelet are available in stainless steel or, for a touch of added luxury, a bi-coloured combination featuring silver and golden tones. The ergonomic design of the case and bracelet is intended to pamper the wearer's wrist, bestowing a high degree of wearer comfort. Close examination of the case reveals a tasteful interplay between polished and satin-finished surfaces. Maurice Lacroix has ensured that both finishes remain discrete, utilising the time-served skills synonymous with Swiss craftsmanship.

Lastly, each bracelet features the Maurice Lacroix Easy Change System, allowing the wearer to swap the bracelet for an alternative strap. No tools are needed to perform this task and a new look can be achieved in the blink of an eye.

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FROM THE CALYPSO TO THE AIKON

The AIKON 35 mm has evolved from the Maurice Lacroix Calypso, which, just like the AIKON, included quartz and automatic models for men and women. Since the introduction of the Calypso in the 1990s, the characteristics of this watch have developed over time, responding to prevailing trends. However, the timeless palette of colours remains unchanged with two-tone models and blue dial/steel case pairings remaining popular choices.

Much of the Calypso's DNA lives on within the new AIKON 35mm including: the integrated bracelet, water-resistant case, the six-arm bezel and the flat sapphire crystal. In 2016, Maurice Lacroix produced a contemporary reinterpretation of this iconic piece with the AIKON quartz. Two years later, an entire range of AIKON Automatic timepieces augmented the collection.

Now, in 2019, the AIKON 35 mm is unveiled, fulfilling the desires of women, courtesy of iconic design and Swiss craftsmanship.



1993



2016



2019

YOUR TIME IS NOW.



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