

Valentine's Day 2021: a declaration of eternity

Just as it has been each year since 2001, February 14th is the perfect occasion for a special encounter between Blancpain and women. For its 21st Valentine's Day special series, the Manufacture thus offers a heavenly interpretation of its Villeret Women Date model in a 28-piece limited edition.

Dedicated to celebrating lovers, this new model is all about airy lightness. The white mother-of-pearl dial is an invitation to soar above the clouds, where Cupid playfully hides from the gaze of those he has struck with his arrow. The source of every desire is symbolised by the seconds hand, sweeping a crimson-red heart matching the watch's alligator leather strap along in its dance. The openworked hour and minute hands accentuate the refinement of this timepiece, enhanced by the precious touches of a diamond-set chapter ring and bezel.

Blancpain sees women as both muses and captains. The Manufacture draws inspiration from their inherent delicacy to compose soft and sparkling creations, piloted by mechanisms reflecting the boldness of their nature. The very soul of this lyrical watch, housed in a 33.2 mm red gold case, resides in a self-winding *Haute Horlogerie* movement: Blancpain calibre 1151. Derived from the famous 1150, it is endowed with a silicon balance-spring and a four-day power reserve, as well as a date display. Because beauty is first and foremost an inner quality, a sapphire caseback reveals the finely decorated intricate workings that voluptuously mark off time.

The magical ties between Blancpain and women have been faithfully woven since 1930, when the Maison created the first self-winding ladies' wristwatch. This fusional relationship was further consolidated three years later when a woman, Betty Fiechter, took the helm of the company, thus becoming the first to head a watchmaking Manufacture. The ensuing years saw a succession of feminine horological creations representing open declarations of Blancpain's love for women.

The "Valentine's Day 2021" watch is a new token of eternity. The understated elegance of its design, reflecting the very essence of Blancpain style, ensures that this gem-set timepiece joins the ranks of truly ageless models. The temptation to offer such a priceless gift to the love of your life is all the greater in that this model comes in a limited edition of just 28.