

POST EVENT RELEASE

**ARTISAN'S CORNER TRAVELLING EXHIBIT - GUCCI TIMEPIECES CELEBRATES 40 YEARS ANNIVERSARY
PRIVATE COCKTAIL LAUNCH OF THE GUCCI BAMBOO TIMEPIECE**

SINGAPORE, 28th June 2012 – 2012 marks the 40th year of Gucci's entry into the Swiss watchmaking industry. To commemorate this special event, as well as to launch the Gucci Bamboo Timepiece in Singapore, Cortina Watch at Millenia Walk played host to the "Artisan's Corner". A special travelling exhibit from Gucci Timepieces; this showcases a slice of the Company's watch-making atelier into the wider world, in a fascinating display of modern day craftsmanship.

In addition to a display board of raw materials and a glass cabinet of finished timepieces, a traditional watchmaker's workbench and craftsman from Gucci Timepieces' workshop in La-Chaux-de-Fonds is placed centre stage, as the artisan shows off his skills for all to see.

A private cocktail evening was held on the 28th as guests were treated to a special performance by the artisan, interacting with him and asking him more about his craft.

Guests marveled at handling the soft leather hides used for the '1921' casing and learned about Gucci's innovative journey with bamboo. They were shown the wide array of tools, from the beeswax and natural lacquer used on the bamboo bezel to the spools of cotton and selection of needles required to stitch the 1921 casing in place.

The exhibit was open to the public on the 29th, with 3 special performances by the artisan throughout the day. Visitors could also view the Basel 2012 novelties from the Gucci Timepieces collection, which were on display.

The Artisan's Corner aims to awaken the senses and reconnect visitors to the traditions of times past, as they see for themselves how Gucci Timepieces continues to uphold traditional techniques and champion fine workmanship. Visitors can interact with the exhibit and will leave with a powerful sense of having bridged past and present.

About Gucci Timepieces & Jewelry

Gucci Timepieces has been designing, developing and manufacturing iconic Gucci watches since the early 1970s. Taking advantage of the worldwide recognition of the Florentine house – and its unique duality in brand positioning, pairing modernity and heritage, innovation and craftsmanship, trendsetting and sophistication – Gucci Timepieces is one of the most reliable and consistent fashion watch brands, with a clear design approach and positioning. Made in Switzerland, Gucci watches are recognized for their design, quality and craftsmanship and are distributed worldwide through the exclusive network of directly operated Gucci boutiques and selected watch distributors. Since January 2010, Gucci Timepieces has also been distributing the Gucci Jewelry collections, capitalizing on the expertise gained in the watch sector and leveraging the synergies between the watch and jewelry industries. For more information about Gucci Timepieces & Jewelry, please visit www.guccitimeless.com.

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