

— Press Release —

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For Immediate Release



Marilyn Monroe photo by Milton H. Greene © 2026 MHG IP Holdings, LLC

**Marilyn wore a Blancpain.**

*Ladybird*

## Marilyn wore a Blancpain.

On the centennial of Marilyn Monroe's birth, born on June 1, 1926, Blancpain unveils the *Ladybird Tribute*: a capsule collection of seven unique pieces, directly reinterpreted from the jewelry watch once worn by the Hollywood icon and acquired by the Maison in 2016.

Seven watches. Seven colors. Seven letters.  
M. A. R. I. L. Y. N.



### **Marilyn Monroe wore a Blancpain.**

Long before its existence became known to the public, Marilyn Monroe's personal watch lay dormant in the shadows of her estate, nearly forgotten.

It resurfaced in 2016 at an auction organized by Julien's Auctions in Los Angeles, as part of the legacy tied to Lee Strasberg, the legendary Actors Studio director and custodian of a portion of Marilyn's personal effects. Blancpain decided to bring it back to the Manufacture in Le Brassus. Revealed publicly for the first time in October 2019 in New York as part of the *Timeless Elegance* exhibition, the watch immediately captivated collectors and horological historians alike.

The piece itself is extraordinary. Likely produced between the late 1940s and early 1950s, it belongs to the pure vocabulary of American art deco. Its extraordinarily elongated rectangular case evokes the vertical, architectural lines of the Chrysler Building, Rockefeller Center, and the Empire State Building. The setting follows the architecture of the case, accentuating that impression of taut verticality.

Crafted in platinum 950, the original watch was set with 71 brilliant-cut diamonds and two marquise diamonds, extending to its hinged lugs. The rectangular opaline dial features yellow gold applied hour markers and the Blancpain logo stretched vertically to match

the piece's exceptionally slender proportions. The bracelet is secured by a double safety chain, a hallmark of jewelry cocktail watches of that era.

Inside is a FHF 59 movement, a miniature baguette caliber produced by the Fabrique d'Horlogerie de Fontainemelon from 1932 onward. Measuring 3¾ lines by 9¼ lines – just 0.85 cm wide by 2.09 cm long – it belonged to the generation of movements designed specifically

for ultra-thin jewelry watches. The movement bore a double signature: "Blancpain" engraved on the ratchet wheel and "Rayville Watch Co." on the lever bridge. Both signatures are characteristics of an era when the Manufacture operated under the Rayville-Blancpain name, guided by Betty Fiechter, the first woman to lead a major Swiss watchmaking house.

The story of this watch remains shrouded in mystery. Marilyn Monroe

was not known to purchase such pieces herself, and while theories abound about the man who may have offered it to her, none has ever been confirmed.

**One thing, however, remains certain: the most glamorous woman of her era wore a Blancpain. And like her, this watch has never gone out of style.**

Marilyn Monroe's Blancpain diamond cocktail watch, 1940-1950



**Ladybird Tribute:  
seven interpretations  
of a legendary watch.**

The new creation faithfully draws from the distinctive elements of the original watch: its opaline dial, yellow gold applied hour markers, conical hands, and the geometric art deco setting that structures the rectangular case and gives it its singular architectural silhouette.

Each unique piece bears one letter of the name MARILYN – M, A, R, I, L, Y, N – individually engraved on the case back, transforming this capsule collection

into a deeply personal tribute. Each of the seven creations is mounted on a double-wrap calf strap, available in one of seven exclusive colors developed by Pantone® to mark the 100<sup>th</sup> anniversary of Marilyn Monroe's birth and inspired by her visual universe.

**A jewel named after an icon.**

Powered by the in-house Caliber 510 manual-winding movement – introduced in 2020, measuring just 2.60 mm in thickness – the *Ladybird Tribute* beats at a frequency of 3 Hz (21,600 vph). Its 128 components and 23 jewels deliver a power reserve of 52 hours.



The movement is housed in an 18K white gold case measuring 35 x 16 mm, 6.50 mm thick, water-resistant to 30 meters, and fitted with an innovative sapphire exhibition caseback. The opaline dial echoes the original with its yellow gold applied markers and conical hands. The fully set watch totals 85 diamonds weighing 1.360 carats: 60 brilliant-cut diamonds accompanied by 2 marquise diamonds on the middle case, 20 brilliant-cut diamonds on the intermediate links, 2 brilliant-cut

diamonds on the arch attachments, and 1 brilliant-cut diamond on the pin buckle.

More than a reissue, the *Ladybird Tribute* revives the spirit of a piece that once belonged to one of the most photographed women of the 20th century. A reminder that beyond the myth, Marilyn Monroe maintained an intimate and deliberate relationship with certain objects, preserved as fragments of her private life.



M

A

R

I

L

Y

N

- M – Peach Bud
- A – High Risk Red
- R – Black Beauty
- I – Star White
- L – Hot Pink
- Y – Golden Touch
- N – Dynasty Pink



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— Key takeaways —

- Marilyn Monroe’s personal Blancpain watch was rediscovered and acquired by Blancpain in 2016.
- *Ladybird Tribute* reinterprets this historic piece on the centennial of her birth.
- The capsule collection is comprised of seven unique pieces: seven colors, seven straps, seven letters of the name MARILYN.
- The design faithfully revives the codes of the original: rectangular art deco silhouette, opaline dial, and architectural diamond setting.
- Each watch pairs fine jewelry and contemporary watchmaking: 18K white gold, 85 diamonds (1.360 ct), double-wrap calf strap, and in-house caliber 510 manual-winding movement with a 52-hour power reserve.

## TECHNICAL SPECIFICATIONS

### **Ladybird Tribute**

Ref. 0091M 9442 63A / 0091A 9442 63A /  
0091R 9442 63A / 0091I 9442 63A / 0091L 9442 63A /  
0091Y 9442 63A / 0091N 9442 63A

**Movement:** Blancpain Manufacture Caliber 510

Functions: Hours, minutes

Winding: Manuel

Power Reserve: 52 hours

Dimensions: 25.20 × 12.00 mm

Movement Thickness: 2.60 mm

Frequency: 3 Hz (21,600 vph)

Jewels: 23

Components: 128

**Case:** 18K white gold, fully set

Crystal / Case Back: Sapphire crystal, exhibition caseback

Water Resistance: 3 bar (30 m / 100 ft)

Case Dimensions: 35.00 × 16.00 mm

Thickness: 6.50 mm

Setting: 85 diamonds – 1.360 ct total

**Dial:** Opaline, yellow gold applied markers, conical hands

Dial Opening: 20.40 × 9.80 mm

**Straps:** Double-wrap calf leather, 7 exclusive colors

Buckle: Pin buckle

**Limited Edition:** 7 unique pieces – M, A, R, I, L, Y, N

**Price:** 41,000 CHF

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*Exclusive photos of Marilyn Monroe available upon request.*

