

M A G A Z I N E

FESTINA

Group

SURPRISE TRIP: TOKIO

THE NEW «MUST»

BLACK IS THE NEW BLACK

FAMILY TREE



Sweden,
The Silicon Valley of Europe.

LOTUS



LS1846-2/1 29€ · LS1846-2/3 34€ · 18711/2 129€



**FESTINA
ALWAYS
FITS.**

Gerard Butler



F20364/3 249€ - F20386/1 139€



wild beauty



J871/2 390€



**An interview with
*Vaimalama Chaves***



**Sweden,
*Looking to the future***



**Lotus Silver
*Created with
Swarovski® crystals***



**Women's
*Chronographs***



Family tree



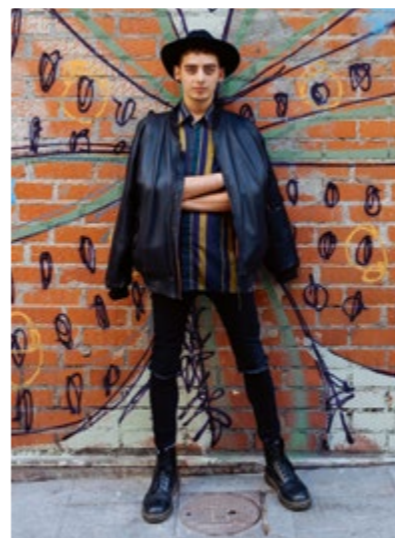
Water assets



Black is the new black



The Swiss Made label



**The new
*"must"***



We love festivals

Contents



INTERVIEW

Who or what did you like lately on Instagram?

It was a joke that was sent to me, but it was dark humor, so I cannot tell you in detail!

What song are you a little ashamed to know the lyrics to?

I know by heart « Mélissa non ne pleure pas » by the group Minikeums....

Have you ever used your celebrity to get something?

It wouldn't be right to use fame for our own benefit. If we have a goal in mind, we must use our own means to achieve it, without having to involve anyone else :-)

What series are you hooked on?

I don't watch any series ;-)

Have you ever refused a photo or selfie with someone?

No, I have never refused one :-)

Have you ever regretted having participated in an event such as Miss France?

No. All events have their good and bad sides, it would be naïve to believe that everything is rosy, however, although it may sometimes be difficult, I am always proud to have put a smile on the face of as many people at the end of the day!

For which activity would you like to have more time?

I would like to have more time for myself, and only for myself, time to cook, play sports, sleep, go out, eat, dance, enjoy the time ... I plan to enjoy this time next year ;-)

Who have you recently refused to give your phone number to?

I have never been asked for my phone number haha, but in the worst case scenario I would give the number of the organization.

What is your watch style and what do you think a watch says about your personality?

I like simple watches, with a large round dial and with thinner leather straps. I'm curious to know what that says about me!

Do you use your mobile phone as an alarm clock?

Yes ! Haha several times per day by the way!

What is your last lie?

“ Who me? Noooo, I didn't finish that chocolate bar! “

What is the last concert you attended?

I can't remember!!! It must be years ago!!!

What is harder for you: asking permission or asking for forgiveness?

Asking permission. I have no trouble taking responsibility and apologizing, when necessary.

What would you say to those who do not like you?

Well, I would not tell them anything, why would I go talk to people who do not like me? We cannot please everyone, I'll leave them to themselves.

To whom would you never confide a secret?

To a journalist !!! Ahha, we will never really know!•

Sweden

looking at
the future

Baptized as the European Silicon Valley, the Scandinavian country stands out as a powerful Nordic technological empire.

Their highly qualified people and their particular way of doing things influence their society, their universities and companies. Its citizens have been key in the creation and expansion of the Internet and some first-class technology companies such as Skype or Spotify.





1



2



3



4

1| S0712/1 275€
 2| S2445/1 395€
 3| S3111/1 495€
 4| S0729/1 395€



Stockholm is not so different from any other capital of the old continent, except that it boasts a more international projection than many other cities of a similar size. This international vibe means that companies that emerge from Sweden already have an exporting vocation, indeed most companies are considered global from early on, being active in international markets from day one.

The modern character is also present in the corporate business culture. Managing talent in Swedish companies means offering a lot of independence to the employee. Organizations enhance creativity, decision-making is encouraged and working hours are really flexible: there is no properly fixed schedule, you can work from home and, provided that results can be demonstrated, it is understood that the employee will fulfill his objectives. Similarly,

hierarchies are usually quite flat, so there is not a great power gap between employees and management.

Sweden, in addition, has not only managed to stay afloat through the global economic crisis that started last decade, but has even experienced growth. The country has far exceeded other European nations in terms of technological development and the creation of startups.

In this way, the country has created a small cluster of entrepreneurs in Europe, within an ecosystem that favors the creation of companies primarily focused on technology. In fact, 18% of the jobs in the Stockholm, the country's capital, are related to technological innovation. Take some of the companies known worldwide such as IKEA, Spotify, Skype, Ericsson, Electrolux, Volvo; as well as technological leaders

such as Niklas Zennström (Skype), Daniel Ek (uTorrent and Spotify) and Martin Lorentzon (Spotify) come from this small country in the north.

With just 10 million inhabitants, in recent years Sweden has created more multimillion dollar companies per capita than anywhere else outside Silicon Valley. The success of emerging companies in Sweden is linked to all these factors: an international vocation, flexible organisational cultures, in addition to having a strong digital structure, highly qualified workforce and a population of the ideal size to test innovations.

Despite this, the country's own values and culture discourage excessive display of its own successes. Their way of understanding the business is to try to work together, making sure that their voices are heard equitably, so that together they

can reach an optimal solution. Surely this humility has a lot to do with the fact that the country is still quite unknown on the world technological map and little is said generally about the great technological empire it has become in recent years. But perhaps also this modesty and temperance, values so typical of the country, are also the main reasons for its growth.

In 2019 Festina Group acquired Kronaby, the Swedish brand of connected hybrid watches.



- 1. LP1889-1/1 49€
- 2. 18709/1 119€
- 3. 18707/1 99€
- 4. 18709/3 119€
- 5. 18711/1 129€
- 6. LP1678-2/1 29€
- 7. LP1889-2/1 39€
- 8. LP1889-4/1 29€
- 9. LP1778-1/1 34€
- 10. LP1641-1/1 39€
- 11. LP1678-1/1 39€
- 12. LP1641-1/2 39€

Family tree



Classic and elegant, the color black is not only a wardrobe staple - however small - but also remains the protagonist of fashion trends season after season.

- 1. LS2066-2/3
29€
- 2. LS2066-2/2
29€
- 3. LS2067-2/3
34€
- 4. LS2072-2/2
29€
- 5. LS2067-2/2
29€
- 6. LS2071-2/2
29€





LET'S TALK ABOUT QUALITY

SWISS made

A Swiss Made watch must always have a certified Swiss movement.

The Swiss Made label on a watch is so prestigious that users are willing to pay up to 50% extra to purchase such a certified piece.

The last revision of this designation occurred on January 1st, 2017, when a controversial federal regulation entered into force to try to better define the limits of what is Swiss (and included for the first time smart watches, which until now could not qualify for the said original denomination). The limits in question concern first the 'manufactures d'horlogerie' and the 'ébauches'. Or, more precisely, the movements: a Swiss Made watch must always have a certified Swiss movement. In addition, the mechanical interior must a) be conceived and assembled in Switzerland, b) have the approval and inspection of that country and c) that the production and materials are Swiss to at least 60% of the final value of the watch (not of manufacturing) together. Which means that you can import or outsource 40% of the parts and their processes without losing the helvetic condition.

Swiss? 60% and a little more. •

And we are not finished! With that certification in hand, manufacturers can opt for an alternative label that is not exactly Swiss Made, but also has that prestige: Swiss Movement or Swiss Quartz, for example. With them, brands can export the base movement (the 'ebauche', which can be modified outside Switzerland) and finish the time-piece in other countries. It is not as limited as the 'Designed by Apple in California', nor as strict as the Made in USA (where both production and materials have to pass through American hands necessarily), but it does permit full advantage of the value of being Swiss.

We said that the movement is the first condition, but there are still two more requirements to label a watch Swiss Made: that the movement has to be incorporated into the case in Switzerland itself and, of course, the final inspection of the set must also be carried out in situ.



F20006/4
129€

F20005/4
129€



J814/A 1.490€



J864/3 525€



time *to get closer*



+ 5ATM sapphire cristal C4611/1 249€ · C4470/4 149€



C4702/1 429€ C4704/1 429€



C4697/2
289€



C4685/1
229€



C4686/1
229€



C4687/1
259€



SILVER created with

SWAROVSKI® crystals



*Discover the Lotus Silver
with Swarovski® crystals
Collection*



SWAROVSKI® ILLUMINATES 91st Oscars® stage with never-before-seen CRYSTAL SET DESIGNS

Los Angeles, February 24, 2019 – Swarovski® partnered with award-winning creative director and designer David Korins, best known for his work on the Broadway to add dazzling embellishment to a selection of his set designs for the 91st Oscars®. Key features of this year’s set design included the ‘Crystal Cloud’, a 1,600-pound cloud-shaped installation; the ‘Crystal Swag’, a three-story high, 54-foot-wide ribbon-like formation; and two ‘Crystal Presenter Backings’. Over 41,000 Swarovski® crystals were integrated into the four designs, which took a team of 15 people over 2,100 hours to fabricate. These elegant designs brought the theater to life, celebrating Swarovski’s longstanding connection with the Academy Awards® and the company’s heritage in the entertainment industry.

Swarovski’s® history on the silver screen goes back to the early days of Hollywood over 85 years ago, when its crystals made their Hollywood debut in the Marlene Dietrich film “Blonde Venus”. It is a history sparkling with iconic moments, from Marilyn Monroe singing ‘Diamonds Are a Girl’s Best Friend’ wearing dazzling Swarovski® jewels in “Gentlemen Prefer Blondes” to Audrey Hepburn accessorizing her Little Black Dress with a chic Swarovski® tiara in “Breakfast at Tiffany’s”. In recent years Swarovski® crystals have appeared in a host of exciting productions, including “Bohemian Rhapsody”, “The Greatest Showman”, “Black Swan”, “The Great Gatsby” and Disney’s adaptations of “Cinderella” and “Beauty and the Beast”. •



- 1. F20384/2
129€
- 2. F20387/2
139€
- 3. F20406/2
119€
- 4. F20408/1
149€
- 5. F20338/1
149€



LOTUS
SILVER

CRYSTALS
FROM
SWAROVSKI
SINCE 1895

Charming Lady



CH RO NO BI KE



F20448/1
199€



F20448/7
199€



F20450/6
189€

CHRONO BIKE

Festina has been the official timekeeper of the most important cycling competitions worldwide for more than 25 years. Today, the brand maintains its strong bond with cycling thanks to its successful Chrono Bike collection.



Cycling continues to be a booming sport with many followers worldwide. The Chrono Bike collection pays tribute to all of them, renewing year after year a distinguished line of striking chronographs.

Green



1



4



3



5



2



7



8



6

- 1. J852/5 650€
- 2. F20344/6 159€
- 3. J861/4 450€
- 4. J862/3 490€
- 5. F20448/6 199€
- 6. 18677/2 139€
- 7. F20450/4 189€
- 8. 18678/5 149€

BETTER together

THE PERFECT COMBINATION

LS2087-2/3
29€



C4668/1
249€



LP1791-4/1
34€



SILVER
925

SILVER
925

LP1791-1/1
34€



F20420/1
99€

LS1829-2/1
29€



J861/3
450€

LS2051-2/2
34€



18704/1
149€

CHIRO man NOS

18676/4
129€



For strong women with character and an overwhelming personality and a particular style. If you are one of them you then need the corresponding watch. Treat yourself to a chronograph and show your true style. Chronographs are definitely not just for men!

18676/1
129€



F20395/1
229€



F20398/1
199€



M U L

T

MULTICOLORED Jewels

It's time to bring your jewelry box to life! The captivating colors and most seductive tones must be present amongst your day-to-day choice of accessories. Perfect to express your personality, multicolored jewels are ideal to transform a minimalist look into something full of surprises.

I

O

L O R



- 1. LP1963-1/3 39€
- 2. LP1788-2/2 39€
- 3. LP1882-4/2 19€
- 4. LP1979-2/2 29€
- 5. LP1963-1/1 39€
- 6. LP1608-4/3 19€
- 7. LP1882-4/3 19€
- 8. LP1979-1/2 39€
- 9. LP1963-4/1 29€
- 10. LP1886-4/2 24€
- 11. LP1963-1/2 39€
- 12. LP1920-2/2 49€
- 13. LP1963-2/3 29€
- 14. LP1963-4/2 29€
- 15. LP1979-4/2 29€
- 16. LP1957-4/2 24€
- 17. LP1963-2/1 29€
- 18. LP1787-2/4 39€
- 19. LP1963-4/3 24€
- 20. LP1957-1/2 39€

w e t *and wild*

Be it an activity undertaken in swimming pools, in the sea or lakes, or rivers, water sports have gained followers, who enjoy practicing them on their own, as a couple, with friends or as a family. Water sports can involve exciting and fun experiences, and not all disciplines require a high degree of physical or technical capacity, making them an activity to be considered by virtually everyone. In addition, water sports are ideal to enjoy in the Summer season, although it is true that there are more and more brave people who are not afraid to jump in the deep end all year round.



F20461/1
129€



F20461/2 129€



F20462/1 129€



F20462/4 129€



F20462/2 129€



F20461/3 129€



F20461/4 129€



F20462/3 129€



K5776/4 39€



K5776/5 39€



K5776/6 39€



Kids

The little ones can also be trendy!

Children's clothes and accessories also follow fashion with designs that celebrate the latest colorful and fun patterns and trends. From an increasingly early age children can express their tastes and style through their own look.



K5782/1 39€



K5782/2 39€



K5782/4 39€



1. K5777/1 29€ | 2. K5777/3 29€ | 3. K5777/5 29€ | 4. K5777/4 29€ | 5. K5777/8 29€

TREND

must have

TREND

must love



LS1751-1/1
39€

LS1751-2/1
39€

18594/1
99€



F20476/1
109€

F20475/1
89€



LS1838-2/2
34€

18680/2
149€



F20330/5
179€

F20330/4
179€

Festivals

MORE THAN MUSIC



Festivals

Year after year, with the arrival of good weather comes the sound of live music in the form of different festivals around the world. That said, festivals are not just about music: it is a great excuse to travel and visit new places and above all to have an unforgettable time with a great atmosphere, all set at the best pace. Wanna live the experience?

We certainly did!

Lotus & Primavera Sound

(Barcelona, Spain)

As far as they go, this is one of the top festivals in terms of international projection and for the quality of the line-up, with an increasing amount of fusion of different genres of music. This year, as part of their 20th anniversary, there was also an edition held in Los Angeles.

Lotus wanted to be there as the official sponsor of the schedules for each and every one of their concerts. We are also down for the 2020 edition of the PrimaveraSound!

Lotus & Collisioni

(Barolo, Italy)

As the official timekeeper of the event, Lotus also wanted to be present in Collisioni, a small festival that takes place in Barolo (Italy) and that this year featured renowned artists like Liam Gallagher.

Festina & Lovefest

(Vrnjacka Banja, Serbia)

Festina also wanted to spread the love and was present at the Lovefest festival that took place near to Belgrade in Serbia. Each year, the festival held in the small Serbian town of Vrnjacka Banja, invites more than 200 artists and welcomes almost 100,000 visitors over the three days.

Lotus & Mediolanum Forum & Palazzo dello Sport

(Milan / Rome, Italy)

As part of its link with music, Lotus is also present as “the official time of the great events” that take place in the multifunctional venues of Mediolanum Forum and Palazzo dello Sport, just outside Milan and Rome respectively. A great opportunity to witness the best concerts in Italy!

SURPRISE TRIP

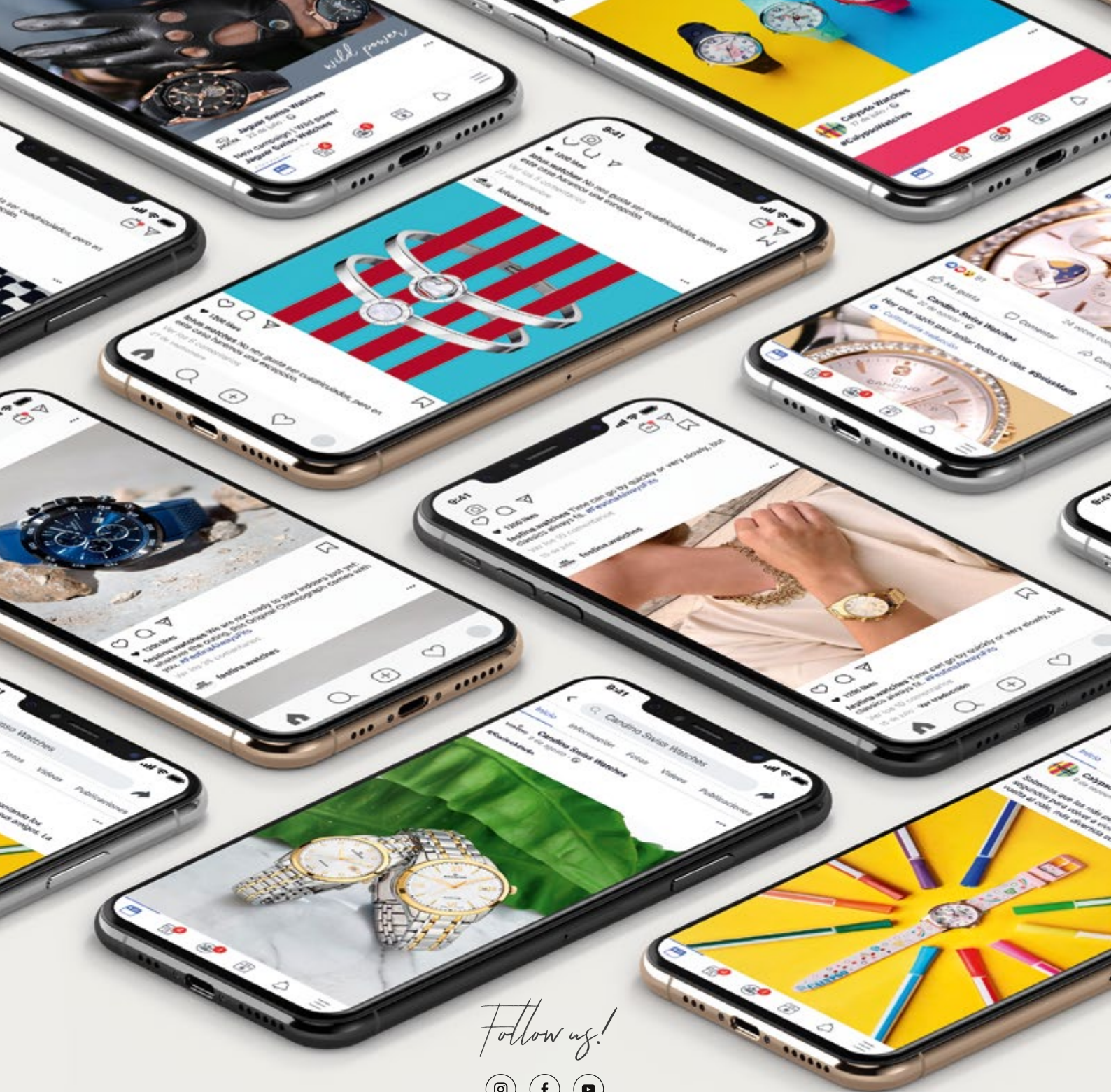
*Would you
dare to go?*

However you look at it the Japanese capital is immense. The Tokyo metropolitan area alone is home to a quarter of the Japanese population, approximately 12 million people. Such a large city is bound to have many secrets and curiosities that allow it to top the lists of world records in a variety of categories.

Being a world gastronomic capital as well as enjoying an educational level with an enviable reputation, Tokyo is the city with more Michelin-starred restaurants (around 300) and with the largest number of universities in the world (more than 150). It is the city that has the tallest tower in Japan (TokyoSkytree - 634m), and also the largest fish market in the world (Tsukiji - about 3000 tons of seafood and fish are sold daily). It is also the capital that has more vending machines (1 every 12 meters) where you can buy virtually everything.

In addition, Tokyo is the city with the lowest crime rate in the world and is considered the safest city on the planet. •





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