



PRESS RELEASE

Go *Au Naturel* Beige with the EBEL Sport Classic Lady Beige

Marrying purity of form with a sense of retro-glamour, the EBEL Sport Classic Lady Beige Mother-of-Pearl is a watch that exudes warmth, elegance and effortless style.

Drawing on EBEL's values of technical excellence, aesthetic daring and ageless design, the EBEL Sport Classic Lady Beige Mother-of-Pearl is striking for its smooth lines, elegant details and sophisticated form.

The EBEL Sport Classic Lady Beige is an understated yet glamorous timepiece, utterly feminine. Featuring a slim 18K yellow gold and stainless steel case with sapphire antireflective crystal underneath, the premium version of the EBEL Sport Classic Lady Beige Mother-of-Pearl also has 47 diamonds set in the casing.

The dials for both versions are made of mother-of-pearl and have timeless Roman numerals at the quarter-hours, featuring eight diamonds to mark the remaining hours. The EBEL Sport Classic Lady Beige is imbued with an easy warmth, which responds to the ever-changing play of light across the dial.

Co-founded by a woman in 1911, Switzerland, EBEL has always been imbued with strong feminine values. Its success has been built upon the perfect fusions of technical excellence, a passion for aesthetically daring, and timeless, distinctive design.

In keeping with its aesthetic of its discreet yet sensual style and its femininity, the EBEL Sport Classic Lady Beige Mother-of-Pearl features faceted, diamond-polished yellow gold hour and minute hands and a brushed stainless steel bracelet with polished yellow gold waves. The EBEL folding clasp is the finishing touch – precisely what this elegant and intimate timepiece deserves.

Contemporary style has never felt so timeless. A watch for now, and forever.

Since its inception, EBEL's success has been built upon the passion for innovation and excellence in watch design. Founded by husband and wife Eugène Blum and Alice Lévy (**E**ugène **B**lum **E**t **A**lice **L**évy), in La Chaux-de-Fonds, Switzerland in 1911. EBEL has remained true to their core values, manufacturing fine Swiss watches that marry beauty and function. Renowned today for its iconic bracelet design with signature wave-shaped links, EBEL continues to create timepieces that embody luxury and contemporary elegance with subtle, yet exquisite detail.

Movado Group, Inc. designs, manufactures, and distributes Movado, EBEL, Concord, Coach, HUGO BOSS, Lacoste, Juicy Couture, Tommy Hilfiger, Scuderia Ferrari, REBECCAMINKOFF, OLIVIA BURTON and MVMT brand watches worldwide.





SPORT CLASSIC LADY BEIGE

SKU	1216488A
MARKET LAUNCH	April 2020
MOVEMENT	Quartz ETA E61.031
CASE	Material: stainless steel & 18K 3N yellow gold Finishing: alternated brushed/polished Crystal: sapphire antireflective underneath Dimensions: 29.00mm Thickness: 6.00mm Water-resistance: 5 bar (50 meters)
DIAL	Beige mother-of-pearl with 3N yellow gold-plated Roman numerals and 8 diamonds (0.052cts)
HANDS	Hour – Minute Facetted, diamond-polished 3N yellow gold-plated hour and minute hands
BRACELET	Brushed stainless steel with polished 3N yellow gold PVD waves Ebel folding clasp





SPORT CLASSIC LADY BEIGE

SKU	1216489A
MARKET LAUNCH	April 2020
MOVEMENT	Quartz ETA E61.031
CASE	Material: stainless steel & 18K 3N yellow gold Finishing: alternated brushed/polished Setting: bezel set with 47 diamonds diameter 1.20 = 0.3055cts, VS quality Crystal: sapphire antireflective underneath Dimensions: 29.00mm Thickness: 6.00mm Water-resistance: 5 bar (50 meters)
DIAL	Beige mother-of-pearl with 3N yellow gold-plated Roman numerals and 8 diamonds (0.052cts)
HANDS	Hour – Minute Facetted, diamond-polished 3N yellow gold-plated hour and minute hands
BRACELET	Brushed stainless steel with polished 3N yellow gold PVD waves Ebel folding clasp

