

Céphée

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Ultra - Luxurious Diamond Swiss Watch Brand Debuts in Doha, Qatar

NEW YORK, NY, March 4, 2010—Céphée SA received dazzling reviews during their premiere at the February 2010 Doha Jewellery & Watch Exhibition.

The new collection of high end certified Genève-Swiss made diamond baguette watches were a small but significant showcase during the expo. Hosted by AlFardan Jewellery, a renowned retailer throughout the Gulf nations, Céphée received significant regional review in prominent newspapers including the *Gulf Times* on 2/17/10 and *Al Riyadh* on 2/20/10.

The Céphée brand stems from the eternal question underlying 'haute joaillerie' timepieces: are they at their core a watch or a jewel?" stated Christophe Golay the noted Swiss watchmaker. With Céphée, the answer is both. By melding cutting edge techniques with ancient skills, the collections of Céphée are utterly unique.

Céphée's timepieces include a Diamond Collection featuring fully adorned dials and lunettes with internal flawless to VVS1, spectacular D, E and F color diamond baguettes. The Céphée Gemstone Collection offers precious agate dials with diamond baguette surrounds.

"These are not pieces for the masses," commented partner, Christina Dochtermann of NY. "Céphée's is a bespoke collection that is customized for its collector/owner." During the Doha Expo, Céphée was a topic of much conversation and appreciation from diamond jewellers and high-end watch brands. The collection also caught the eye and appreciation of the Royal Palace who purchased a few of the stunning tonneau timepieces in full diamonds and also incorporating Nacre, the beloved regional Mother of Pearl.

Céphée collector's timepieces are available by private appointment or through a select group of retailers in globally prominent regions.

More about Christophe Golay:

A native of Genève, Mr. Golay grew up in a family with deep roots in the watch industry. A descendant of Suzanne Leresche and David Auguste Golay -- the founders of the prestigious Golay Leresche watchmakers -- Christophe Golay spent years realizing the dreams of others,

creating some of the world's finest custom watches. His horological achievements have won awards and brought him a long waiting list of orders from top collectors.

Based in Genève, Switzerland, Céphée shares its factory with Lamborghini at Route de Saint-Julien 184 1228 Plans-les-Ouates.

For sales or further information, please visit www.cephée.ch or contact Christina Dochtermann at Christina@cephée.ch or our New York offices @ 914/419.0499.
