

Editors' CHOICE

Gevril

GEVRIL IS A SWISS MANUFACTURER OF handmade, limited-edition, automatic timepieces with a rich history that began when Jacques Gevril became the first Swiss watch exporter to the King of Spain in 1758. Today, Gevril (www.gevril.com) proudly continues their commitment to the art of watchmaking with their new, limited-edition Avenue of Americas collection. Now available in North America, the distinctive new collection continues Gevril's legendary pursuit of quality craftsmanship with a history as striking and colorful as their timepieces.

At the heart of the new, retro-inspired men's collection is the special Avenue of Americas Serenade edition, marked by distinctive silvered guilloché dials, a characteristic Jacques Gevril incorporated into his timepieces centuries ago. Imbued with exquisite detail, the new Serenade is outlaid with an 18-karat white gold case and bezel with a silver dial and numbers, encased in an exclusive sapphire crystal. The 18-karat rose gold Serenade features an elegant silver dial with rose gold numbering and framed in a luxurious rose gold bezel. Gevril is offering only 100 Serenade timepieces, 50 of each of the white and rose gold.

Other highlights of the Avenue of Americas collection include the Avenue of Americas Day Date Moon Phase 316L and Mini 316L in



stainless steel. Both watches are available in limited editions of 500 pieces, with silvered guilloché dials featuring raised numbers and mother-of-pearl accents, sapphire crystals, and Louisiana crocodile leather bands.

The latest addition to the Avenue of Americas Collection is the slim and sweet Super Mini. The piece boasts a 27mm case, guilloché dial, and exclusive mother of pearl and luxurious Louisiana Crocodile leather band, and its Top Wesselton diamonds will captivate even those with the most discerning taste. The Super Mini is both a stunning piece of jewelry and an ultra reliable Swiss GV Quartz movement. It is also handmade and limited to just 500 pieces in each precious model.

Gevril recently moved its worldwide headquarters to a new 8,000-square-foot facility in the hills of New York, which will enable the timepiece maker to provide more streamlined services to their customers including an elaborate state of the art watch repair department to reduce repair times, a completely modernized shipping department, and a customer service team comprised of professionals with the ability to communicate in several languages to support Gevril's multinational accounts. Gevril also opened its first boutique in 2009 at Caesars Palace in Las Vegas, Nevada. ●

