

A rainbow shines over the Ladybird Colors collection

Blancpain is ushering in a colourful summer. Following the introduction of the Ladybird Colors collection in the spring, the Manufacture has now adopted the entire spectrum of hues on a timepiece with colourful hour-markers, and straps that can be swapped to suit the wearer’s mood and personality.

The Ladybird Colors collection dips stylishly into summer with its new feminine model. Like a peacock fanning its tail, this latest arrival draws the eye with its combination of bright and vibrant shades, both on its dial and quick-change straps.

With a small-seconds subdial asymmetrically positioned in its lower half striking a harmonious balance with the larger-sized hour-markers in its upper half, the dial on this model showcases exceptional expertise. It is fashioned from a pure, radiant, superior-quality mother-of-pearl found only in minuscule quantities. In the light, this iridescent material creates unique depth and contrast, adding to the 70 diamonds adorning the dial, which bring extra radiance to the piece.

The twelve hour-markers in rainbow colours printed on the mother-of-pearl also require meticulous craftsmanship and patience. Each of the shades has to be printed at least five times to give them greater depth. The process is even more demanding in that it takes keen discernment to assess the time necessary for the ink to dry between each application. This rich and colourful palette is complemented by a set of five alligator-leather straps in shades with names that evoke the joys of summer: lemon-sorbet yellow, raspberry pink, apple green, midnight blue and white. Each strap is equipped with a delicately concealed quick-change system and either a pin buckle or folding clasp, depending on the wearer’s choice.

Housed in an 18-carat white-gold case measuring 34.9 mm and set with 59 diamonds, representing a total of 2 carats in this part alone, the Ladybird Colors is powered by the 1163 automatic movement. Featuring a 100-hour power reserve and a silicon hairspring, this timepiece delivers both comfort and precision – two essential factors for long summer days – not to mention water resistance of 3 bar (around 30 meters), making it the perfect companion for a swim at sunset. With a sapphire crystal case back revealing a delicate, decorated movement, this new Ladybird Colors with its resolutely colourful and summery style makes no compromise between design and technical performance.

About the Ladybird collection

The Ladybird collection reflects the pioneering role Blancpain has played in the history of feminine watches. From the first automatic ladies’ wristwatch in 1930 to the smallest mechanical movement several decades ago and on to the sophisticated modern-day design, the Ladybird collection embodies Blancpain’s passion for the extraordinary.

The history of Blancpain ladies’ watches is inextricably bound up with the determination of Betty Fiechter, who became the first woman to head a watch Maison at the beginning of the 1930s. Her intelligence and visionary spirit paved the way for the Brand’s jewellery watches and forged its international renown.