



Damoiselle D

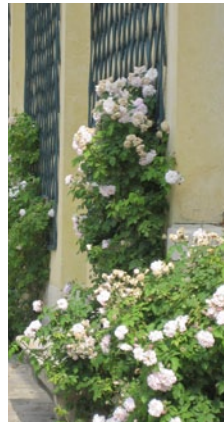
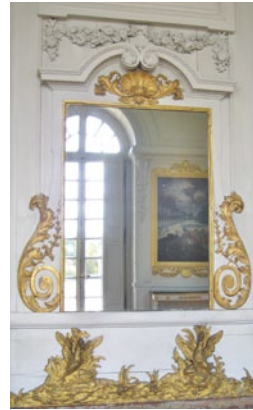
— Le temps précieux —

Noble hearts and diamonds are forever...



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French creativity, design flair and Haute Horlogerie

France is endowed with a richly diversified cultural and artistic history that has endured and evolved throughout its history.

Louis XIV (1638-1715) had decreed that the decorative arts were one of the means of maintaining French prestige abroad. The decoration of Swiss watches was strongly influenced by the various artistic movements (rococo and neo-classical) that blossomed during the reign of Louis XV. Enamel-painted watch cases, which became a recognised Geneva speciality, were inspired by the works of various French painters such as Fragonard, Watteau, Boucher and Van Loo.

The French decorative arts, now synonymous with elegance, refinement, and excellence, have profoundly influenced the history of international design over the centuries.

In the early 20th century, jewellers and watchmakers transformed watches into works of art thanks to design. This approach enabled the creation of a specific identity and style inherent to each individual artist and each House.

In the 21st century, French creative talents are perpetuating this innovative spirit through inventive design, while reinterpreting shapes in a delicate, eminently poetic manner.

This artistic sensibility finds even more graceful expression thanks to technological breakthroughs that enable designers to take their creativity to its ultimate limits.



Once upon a time, *Damoiselle D...*

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 creating *Damoiselle D*, she is able to express and give life to the finest values embodied in her favourite fields of interest.

The name *Damoiselle D* and its 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.

In launching her *Damoiselle D* watch and jewellery models, Véronique Muller shares her creativity with her husband Jean Muller, a watch and jewellery designer.

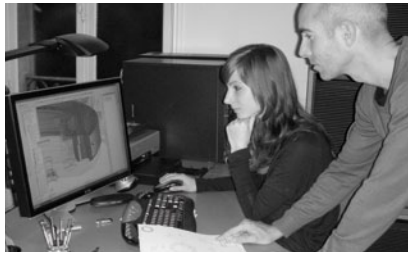
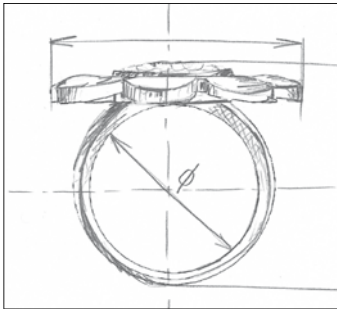
Their respective careers in the field of watchmaking have given them a keen awareness of the desires, needs and values required to establish a relationship of mutual trust with their exclusive clientele.

They share a number of passions, and are now jointly dedicated to nurturing *Damoiselle D*.

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

Personalised production (one-of-a-kind creations and limited series), combined with highly selective distribution, guarantees an extremely high level of exclusivity.

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.



National and international recognition in the fields of Design, Conception and Production

- **INPI Innovation Trophy** from the French National Intellectual property Institute in 2000
- **Golden Micron** at the Micronora international microtechnologies trade fair in 2000
- **Deloitte Technology Fast 50 award programme** in 2005; Third Prize
- **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

Skills and expertise

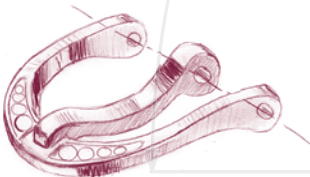
The designer Jean Muller naturally approaches this theme in an emotional and fanciful manner. The ideas suggested by his wife Véronique take shape as if by magic. The very first sketches reveal the makings of an extremely pure, feminine and mischievously playful line.

This passionate and sincere man of taste, who is fascinated by curves, breathes vibrant life into all his works. His Beaux-Arts School (school of Fine Arts) studies and his watch industry experience have enabled him to master the intricacies of this complex field.

Dreams began to take delicate shape, associating the precious glow of gold, the timeless sparkle of diamonds, infinitely majestic curves, refinement, and a wealth of meticulous details, while preserving the comfortable feel, hand-crafted perfection and technical sophistication of these precious jewellery creations.

Engineers translate the sketches into 3D models, and each of the various professions contributes to giving life to these aesthetic and technical representations. The resulting “sculptures” are infused with authentic emotional appeal.

This three-fold expertise in design, conception and production results in superlative creative freedom that is entirely dedicated to serving customers.





Collection

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 and striking a hand-crafted, poetic note.

Damoiselle O

Watches 12

Damoiselle Rosa

Watches 14

Damoiselle Capucine

Watches 18

Rings 20

Damoiselle O

"It is simple elegance that attracts us."

(Ovid, 43 BC – 17 AD)

This timeless watch embodies the universal values of femininity and renewal. Nothing in the universe is fixed or immobile. Various heavenly bodies are attracted to their respective planets and describe pure and perfect elliptical shapes as they orbit around them, just as the Earth turns around the Sun.

This elegant watch adorned with magnificent diamonds celebrates the union of aesthetic perfection and classical refinement.

*Watch in 18K gold set with VVS/F-G brilliant-cut diamonds
Dial set with 66 VVS/F-G brilliant-cut diamonds (0.46 cts),
as well as 4 VVS/F-G diamond hour-markers (0.035 cts)
18K gold buckle set with 8 brilliant-cut diamonds (0.035 ct) VVS/F-G
Black satin strap with leather lining
Watch dimension: height 29 mm, width 23 mm
Swiss movement: electronic time setting ETA E01.701 (h, min)
Water resistance: 3 atm
Materials available: 18k white gold, 18K pink gold or 18K yellow gold
Indicated gold weight: 20 g*



M00G1A
189 diamonds
1.42 carats



M00R1C
84 diamonds
0.71 carat



M00G1C
84 diamonds
0.71 carat

Damoiselle Rosa

"A single rose can be my garden."

(Leo F. Buscaglia, 1924-1988)

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.

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, *Lady Rosa* will bloom and reveal its fascinating splendours.

Watch in 18K gold set with VVS/F-G brilliant-cut diamonds
Dial set with 66 VVS/F-G brilliant-cut diamonds (0.46 cts)
18K gold buckle set with 8 brilliant-cut diamonds (0.035 ct) VVS/F-G
Black satin strap leather lining
Diameter: 30 mm
Swiss movement: electronic time setting ETA E01.701 (h, min)
Water resistance: 3 atm
Materials available: 18k white gold, 18K pink gold or 18K yellow gold
Indicated gold weight: 16 g



MR0G1A
192 diamonds
1.34 carats



MR0G1B
46 diamonds
0.32 carat



MR0R1B
46 diamonds
0.32 carat



MR1R1A
184 diamonds - 1.29 carats
Coral



MR1R1B
118 diamonds - 0.82 carat
Turquoise



MR1G1B
118 diamonds - 0.82 carat
Onyx



MR1G1A
184 diamonds - 1.29 carats
Agate



Damoiselle Capucine

"Love always finds a home in a noble heart."

(Guido Guinizelli, 1230-1276)

Damoiselle Capucine will be the faithful confidante of its queen of hearts, 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 18K gold set with VVS/F-G brilliant-cut diamonds
Dial set with 66 VVS/F-G brilliant-cut diamonds (0.46 cts)
18K gold buckle set with 8 brilliant-cut diamonds (0.035 ct) VVS/F-G
Black satin strap leather lining
Diameter: 35 mm
Swiss movement: electronic time setting ETA E01.701 (h, min)
Water resistance: 3 atm
Materials available: 18k white gold, 18K pink gold or 18K yellow gold
Indicated gold weight: 26 g



MC0G1A
290 diamonds
2.79 carats



MC0G1B
176 diamonds
1.10 carats



MC0R1B
176 diamonds - 1.10 carats
1 pink sapphire - 0.03 carat

Jewellery *Damoiselle Capucine*

Ring in 18K gold set with VS/F-G diamonds

Diameter: 25.50 mm

Materials available: 18k white gold, 18K pink gold or 18K yellow gold

Indicated gold weight: 13 g





BC1GD
81 diamonds - 0.48 carat
19 sapphires - 0.9 carat



BC0GA
105 diamonds
1.58 carats



BCORD
100 diamonds
1.17 carats



BCORA
105 diamonds
1.58 carats

Notes and recommendations

Watches and jewelry are covered by a 24 month manufacturer international guarantee starting from the date of purchase.

SATIN STRAPS

Natural and synthetic fibres are combined to achieve a silky sheen and resistance to wear.

The brand-colour leather lining has a hand-turned edge finish.

LEATHER STRAPS

An assortment of fine leather straps will be proposed by our sales department upon request.

DIAMONDS

In accordance with UN resolutions, our diamonds are purchased from legitimate sources not involved in funding conflict(s). This is duly certified in the documents provided by the supplier of the diamonds.

MOVEMENTS

All ETA movements meet high standards of accuracy and reliability. ETA was founded in 1793 and is headquartered in Grenchen (CH).

PRECIOUS METAL

Swiss precious metal control (a department of the Swiss Customs Administration)



COMMON CONTROL MARK



Swiss hallmarks

French precious metal control (a department of the Ministry of Economy and Finance)



French hallmarks on jewellery

MULLER sarl is an hallmark accredited company and is therefore authorized to affix the French government official hallmarks on its products.



The Muller company hallmark

Watches and jewellery products feature another hallmark: the Master-Craftsmen hallmark that is specific to the Muller company.



www.damoiselle-d.com



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