



Damoiselle D

— Le temps précieux —

La noblesse de cœur et les diamants sont éternels...

Noble hearts and diamonds are forever...

PRESS KIT



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History

Noble hearts and diamonds are forever...

This new independent brand is inspired by the muse of multi-faceted femininity and pervaded by graceful floral themes. The magnificence of nature has always stirred the hearts of romantics and poets, and continues to infuse the work of the artists behind the *Damoiselle D* collection.

This graceful new gem in the watchmaking crown stems from the initiative of Véronique Muller, a devotee of art and watchmaking who is fascinated by creativity and innovation which she sees as the most powerful means of sublimating feminine beauty. In conceiving the *Damoiselle D* models, Véronique Muller has drawn upon the experience and expertise of her husband Jean Muller, a designer and producer of jewellery and jewellery-watches.

After several years devoted to the demanding field of Haute Horlogerie, Véronique and Jean Muller, who share a number of passionate interests, have jointly forged a fresh tribute to “the eternal feminine”.

Each watch admirably combines French aesthetic creativity with time-honoured Swiss artistic crafts. The watches are assembled and tested in Switzerland for precision and water resistance, entirely in harmony with the demands of the “Swiss made” label which is synonymous with technical and aesthetic quality.

In keeping with the finest Haute Horlogerie traditions, this brand achieves a delicate balance between hand craftsmanship and industrial innovation, while associating this technical mastery with an exquisitely feminine jewellery touch.

These jewellery watches are intended for passionate, seductive, contemporary, independent, daring, demanding and loving women with a zest for living and a definite sense of the precious nature of time.

Brand environment

After 15 thrilling years in the field of Haute Horlogerie, Véronique Muller felt the need to enrich her experience by specialised university studies in the area of the preservation and development of our cultural heritage.

The idea of building bridges between the past and present by handing down artistic crafts is particularly important to her, since creating her jewellery watches or jewellery implies mastery of cutting-edge technologies while maintaining a hand-crafted, poetic and infinitely precious approach.

In creating *Damoiselle D*, she is able to express and give life to the finest values embodied in her favourite fields of interest. The mingling of these twin inspirations from the fields of culture and craftsmanship is echoed in the brand logo: the delicate bird cage. The finesse of the cage symbolises a jewel case that preserves and keeps graceful watch over the gem, while also serving as a protective cocoon.

A single look at this subtle graphic design, inspired by the work of Su-Mei Tse, laureate of the prestigious prize of the Prince Pierre of Monaco Foundation in 2009, immediately sparks profound reflection on life, on hopes and dreams, on freedom...

The name *Damoiselle D* and its French signature "Le temps précieux" (precious time) evokes the noble young women (or "damsels" as they were known in English) of yesteryear and their privileged, exclusive universe, as well as the gentle flow of time, a desire to hand down values and humankind's tireless quest for eternity.

This exceptional brand exclusively dedicated to women comprises a collection of jewellery watches with matching rings, necklaces and earrings all sharing a common denominator: the magic of diamonds.

Because noble hearts and diamonds are
forever...

Jewellery and watchmaking skills

An acknowledged talent for design and development

Jean Muller, a designer by training (world renowned "Beaux-Arts" French school of fine arts), has acquired a number of valuable assets: artistic and industrial training and education, a thorough knowledge of gemmology, and well-established experience in the field of watchmaking.

In the 1980s he launched the Bugatti watch line and handled this bold project in an entirely independent manner, from design through to the international distribution of the collections.

Over the past 15 years, Jean Muller has discreetly cooperated with the greatest names in Swiss watchmaking and French jewellery-making who can testify to his know-how, including Chopard, Girard-Perregaux, Guy Ellia, Leviev, Richard Mille, TAG Heuer and Graham-London, to name but a few.

Production blending the best of tradition and technology

The company workshop located since 1989 at the heart of the European Microtechnologies Center in Besançon, France (just across the border from Switzerland), specialises in the production of watches and jewellery developed for the most prestigious brands.

It is equipped with both traditional watchmaking and jewellery tools and cutting-edge technologies. Its flexibility enables it to meet clients' demands for one-of-a-kind models, as well as limited or medium-sized series.

Jewellery creativity

This activity calls for a broad range of talents: a sense of shapes and volumes, as well as a knowledge of drawing, arts and gemmology, technical mastery.

The Atelier Muller draws upon the finest talents stemming from the most demanding training backgrounds, thereby guaranteeing the excellence of each step in production and finishing. Patience, meticulous care, dexterity and creativity ensure high-quality work performed by in-house gem-setters, including invisible, closed, grain, claw, rail and snow setting techniques.

Watchmaking expertise

The Atelier Muller in Le Locle (Switzerland) offers a range of services encompassing decoration, engraving, as well as assembly of movements and "complications".

The watches are certified "Swiss made" in compliance with the criteria of this world-renowned label.

National and international recognition

The company has been honoured by a number of distinctions, including:

- **INPI Innovation Trophy**, from the French National Intellectual Property Institute, in 2000
- **Golden Micron** at the Micronora international microtechnologies trade fair, in 2000
- **Third Prize in the Deloitte Technology Fast 50** award programme, in 2005
- **Prix Gazelle 2005** from the French Ministry for SMEs, trades, crafts and liberal professions.

In early 2011, the Atelier Muller will file its candidacy for the "Entreprise du Patrimoine Vivant" (Living Heritage Company) put in place by the French Ministry of the Economy, Industry and Employment to reward French firms for the excellence of their traditional and industrial skills.

<http://www.patrimoine-vivant.com>

Collection

In early 2011, several different original and daring watch and jewellery lines will be presented. For the time being, the brand is unveiling only its initial floral-inspired watches.

DAMOISELLE ROSA



"A single rose can be my garden"
(Leo F. Buscaglia, 1924-1988)

DAMOISELLE CAPUCINE



"Love always finds a home in a noble heart"
(Guido Guinizelli, 1230-1276)

DAMOISELLE ROSA

From East to West, the rose embodies powerful symbolism that pervades our daily life, our imagination and even our remedies. It reigns supreme over hearts and minds. Its name comes from the Latin word "rosa" with a semantic root meaning "morning dew", and it undeniably represents regeneration. In Ancient Greece, roses were dedicated to Aphrodite, a goddess of sublime beauty symbolising Fertility, as well as to Athena, goddess of Reason and Wisdom.

The rose inspires intimate thoughts and great writings. It has now led to the creation of "Damoiselle Rosa", a jewellery collection distinguished by extraordinarily slender, pure and timeless lines. These exquisite models are a vibrant tribute to dazzling precious stones and ornamental gems such as turquoise, coral onyx and white agate, renowned for their beauty and their symbolism. They also pay homage to the nobility of solid gold.

Damoiselle Rosa whispers its message of incomparable harmony through its eight graceful petals – a number symbolising happiness, luck and prosperity in many different cultures.

Gracefully accompanying women's noblest gestures, Damoiselle Rosa will bloom and reveal its fascinating splendours.



Watch in white gold with snow setting diamonds

Actual size

DAMOISELLE CAPUCINE

In the universal language of flower, *capucines* (white nasturtiums) express “extremely pure and noble feelings for the loved one”. This flower originally from Peru appeared in France in the 16th century, and Louis XIV is believed to have offered the first bouquet of nasturtiums to Madame de Maintenon.

A “watch flower” featuring refined and contemporary lines, “Damoiselle Capucine” conceals its crown so as to ensure that nothing disturbs its soft bloom. Its eight delightful petals highlight the fiery radiance of eternal diamonds. In many cultures, the figure “8” is a symbol of happiness, luck and prosperity.

Damoiselle Capucine will be the faithful confidante of its queen of heart, while keeping careful watch over her secret garden. A magnificent ruby or sapphires or a rare emerald adorning the rotating motif with eight petals will discreetly indicate precious trysts synonymous with love, hope, friendship... or quite simply with happiness.

By gracefully accompanying noble hearts, Damoiselle Capucine will reveal the purest feelings.



Watch in white gold with snow setting diamonds

Actual size

www.damoiselle-d.com



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DAMOISELLE D • Véronique MULLER • Mobile : +33 (0)668 342 304 • vmuller@damoiselle-d.com • www.damoiselle-d.com
MULLER Joaillerie-Horlogerie • 20 rue Francis Clerc • 25000 BESANÇON • FRANCE • TEL. +33 (0)381 480 572 • FAX +33 (0)381 527 378 • www.jean-muller.com