



PERRELET

1777

INVENTOR OF THE AUTOMATIC WATCH



NEW AMBASSADRESS FOR PERRELET

PERRELET IS TO ESCORT LUTRICIA MCNEAL IN THE WORLD OF POP AND R&B

A pop and R&B queen in association with a prestigious brand from the history of watchmaking. American Lutricia McNeal becomes the chosen ambassadress for Perrelet watches. The character and bewitching glamour of Perrelet's ladies collection caught the attention of the singer, who first came to Europe two decades ago. Since then, she has been developing her international career and Perrelet will be accompanying her on all her travels.

When talent was being handed out, Lutricia McNeal was blessed with an exceptional voice and a definite taste for beautiful things. As the seventh child of nine, she began singing in a gospel choir, in the church where her father was pastor. The desire to discover other countries brought her to Northern Europe and it was precisely during this trip that a fortuitous encounter propelled Lutricia to centre stage and turned her into the famous pop and R&B singer that she is today.

Caught up in this wave of popularity, Lutricia McNeal hardly has time to breathe. For several months, Perrelet has been accompanying her on her travels. Whether to rehearsals, shows, interviews or simply going about her life as a modern woman and mother of a family, Perrelet helps her through her busy timetable savouring every moment of her day. From the sensual enjoyment of early morning to the hectic hours of the evening concerts, Lutricia McNeal relies upon her precious timekeepers.

The story of a singer and a watch brand, which started with a present from a loved one, an original watch by Perrelet that succeeded in arousing the curiosity of Lutricia McNeal. True to herself and listening to her inner voice, in Perrelet, Lutricia finds this personality and precision, which reminds her of her own life and her search for perfection, always offering the best of herself to her public.

Lutricia has been able to arrange her time ideally and to offer us her new album this month, wearing Perrelet's automatic Moonphase model on her wrist.

For the world premiere launch of the new single "Same Same Same", she displays the new Perrelet model, Diamond Flower, dedicated to ladies in search of authenticity and precision. This is a veritable revolution, embodying jewellery aesthetics and mechanical watchmaking know-how, and through this model, Perrelet is reviving the savoir-faire of its creator, Abraham-Louis Perrelet, inventor of the automatic movement. The rotating Diamond Flower located the dial side is more than a decorative element. It also serves to wind the movement, in perfect harmony and synchronised with the main rotor, thus playing an essential role, as part of the winding mechanism.

Designed by a young Perrelet designer, the model is available in a bouquet of different combinations of colours, settings and materials.

We invite you to discover the collection at

www.perrelet.com

and to discover the artist at

www.lutricia.com