

Press Release

New Markets in the Czech Republic, Zimbabwe and the Philippines

Glycine represented on all continents

The Biel-based watchmaker, Glycine Watch SA, has reinforced its global presence: the company's high quality watches – for instance, the traditional Airman collection – are now available in Prague, Manila and Harare. The selection of a distributor in Zimbabwe means that Glycine is now represented on all five continents.

The gateway to Eastern Europe

The new representative for Glycine Watches in the Czech Republic is PS-LAD s.r.o., a company that operates six of its "Klenoti Zlatnictvi" retail shops at prime tourist locations in the centre of Prague – for instance, on Karlova Street and Parizska Street. Klenoti Zlatnictvi shops offer jewellery and watches by internationally famous manufacturers. While Glycine's extraordinary mechanical watch collection has been represented in Moscow for a year, the Czech Republic is the first market for Glycine Watch SA in the Eastern European countries that acceded to the European Union in May of 2004.

Important Asian market

Glycine is already a well-known brand in a number of Asian countries where its market performance has been excellent. The Biel-based company has now entered the Philippine market with a new partner, the Lucerne Group, that belongs among the most important and reputable retailers in the country. With its flagship store in Manila, the Lucerne Group has offered predominantly Swiss watches for more than 20 years. The Glycine collection is now represented at three retail locations operated by Lucerne Jewelers in the Philippine capital – at the most prestigious shopping malls in Metro Manila.

The ever increasing importance of the Asian market for Glycine is also exemplified by the company's presence at the exclusive "Tempus – The Great Watchscapade" in Singapore in August. On the occasion of its 25th anniversary, "The Hour Glass" – renowned retailer and representative of Glycine in Asia – has organized a watch trade fair for the first time.

Visually striking mechanical watches in Africa

America, Asia, Oceania, Europe – and Africa: Glycine watches are now available on all five continents. Patrick Mavros has offered a striking collection of mechanical Glycine watches in the Zimbabwean capital of Harare since this summer. “I’m excited to see how our watches, in particular, our large diameter watches, are received on this market,” says Glycine’s Director, Katherina Brechbühler. Further expansions of Glycine’s presence in Africa are in the planning.

Glycine Watch SA – 90 Years of Tradition

Glycine Watch SA is renowned for sturdy high-quality watches with large diameters. The company manufactures a wide range of aviator watches, chronographs and mechanical watches, and has sales outlets in over 30 countries. Since being founded in 1914 by Eugène Meylan, Glycine has remained a family company, co-owned and managed by Katherina Brechbühler who is responsible for design, and her father, Hans Brechbühler.

You can download this text from www.glycine-watch.ch.

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Please contact the authorised media representative of Glycine Watch SA for further questions.

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