



EBEL WAVE Pink dial

THE EVOLUTION OF AN ICON CONTINUES EBEL INTRODUCES THE NEW WAVE LADY WITH PINK DIAL

Biel/Bienne, 18 August 2014/PR Newswire - EBEL is proud to introduce an exciting new style within its freshly reimagined Wave collection. Merging seamlessly into the modern's women's wardrobe, the collection's newest addition features an universally feminine shade of pink that will dominate international runways this fall. The pink galvanic dial is detailed with 8 glamorous diamond markers and 3 applied indexes and EBEL symbol at 12.00. The case and bracelet are crafted in alternating brushed and polished stainless steel for an elegant metallic finish.

“Since 1911 EBEL has dedicated their talents, passion and creativity to create distinctive and enduring watch designs,” said Mary Leach, Chief Marketing Officer, Movado Group, Inc. “The newly reimagined EBEL Wave Lady perfectly reflects the brand's ability to blend technical precision with an unmistakable sense of modern sophistication.”

Available fall 2014, the new Wave Lady artfully combines EBEL's rich heritage of fine watchmaking with contemporary trends. Featuring fluid lines, sensuous curves and on-trend pink dial, this chic new watch is designed for women desiring to make a fashion statement.

EBEL's success has been built upon the perfect fusion of technical excellence and a passion for aesthetically daring and timeless, distinctive design. The Wave reimagined is undeniable EBEL. A passion for innovation and excellence in watch design has always been at the heart of the EBEL brand. EBEL was founded by husband and wife Eugene Blum and Alice Levy, in La Chaux-de-Fonds, Switzerland in 1911. Since its inception, EBEL has remained true to their core values, manufacturing fine Swiss watches that marry technical expertise and distinctive style. Renowned today for its iconic bracelet design with signature wave-shaped links, EBEL continues to create timepieces that embody luxury and contemporary elegance with subtle, yet exquisite detail.

Movado Group, Inc. designs, manufactures, and distributes Movado, EBEL, Concord, HUGO BOSS, Lacoste, Juicy Couture, Tommy Hilfiger, and Scuderia Ferrari brand watches worldwide.

EBEL

Technical description

EBEL WAVE Lady – Ref. 1216217



Movement:

- Quartz Ronda 773

Case:

- Material: stainless steel
- Finish: alternating brushed/polished
- Crystal: sapphire antireflective underneath
- Dimensions: 30.00mm
- Thickness: 8.30mm
- Water-resistance: 50 meters

Dial:

- Pink galvanic dial with EBEL symbol at 12:00, 3 applied rhodium-plated indexes and 8 diamonds (0.052 cts)

Hands:

- Hour - Minute - Sweep seconds
- Domed, diamond-polished rhodium-plated hands
- Flat, diamond-polished rhodium-plated sweep seconds hand

Bracelet:

- Alternating brushed/polished stainless steel
- EBEL folding clasp