

## Ladybird Colors presents its sparkling new faces

**Blancpain is delighted to unveil its new Ladybird Colors timepieces at the height of summer. While a new coral blue shade complements the range of monochrome watches featuring the Brand's distinguished face, the version with multicoloured numerals proudly displays the moon phase for the first time and is paired with a vibrant array of interchangeable straps to suit every mood and look.**

Blancpain is celebrating summer by putting women in the spotlight! Two colourful and lively new timepieces, each exuding sparkling personalities have been added to the Ladybird Colors collection. In a new coral blue shade evoking a radiant blue summer sky, the single-colour model brings a fresh, dynamic touch to the sunny season while the bold multicoloured numerals version is adorned with the exquisite face of Blancpain's instantly recognisable feminine moon phase.

The dials of these models showcase expert craftsmanship with their playful use of proportions and textures. The Roman numerals vary in size, with those prominently displayed at the top becoming more subtle toward the bottom, creating a gradual and aesthetically pleasing transition. Each numeral also undergoes a five-phase colouring process to achieve its deep, vibrant hues.

To counterbalance their subtle asymmetry, the feminine moon phase graces the dial at 6 o'clock, appearing to float on a textured mother-of-pearl setting, with unique luminosity, depth, and contrasts offered by this carefully selected material. Framed by a 34.90 mm 18-carat white gold case set with 59 diamonds, the dial is also brimming with 70 brilliant-cut diamonds hand-set in two circles, adding extra sparkle and captivating light. The gems adorning the crown and buckle bring the total carat weight to over 2 cts, resulting in a well-balanced timepiece with a warm, friendly face inviting the gaze to linger on its dainty features.

The leather straps of these new Ladybird Colors timepieces add an extra touch of pizzazz: while a bright blue version enlivens the strap with matching numerals, the timepiece with the multicoloured numerals is accompanied by a set of five interchangeable straps in several colours (pink, blue, green, yellow and white). These straps are fitted with a pin buckle or folding clasp enabling quick, easy, tool-free changes, adapting in the blink of an eye to the mood of the moment.

These exquisite new additions to the Ladybird Colors collection refuse to choose between femininity and technicality.

### **Ladybird: a feminine expression of excellence**

The Ladybird collection reflects Blancpain's pioneering role in the history of women's watches. From the first self-winding ladies' wristwatch in 1930 to the refined and technical timepieces of today, along with the smallest mechanical movement several decades ago, the Ladybird collection embodies Blancpain's passion for the extraordinary. It is designed for women who refuse to compromise on either aesthetics or technical sophistication. The history of Blancpain women's watches is inextricably bound up with the determination shown by Betty Fiechter, who became the first woman to head a watch Maison in the early 1930s. Her intelligence and visionary spirit paved the way for the Manufacture's jewellery watches and earned them international renown.

### **The moon phase at the heart of time**

Blancpain's emblematic moon phase complication finds its place on the new Ladybird Colors models, beating to the tune of Calibre 1163L with its 100-hour power reserve. Reintroduced in 1983 in the wake of the quartz crisis, this complication enabled the Maison to demonstrate that a mechanical timepiece stemmed from extraordinary expertise and that quartz could never replace a complex mechanical watchmaking creation. It thus came to symbolise the revival of mechanical watchmaking. Adorned with traditional fine watchmaking decorations, such as bevelling, circular graining and snailing, this calibre is visible through a sapphire crystal case back and incorporates a silicon balance-spring, making it impervious to magnetism.

### **The silicon revolution**

Silicon has revolutionised watchmaking since the beginning of the 21<sup>st</sup> century and enabled major advances in time measurement. Elastic yet not subject to deformation; hard, light and highly resistant to corrosion, this material notably stands out for its resistance to magnetism, a welcome quality when it comes to ensuring timepieces' accuracy.

Contrary to the 1950s, when watch balances were fitted with metal springs that could become magnetised – hence the need for a soft iron inner cage to shield and protect the movement from magnetism –, contemporary Blancpain timepieces feature a silicon balance-spring, thus enabling them to have a sapphire crystal case back revealing the unique construction of their movements. Thanks to this technology, the new Ladybird Colors not only proudly display the high-quality finish of their mechanism, but also boast superior chronometric performance. Femininity and technical sophistication go hand in hand on these new models.