



Fashion

Italian luxury watch brand enters India



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Italian luxurious watch model forays into the Indian markets. (Supply: Fb/Meccanicheveneziane)

Italian luxurious watch model Meccaniche Veneziane has forayed into the Indian market. The model and its vary of vintage-inspired timepieces have been made obtainable within the nation via an unique advertising and distribution partnership with model distributor and retailer Excedo Luxuria.

Alberto Morelli, Companion, Meccaniche Veneziane, Italy, is happy in regards to the India foray.

"We're assured that Meccaniche Veneziane will supply design aware customers a lovely model expertise by permitting them to discover new avenues in watch design," Morelli stated in an announcement. Excedo Luxuria Co-Founder Rahul Kapoor, stated the model delivers type and performance mixed with passionate Italian design.

"It's a area of interest model positioned as an inexpensive luxurious way of life product and can attraction to the brand new era of watch fans," Kapoor added. Within the Indian market, the model is introducing its full vary, priced between Rs 45,000 and Rs 75,000.

The model is the brainchild of two brothers Alessandro and Alberto who share a typical love for classic timepieces. The brothers had been massively impressed by the Clock Tower in Venice together with the mechanism of the clock on the within. On discovering how the Venetian custom of crafting watches had declined through the years they took it upon themselves to revive it within the 21st century. The brothers then created their model Meccaniche Veneziane which accurately means "mechanical gadgets from Venice". The brand of the model is impressed by the cross on high of the Saint Mark Watchtower which symbolises timekeeping in Venice.

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