

A jewelry watch as an ode to love

To celebrate love, Blancpain unveils a splendid jewelry timepiece inspired by a cocktail watch once owned by Marilyn Monroe. Symbolically issued in a 14-piece limited edition, this aptly graceful model is a nod to the charm and audacity of exceptional women.

For Blancpain, Valentine's Day is a celebration, which every year witnesses the creation of a limited series of feminine timepieces dedicated to love. A veritable jewel, the 2020 edition is inspired by a stunning Blancpain evening watch once owned by the inimitable Marilyn Monroe. Its rectangular white gold Art Deco style case is set with 84 diamonds, sometimes in superposed rows, including two generous marquise-cut gems; while its mother-of-pearl dial, inlaid with two hearts, is adorned with two brilliant-cut diamonds and two precious butterflies made of diamond and ruby hearts. The beauty of this timepiece also lies in its rectangular caliber 510, a major new addition to the Blancpain collection. The curves of the latter, along with the symmetry between its balance-wheel and its barrel lend both delicacy and visual equilibrium to this two-tone mechanical movement, while the chamfered finish of its bridges adds a soft and light touch.

Both sensual and technical, this jewelry watch undoubtedly recalls the unique temperament of Marilyn Monroe, the ultimate icon, as well as that of Betty Fiechter, who in 1933 bought Manufacture Blancpain, becoming the first female watch brand owner and director. The woman who initiated the launch of the Ladybird (1956) – the ladies' model equipped with the smallest round mechanical movement of the time – won people's hearts through her blend of charm and strength.

Issued in a 14-piece limited edition, the special "Valentine's Day 2020" watch is available with a calf leather strap secured by a pin buckle set with a brilliant-cut diamond. This dazzling timepiece perfectly embodies the spirit of Blancpain: since 1930, the Manufacture has been convinced that women are eminently capable of appreciating the expertise and magic of mechanical watchmaking.