

## **Blancpain’s Valentine's Tradition Comes Alive In Ladybird Colors**

**For more than two decades Blancpain’s watchmakers have created a special timepiece for Valentine's Day. For 2024 the inspiration comes from the Ladybird Colors line. With its vibrant red color palette, heart motifs and brilliant diamonds, this special edition is a perfect expression of Valentine traditions.**

The Ladybird Colors line is home to the most recent members of the women’s timepiece collection with, as the name suggests, a broad and rich color palette. For Valentine's Day, Ladybird Colors glows red. Its dial fashioned from an exclusive variety of mother of pearl features red roman numerals to which extra visual depth is given by a time-consuming process that requires five separate applications of color. All of the Ladybird Colors dials showcase a fine gold ring at 6 o'clock, set by hand with graduated diamonds. For the Valentine's edition, the lower portion of the diamond set ring has been given the shape of a heart. Cupid’s arrow adds to the Valentine's theme as it forms the large seconds hand, carrying a small red heart and a feather-shaped counterweight.

The movement is Blancpain’s in-house 1153 automatic winding caliber beating at 3 Hz. The movement’s two mainspring barrels ensure that the watch will achieve a four-day power reserve. The white gold winding rotor has been open worked with a heart motif, which is visible through the sapphire case back.

The 34.9 mm case is carried out in white gold with hand set diamonds upon the bezel and lugs. More than 2 carats of diamonds have been bestowed upon the bezel, lugs, dial and buckle.

This special edition Valentines Day 2024 is limited to but 99 examples.

### **About the Ladybird collection**

The word “Ladybird” has roots spanning nearly seven decades at Blancpain beginning when then CEO Betty Fiechter introduced the world’s smallest round feminine timepiece romantically bearing that name. That timepiece was a springboard that established Blancpain’s pre-eminence in the world of women’s watches with such notable triumphs as Marilyn Monroe’s diamond encrusted Blancpain.