

CERRUTI 1881

EXCITE
EXT
EXCITING.



MENT. EXCEPTIONAL. REME.

"In difficult times fashion is always outrageous." Elsa Schiaparelli, fashion expert

The Attention to Each Detail. The Attraction of Every Grand Design.

If one wants to study a picture-perfect re-launch, one must not go further than Cerruti 1881. The watch collection emerged from its fundamental restructuring as a strong contender in the prestigious and lucrative designer's watch segment. The phenomenal success that quite frankly has exceeded even the most optimistic expectations underlines the importance of a constant evaluation process that is followed up by decisive measures tackling not only the surface. Sure, Cerruti 1881 is better looking than ever – but apart from a design overhaul, it has also experienced profound adjustments regarding positioning and the supporting structure.

In the business year 2004/2005, Cerruti 1881 virtually amassed milestones and set new records by adding 20 new countries to its distribution network, bringing the total to more than 30, resulting in a substantial turnover increase. All key markets in Europe, Asia in Middle East are part of the Cerruti 1881 "landscape" now. Among the lavish launch events that blend information with imaginative entertaining, the ones in Russia (October 2004), Malaysia (May 2005) and Netherlands (June 2005) stood out as especially satisfying and productive.

Apart from procedural improvements, the new design direction and respective positioning are to be credited with the brand's runaway success: Adding exciting lines to the core collection that is dominated by the "modern classic" approach associated with the Cerruti 1881 brand, the watch collection delivers most probably the best value for money available today in this market segment. "Affordable luxury" is the unofficial claim that each single style relentlessly pursues. Cerruti 1881 watches are indeed very reasonably priced, highly recognizable and absolutely unforgettable.

Having achieved a fast penetration of its target markets so far, as well as a strategically important gender balance in its target groups, Cerruti 1881 made the next important step, knowing that a designer brand always has to stay ahead of the "pack". The Cerruti 1881 diamond collection stunned the market upon its premiere and has taken some markets by storm. These attention-grabbing Swiss-made timepieces incorporate diamonds of up to one carat, and the outstanding collection is already generating a respectable turnover in its target markets in the Middle East and is serving as a welcome talking piece for worldwide public relations – so much so that selected styles will be officially introduced in Benelux, France, and Germany. Two collections consisting of around 30 diamond styles each will be presented every year.

Cerruti 1881 is ready to make good use of its momentum: A further rise in turnover and the opening of new important markets are on top of the agenda for the business year 2005/2006. China and Korea are next in Asia, while a special team is preparing for the challenging USA market. In 2006, Spain and additional markets in Southern Europe will experience the dynamics of the Cerruti 1881 movement.

The iconic logo C that has become a distinctive and playfully varied design feature of the Cerruti watches should be a clear and present force in more than 40 countries by the end of 2006. Can you C the exciting possibilities?

The name that means
The Style that means
The



Fashion.

Business.

Legend.

CERRUTI 1881

ESPRIT
timewear



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