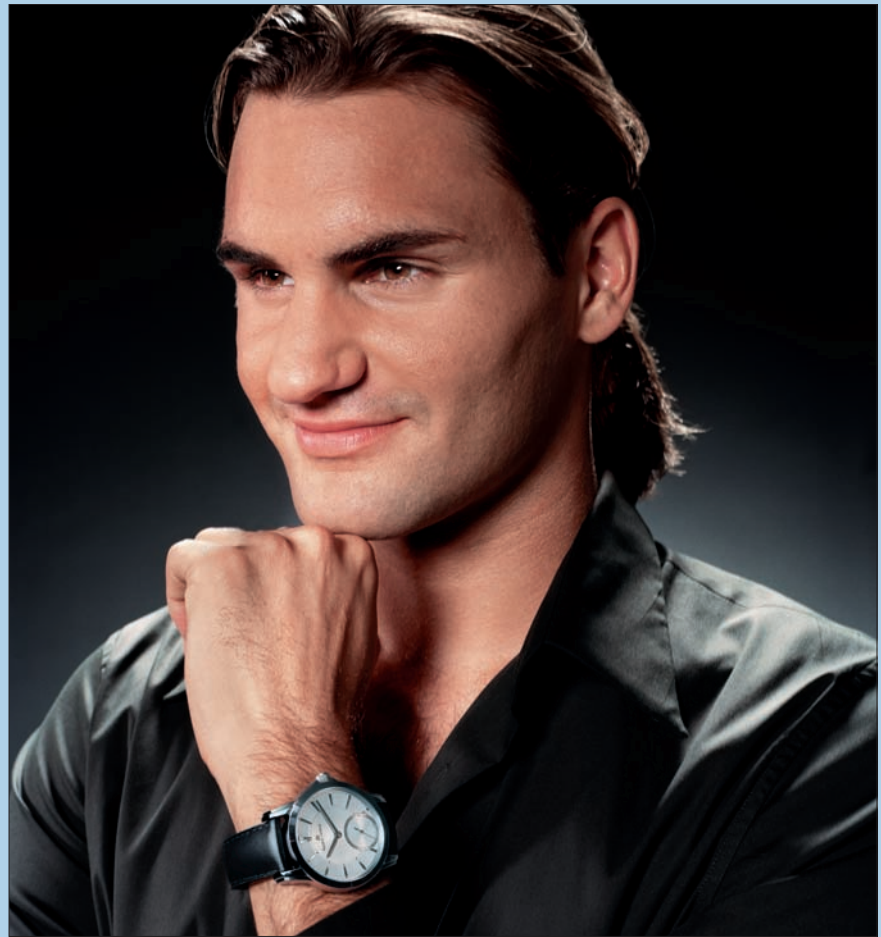


## Ace Partnership

Maurice Lacroix announced in June that its new ambassador is to be world number 1 tennis star, Roger Federer. Though perhaps lacking the glamour or instant recognition that Anna Kournikova and Boris Becker have lent Omega and IWC respectively, it was no doubt fortuitous that the Swiss won the Wimbledon Championships in July – a piece of timing that any self-respecting marketing department would kill for.

The five-year contract will see Federer integrated intensively in Maurice Lacroix's international communications – pictured here wearing the Pontos Small Seconds model (£700). In addition, special Roger Federer watch models and events including personal appearances by the tennis star are planned. As explained by Marc Gläser, Marketing Director International for Maurice Lacroix, the partnership seems a logical one: "Both are young, rapidly rising Swiss 'brands' and both stand for precision as well as aesthetics." ◉



## First Glimpse of Series 2

Roger W Smith's second, eagerly anticipated wristwatch series is set to leave the workshop in late 2005, according to his July press release, which includes the first images to be seen of the prototype (pictured). All watches will be fitted with the Daniels Co-Axial escapement, around which the movement has been designed. This will be the first production English movement containing this escapement. Though still in its prototype phase, it should be completed by January 2005.

Based on the Isle of Man, Smith has worked with the near-legendary George Daniels MBE (inventor of the Co-Axial escapement, now owned by Omega) since 1998, helping to create 50 Millennium Daniels wristwatches. Working on these until 2001, Smith became settled on the island, eventually forming his own brand, Roger W Smith – Isle of Man. He has recently finished the ninth of his 12 Series 1 watches (£12,000).

Orders are now being accepted for the Series 2 watches, which will cost between £30,000 and £35,000 (excl. VAT). They will be available individually in rose, yellow and white gold, or as boxed sets. ◉

**Further information:** Roger W Smith Ltd, Tel/Fax: 01624 897943, Email: rogersmith@rwsmithwatches.com, www.rwsmithwatches.com

