

WATCH MARKET REVIEW

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MECCANICHE VENEZIANE

Italian luxury watch brand enters India

The Italian luxury watch brand Meccaniche Veneziane has forayed into the Indian market through an exclusive marketing and distribution partnership with Excedo Luxuria, an Ultra Luxury Brand Distributor and Retailer. This alliance establishes Excedo Luxuria as the exclusive retail store and online partner for Meccaniche Veneziane and its range of vintage inspired timepieces across the Indian subcontinent.

The brand is positioned as an affordable luxury lifestyle product, especially targeted to a new generation of watch enthusiasts. Meccaniche Veneziane offers high-precision mechanical watches with Swiss movements that are designed and manufactured in Italy with the utmost attention to detail by skilled craftsmen.

In the Indian market, the brand introduces its complete range which consists of the series: Nereide, Redentore and Arsenale models. The Nereide watches are tough and sporty and available in various colors. The Redentore models have a more classic character and a smaller case of 41mm. The clean dial

symbolizes the classic and minimalist design. The more robust Arsenale watches in Diver'esque steel case, is very special because of its design and retro look. Each watch is accompanied by 'Made in Italy', hand stitched vegetable tanned leather strap hand packaged in solid walnut wood boxes.

Meccaniche Veneziane timepieces will be retailed in India between Rs.45,000 and Rs.75,000. Initially the brand will be retailed exclusively through Excedo Luxuria's concept store in New Delhi and its online portal, 'excedoluxuria.com'. Plans are afoot to retail Meccaniche Veneziane watches in select multi brand luxury watch outlets in key metros across India.