Beat: Arts

LORNET HORLOGERIE FRANCAISE - French Watches entirely conceived in FRANCE

Designed, Manufactured, Assembled - FRANCE

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USPA NEWS - LORNET Horlogerie Française is launching a new Line with a simple philosophy which is the 'Totally Made in France' (Developed, Manufactured and Assembled). Three Young Men are at the origin of this Line: Anthony SIMAO, Mikael BOURGEOIS and Benoît MONNET...

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This revival of the French Watch Manufacturing would like to appear under a specific philosophy defined by: Transparency, Modernism, Elegance, Simplicity and Innovation. LA-01 is the first example, which is manufactured at a Limited Edition with 100 pieces. The launching price is of 3,900 Euros/each. Will follow a Sport Line added to this one. By 2020, 9 Models are planned, with 'complications'.

The main instigators of this New Project rather affordable for customers are :

- * Mikael BOURGEOIS: Design Department
- * Anthony SIMAO : Assembly and development of movement Department
- * Benoît MONNET : Public Relation and Communication Department.

Ruby BIRD http://www.portfolio.uspa24.com/ Yasmina BEDDOU http://www.yasmina-beddou.uspa24.com/

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Editorial program service of General News Agency: United Press Association, Inc. 3651 Lindell Road, Suite D168 Las Vegas, NV 89103, USA (702) 943.0321 Local (702) 943.0321 Local (702) 943.0233 Facsimile info@unitedpressassociation.org info@gna24.com www.gna24.com