



DELANCE

SWISS WATCHES



Time for Women

Business Card of the company DELANCE SA

General information

Name	DELANCE SA	RCS	CH-073.3.005.958-0
Creation date	1996	Capital stock	CHF 125'000
Activity	Creation, manufacture, marketing and sale of luxury watches and jewellery	Nationality	Switzerland
Company headquarters	201 Route principale 2532 Macolin Switzerland	Manpower	4
Legal status	Société Anonyme (SA)		

Directory

President	Mrs. Giselle Rufer
General Director	Mrs. Giselle Rufer





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DELANCE and Lyon Serti

To celebrate the 15th anniversary of its creation in 1996, **DELANCE** is proud to present « **Les Précieuses** », a totally new concept for a collection of watches with precious gem settings.

A dazzlingly beautiful creation by two passionate artists

Mrs. Giselle Rufer, the creator of **DELANCE** watches, recently joined forces with Lyon Serti, whose specialized gem setting technique, Serti LS©, is an excellent fit with the development project of her new commemorative collection. This innovative process enhances the brilliance of precious stones by increasing the amount of light reflected. It also allows for unique, highly distinguished creations.

In the new **DELANCE** collection « **Les Précieuses** », the diamonds and precious stones are artistically placed to bring out their symbolic nature and transform the watch into a sparkling sculpture





DELANCE

SWISS WATCHES

that is both moving and highly personal. Each timepiece is a unique creation, a work of great beauty, to be discovered in wonder. Flowers, constellations, butterflies, the magic of time's ciphers and their relationship with numerology are all secreted within a carpet of diamonds.

The timeless elegance embodied in the collection « **Les Précieuses** » is the desire of every refined woman. Highly symbolic, this unusual line of watches is characterized by its class, daring and creativity.

The hallmark of **DELANCE** Swiss watches is their aesthetic and symbolic personalization.

Now expanding distribution worldwide, **DELANCE** is seeking strong partners who can share the vision and values of this attractive company.

Should you need any further information, contact the president,

Giselle Rufer: +41 (0)32 323 64 01 or giselle.rufer@delance.ch



DELANCE-CONFIGURATOR: TOWARDS A LUXE 2.0

Delance has quickly understood the benefit that a luxury brand could get from the Web 2.0. It invests early in social networks like Twitter and Facebook. It is the conversational marketing era and Delance discusses, shares, exchanges and listens to its public.

When the luxury market turns to customization

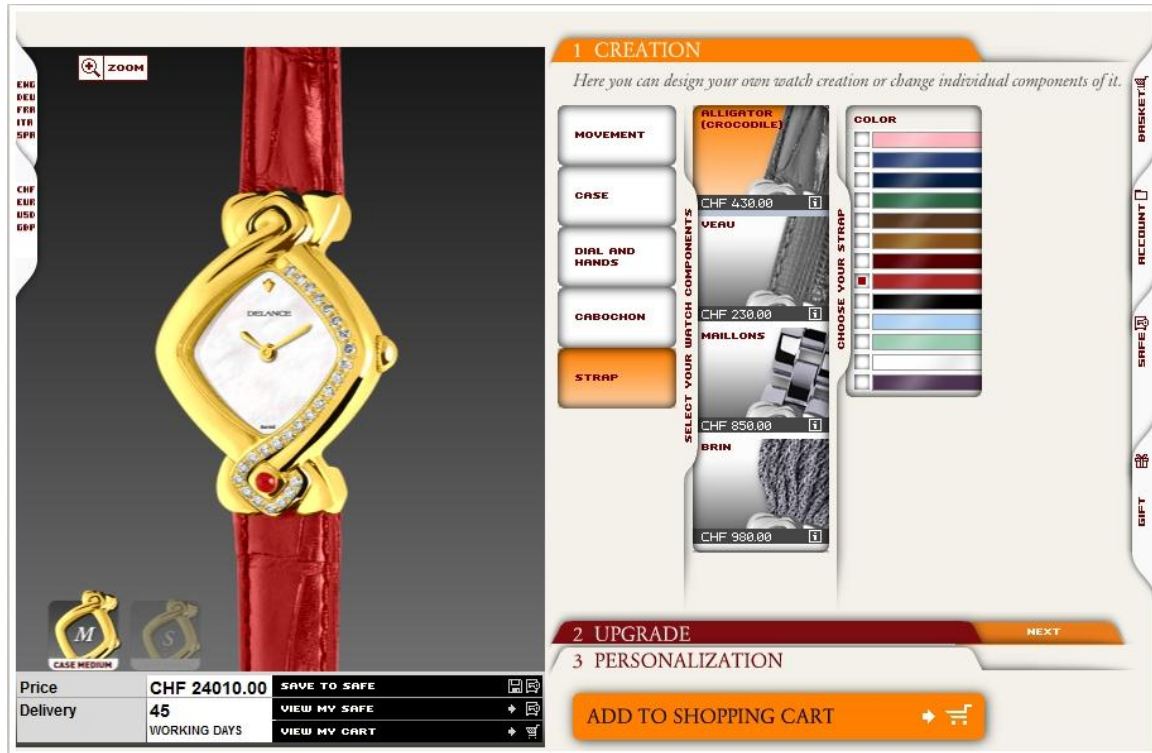
Today Delance makes a step further by offering its clients since the 1st of July 2011 to become co-creators of their watches. The Configurator developed on the Internet allows them to create the watch of their dreams. The Configurator guides the client in expressing their desires and helps them to achieve them through an intuitive navigation.

Delance reveals the creative artist within you

Over 130 combinations are possible: choosing the number and location of stones, dial, precious metal, cabochon bracelet and custom engraving of 3 lines on the back of the watch. Every time an item is selected, the price is displayed in a dedicated insert in addition to the ones previously chosen. Once the jewel is completed, the user validates the model. The Configurator can even save its creation in a virtual safe with the possibility to access it later to make further changes before the final purchase. In case of very specific demand, the designer, Giselle Rufer, accompanies and performs the craziest creative desires, upon request.



Customize your watch



Price	CHF 24010.00	SAVE TO SAFE
Delivery	45 WORKING DAYS	VIEW MY SAFE
		VIEW MY CART

Just for you

By enabling the access to the territory of expression reserved until now to the brand, Delance strengthens its relationship with its customers and confirms itself as an avant-garde and visionary brand.

Even if DELANCE watches are only available to women, gentlemen are not forgotten so far ... a special "Gift" Tab is at their disposal. The amount is defined by the customer in the currency of their choice among four proposed currencies. The method of sending the gift voucher is possible by mail or email.

The Configurator will enrich with new features and customization elements. To keep you up to date with Delance news, you can follow the brand on:



http://twitter.com/Delance_Watches



<http://www.facebook.com/DelanceWatches>

<http://www.delance.com/configurator>

The spirit of a woman

Since its inception, **DELANCE** has taken its primary objective very seriously, encouraging women to realize their dreams and fulfill their potential. In order to accompany her along this path, **DELANCE** founder and designer, Mrs. Giselle Rufer, has created a timepiece symbolizing the life and dreams of today's active woman. Distinctive, always the same, yet different for each woman, this magical timepiece discretely reflects the personal story of the woman who wears it.

A unique shape

Its diamond shape, the universal symbol of life, is encircled by the infinity loop that links the north to the south, the masculine to the feminine, creating life eternally. Inspired by this symbolism, Giselle Rufer designed a series of watches with themes dear to a woman's heart and to the man who loves her. The first personalized watch, this exceptional piece of technology has, up until today, expressed events of importance which took place in the past, such as the birth of a woman's children, special dates and memories. This year the new collection is enriched with a new theme, with decidedly positive leanings towards a bright future.



For every woman her own destiny

You have but to look at all our models: « Feng Shui Ocean » and « Feng Shui Dawn ».

Each is the fruit of an imaginative collaboration between a woman with a dream and the designer. Each watch expresses a personal desire not as yet realised and so, symbolises a truly unique embodiment of the dreams and hopes of a single, magical woman.



The quality

DELANCE watches are 100% Swiss-made, waterproof, shock resistant and guaranteed for two years. Sculptured from a block of gold steel and protected by a crystal that follows the curve of the case, this piece is truly a technical masterpiece. The achievement is as much in the crystal, cut from a block of sapphire, as in the case which takes its final shape after 41 successive operations.



The creator of the personalised timepiece

Since 1996, **DELANCE** offers emotionally and aesthetically personalized watches for women.

The form never changes, yet the watch is unique for each woman. It tells her story, her dreams, her tastes and her personal values through her choice of engravings, set gemstones and enamel, which symbolically enhance the watch itself or the bracelet.

Often imagined by the man who longs to offer it as a gift, this watch is a pledge of his love and is filled with its own special meaning. Personalisation can be done in several stages and to a greater or lesser degree:



The customized watch

It is assembled from existing elements which can be chosen base on the bearer's tastes. The size, the material, the dial, the hands, the cabochon and the bracelet could be combined according to a client's desire. This means: $2*2*20*2*20*20 = 64,000$ possibilities.

The dedicated watch

Inherent in this watch is a declaration of love: “**Valentine**”, “**Heart of the Rose**”, “**Perfect Ten**”, “**Infinity**”, etc. In this case, to tell her with a **DELANCE**, you have the choice of setting diamonds or sapphires of all colours on the watch: $64,000 * 12 * 4 = 3,072,000$ possibilities.

The theme watch

A tiny little diamond set at the hour of the birth of her child, his special number symbolized in sapphires, dates represented by jewels that will forever recall life's special moments. There is the “**Mother's watch**”, the “**Anniversary**” watch, the “**Secret**” and these themes can be combined and built on to infinity.

The inheritance watch

Unique in that it cannot be personalized by incorporating or adapting precious stones or personal elements: Grand mama's gold bracelet, the stones in the engagement ring that Aunt Jeanne wore, a gem that Grandfather brought back from Brazil... and that's how you obtain a **DELANCE** that can be compared to no other, a true family jewel that can be inherited by one's daughter. The possibilities are limitless.



The creator watch

A bracelet, an engraving, a special setting, enamels executed by designer creators who will transform the **DELANCE** into a work of art.

The watchcase

All these ways of personalizing the **DELANCE** are possible because the watchcase is in gold or massive steel. Cut from a block of metal, a full 41 successive operations are required to unveil all its subtlety. A veritable masterpiece of refinement, it is created thanks to savoir-faire and the cutting edge technology. The sapphire face, an invisible jewel, completes its impeccable beauty.

"The Cascade bracelet"

Extracted from a single block of metal, the **DELANCE** watchcase, with its daringly gentle, sensual curves, is nonetheless firm and rigid.

Only a soft, supple bracelet could complete such a beauty, conferring on the watch a voluptuous femininity.

This, then, is the Cascade bracelet, with its gold or silver twisted strands, springing from the case like fresh, invigorating mountain water.



Water, indispensable and precious, represents the origin of creation. Water is both mother and matrix, the source of all things.

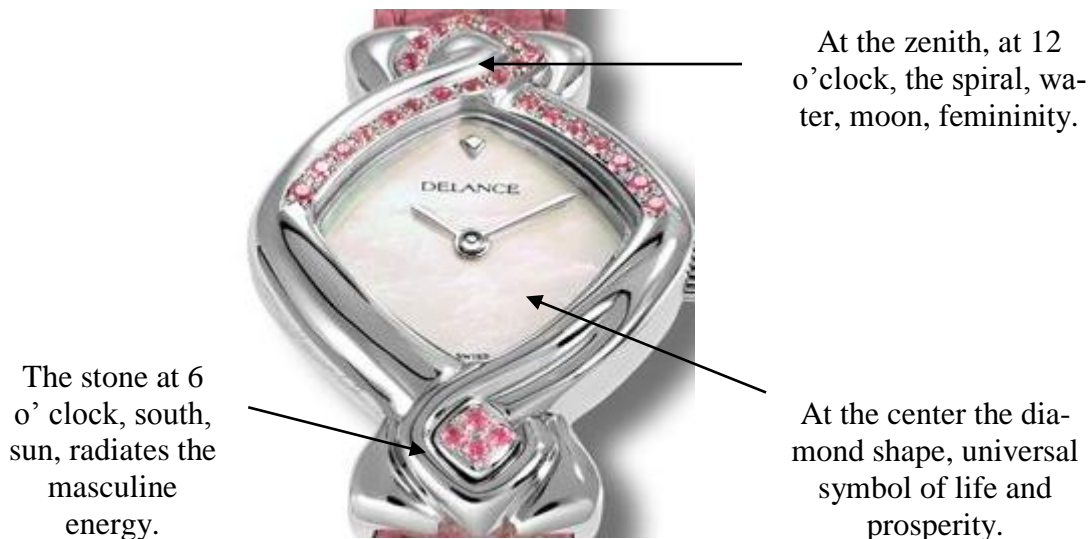
The Cascade bracelet, emblematic of pure spring water and the signature of the **DELANCE**, marvelously completes the original symbolism of the watch.

Remember that the lozenge shape represents the matrix, the ocean, source of all life. And the infinity loop that encircles it is the river that irrigates and nourishes forever. The wellspring, the river, the ocean and life...



A watch for women... A feminine watch

A symbol stronger than a thousand words



The stone at 6 o'clock, south, sun, radiates the masculine energy.

At the zenith, at 12 o'clock, the spiral, water, moon, femininity.

At the center the diamond shape, universal symbol of life and prosperity.

The symbol of infinity links the feminine and the masculine for all eternity

Life Harmony Spirituality

The form

Bold and sensual, generous and discreet, soft and strong, classic and contemporary, the **DELANCE** is a **TALISWOMAN**, a unique watch that symbolises the universal story of women.

The symbolism

With its soft lines and delicate curves, the **DELANCE** subtly symbolizes the values that women hold dear. The diamond shape is the universal symbol of life. The spiral at the zenith represents water, the moon, the feminine. The stone at the nadir represents fire, the sun, the masculine. The resulting sign of infinity binds the masculine and feminine together in universal harmony.

The excellence

A timepiece par excellence created by women, the **DELANCE** is a **sign of their many talents**. Only the finest materials, the best parts, and the most talented craftswomen have been chosen to realize this small and **so divinely feminine masterpiece**.

The interchangeability

A **DELANCE** is **recognisable at a glance**. It comes in two basic sizes and two types of materials, either 18K gold or steel. Add to that a choice of 20 dials, 20 interchangeable cabochons, a multitude of bracelets, and a large choice of precious set stones and the combinations are endless. The cabochons and bracelets can be interchanged at the flick of a finger.

The customization

The speciality of **DELANCE** is to make **each watch a unique piece** that tells the story of each woman who wears it.

By engraving the case, by setting precious stones evoking special moments, each woman can create her own **DELANCE**. Each man can also create one for the woman of his life, to offer her a unique timepiece that will transmit his message of love and recognition.

*"A unique watch for a magic woman,
a magic watch for a unique woman"*

Technical specifications

The watch

Movement

ETA 976.001 quartz, or a Piquet 8.10 manual winding mechanical caliber, possibility of skeleton movement.

Case

Curved diamond shape, carved from a single block of 2N 18K gold or 316 LS stainless steel, with a scratch-resistant cambered sapphire crystal and screw-in transparent sapphire crystal case back. The crown is in gold or steel depending on the case, which is water-resistant to 30 meters. The watches are available in two sizes (23 mm or 26 mm diameter).

The hand carved case, in either gold or steel, requires 41 individual operations to reach the degree of perfection required by **DELANCE**. The arched shape of the diamond case follows the natural and delicate curve of a woman's wrist. The cascading bracelet rounds out the beauty of the timepiece.

Cabochon

At 6 o'clock, interchangeable pyramid in gold or steel stone set or not (a wide selection of stones is available). It may be personalized with a special stone or miniature engraving.

Stone setting

The choice is infinite, either custom selected or from our wide variety of precious stones, including sapphires of all colours and top Wesselton diamonds.

Dials

Luz: Available in many iridescent colours, this lovely unique dial is exclusive to **DELANCE**. Made from a special galvano-plastic process with a brass base, it draws inspiration from a meteorite.

Mother-of-pearl: White, blue, pink, or green, with a cabochon index at 12 o'clock. Available on demand, with one, four or twelve diamonds.

Worked metal: Silvered or coppered four cabochon indices and eight pearls.

Hands: Fan-shaped, domed and rounded, gold plated or nickel-plated.

The interchangeable bracelets

Thanks to a special catch bar in the leather or in the stem of the metal bracelet, all bracelets are very easily interchangeable without the use of a tool.

DELANCE proposes three types of bracelets all adaptable to the case.

Cascade

18K white or yellow gold or 925 sterling silver. In elegant twisted strands, with choice of safety clasps.

Link

Quite comfortable to wear, in cambered gold, steel, or bi-colour gold and steel links. Choice of eight stone-set models, or available as a custom request to match the case. Easily adjustable with hidden screws on one side, with links from 1 cm to 3 cm, with fold over safety clasp.

Straps

Large choice of materials and colours: alligator, lizard, calf, satin, moiré, with soft, supple moisture resistant calf lining. Gold-plated or steel clasp (gold clasp on request).

Centurion

The watch is fixed on the bracelet by two straps that have the system of interchangeability at their disposal. The bracelet Centurion is available in a great variety of colors. Every single bracelet is hand-crafted, right down to the last detail, by an artistic Swiss dealer in leather goods. Metal-boned inside under pads, it ensures a solid holder. In spite of its stability, it adapts to every wrist and gives a positive utterance to the **DELANCE**-watch.

The packaging

Round navy blue packaging wrapped with a ribbon of navy blue satin, lined inside with white reps fabric.

The guarantee and the "Swiss Made"

DELANCE watches are 100% manufactured in Switzerland in accordance with specifications for the top of the range of fine time pieces and therefore have a **five years guarantee**.

CREATE YOUR DELANCE

NAME
 ADDRESS
 PHONE FAX
 E-MAIL

WATCH

SIZE Medium Small
MATERIAL Gold Steel

DIAL White mother of pearl Blue mother of pearl Silver plated
 Green mother of pearl Pink mother of pearl Copper plated

HANDS Gilt Nickel plated
CABOCHON BASE Gold Steel

STONE Without stone White opal Agate
 Ruby Amethyst 1 brilliant « Star of the day »
 Fire opal Onyx 3 brilliants « heart »
 Garnet Hematite 4 brilliants « square »
 Emerald Citrine Princess cut diamond
 Sapphire Turquoise

BRACELET SIZE OF THE WRIST : Inches Centimeter

MATERIAL Gold links « Silver cascade »
 Gold and steel links « Yellow gold cascade»
 Steel links « White gold cascade»

 Alligator Lizard Satin/Moire Leather

COLOR White Cognac Pastel yellow
 Marine blue Grey Pastel pink
 Royal blue Red Pastel green
 Bleu pastel Black Violet
 Bordeaux Orange Turquoise
 Braun Emerald Metal

CUSTOMIZED SETTING

Brilliants Rubies Pink sapphires Blue sapphires

REFERENCE

PRICE

PAYMENT

Invoice Cheque Credit Card

Place, date and signature



Customize your DELANCE

The following information will help us to create a **DELANCE** just for you, unique as you are.
Your lucky number or any personal number

Your Birthday: Month Day Time.....

Your preferred direction: North South West East

The colors you prefer:

white black blue red green yellow other

The stones you prefer:

diamond sapphire ruby emerald birthstone other

Your special wish

Other information

The Jubilee Watch or Celebration Watch (number of years to celebrate)

The Anniversary Watch (important days in your life: your birth, wedding, special event ...)

Year Month Day Hour

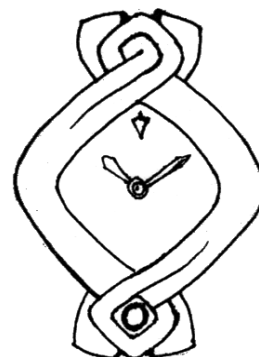
Year Month Day Hour

The Mother's Watch

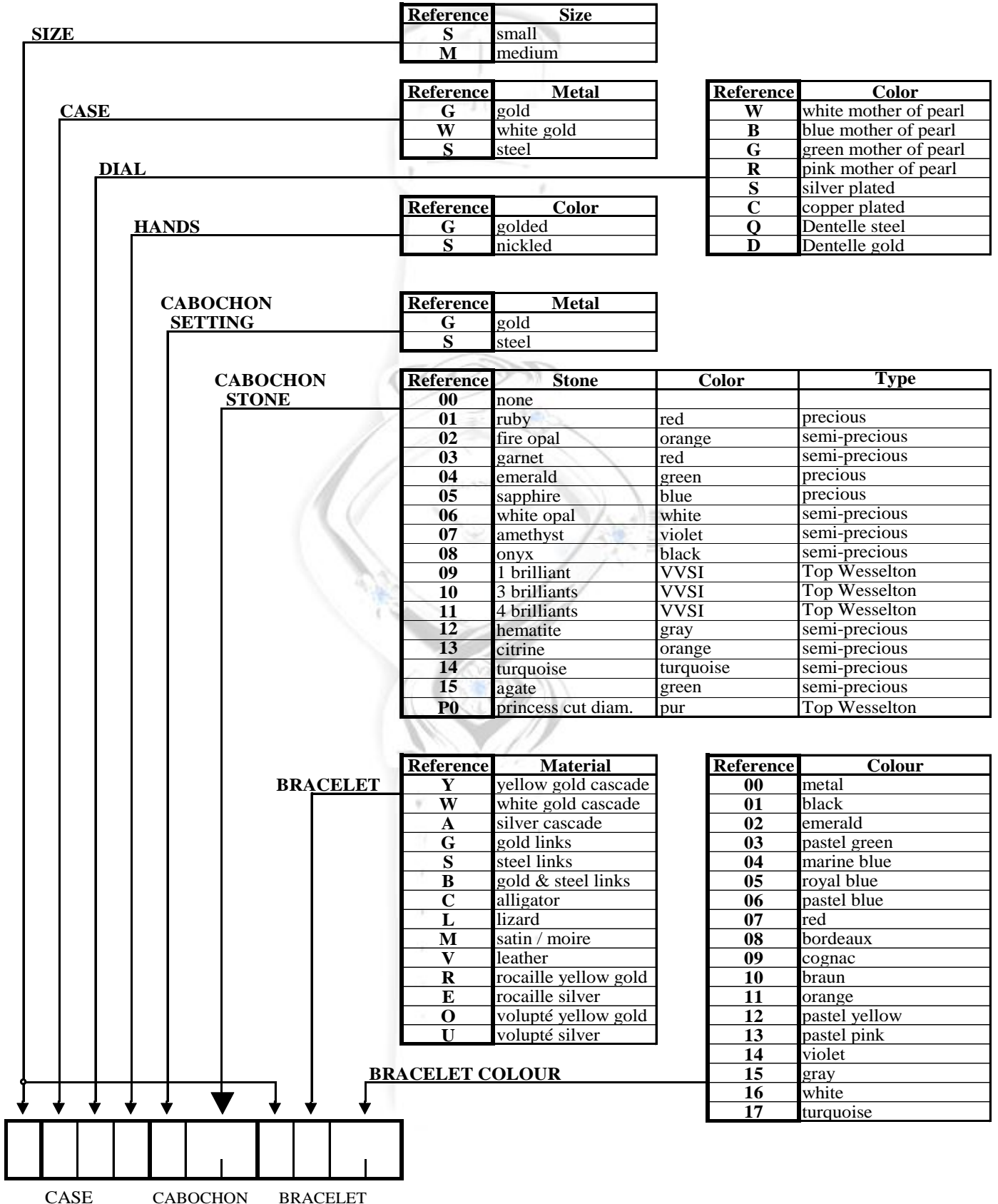
Children :	Hour of Birth:	Stone:	Grandchildren :	Hour of Birth:	Stone:
1	1
2	2
3	3
4	4
5	5
6	6

Your personal DELANCE

.....
.....
.....
.....



REFERENCES



The life of Giselle Rufer : Creator of the Delance timepiece

When I was 4 years old I dreamed of becoming a cowgirl, which for me was the feminine of cowboy. What an exciting life lay ahead! Then, after having read the lives of the Saints, I wanted to become a Saint. Faced with such an insurmountable task, however, I ended up becoming a tomboy ready to defend any noble cause! When a teacher nicknamed me “Don Quichotte” I pertly responded, no, Madam, I am Doña Quichotte. Later on, I discovered my artist’s name: Giselle Delance. I carefully stored it away for the future – if I were an artist, I could live all the lives I wanted!



Before I turned 15, I had to work in my mother’s firm. There, as my mother’s second in command, I apprenticed in all the facets of the business. By the age of 22, when I married and left the business, I had learned an enormous amount of useful things, including how to work 12 hours a day with a smile on my face.

As soon as I was married I went back to school until I was 26 and obtained the equivalent of a Swiss scientific baccalaureate. In 1969 and 1971 my two children were born. After this, I took art courses to become an artist. I worked until I was 39 as an assistant in art at the university and an art teacher in secondary schools. From 36 to 40 I went to engineering school and obtained my degree as the only woman graduate of the class.

At 40 I was hired by the Swatch group to launch the Flik Flak series and discovered as I traveled throughout the world that the watches designed for women were not to my taste.

In my passion to discover the meaning of time I realized that Time is Life. This created in me the desire to create a timepiece symbolic of both the passage of time and eternity, whence came the design of the Delance watch line.

I felt I had to personally create the watch that corresponded to a woman’s time, her talents, values and dreams since the large companies in the industry I contacted were not interested.

Delance watches are meant for the woman who requires a timepiece that is truly unique, a woman who is looking for a special design with a symbolic meaning. The man in her life, who loves her for all that she is, is also drawn to the idea of offering her a watch that will symbolize their love and the deep bond that unites them.

The act of creation brings me great joy. Each time I offer to personalize the Delance watch for its new owner and I see her eyes light up, my happiness is complete. This moment represents the meeting of two souls in a joint endeavor of collaboration, a form of communion. When I have the pleasure of speaking at conferences I often talk of the creative act and my passion for what I do – in fact, I talk about my life.

My enterprise allowed me to discover who I am, and although I suspected that I was capable of doing all I do, I could never be sure until I had accomplished it. I travel worldwide all alone, from exhibition to conference. On occasion I have spoken in front of a thousand people, in a foreign language; the television, radio and press come to ask me for comments in French, German and English. Once the shadow of a corporate president, the assistant I used to be has come a long way from those days...

I have just been named « Woman Entrepreneur for 2008 ». An incredible recognition, it affords me great pleasure. I have been given champagne and been invited to speak on the radio and television – it is as if I suddenly became a genius! But I keep my feet on the ground and use all this acclaim as a marketing tool, for after all, that is the purpose of this award, to bring the entrepreneur visibility so she can benefit from it to advance her company.

The lessons gleaned from this life? I would like to tell each of you to be all you are, to develop your talents, to learn all you can, to live as fully as possible, to love each other more and above all to laugh, laugh and enjoy life...

Life passes so quickly, we mustn’t waste a second... honestly, on my word as a watchmaker!

Macolin, 1st of January 2011

Giselle Rufer

DELANCE COMMITMENT

The genesis of an ecologically responsible brand

A true precursor to eco-responsible behavior and more moved by personal, intuitive know-how than by any collective awareness, Giselle Rufer founded Delance watches with universal values in mind. Solidarity, humanism, creativity, spirituality and good citizenship are the ingredients of this 100% feminine, eco-responsible brand.

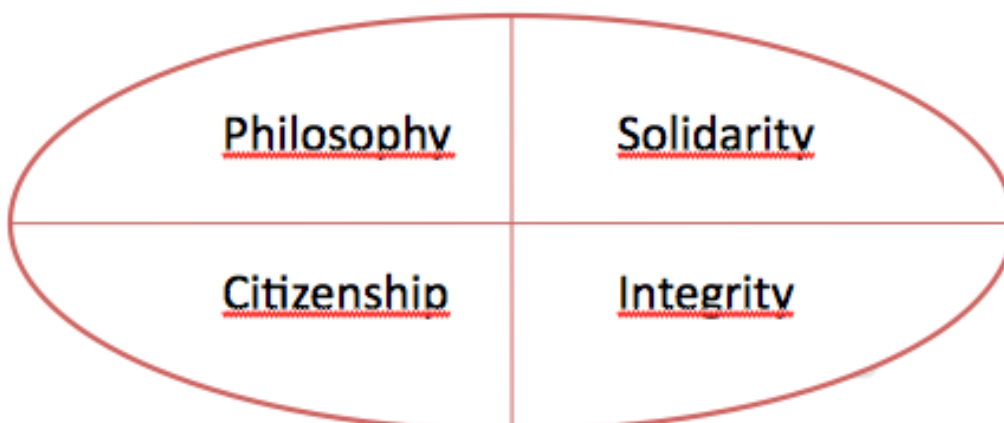
Delance's founder gives meaning to the values she holds dear by investing in the means required to promote and ensure the durability of her social commitment encouraging women. Delance accompanies women as they realize their dreams, fulfill their hopes and expectations and develop their talent and skills.

These goals are central to Delance corporate strategy; that is to say, since its inception in 1996, Delance has been committed to the promotion and encouragement of women as they progress along their career paths and develop their personal potential.

Delance firmly believes that participating in liberating the unique contributions women bring to world economy is an economic stimulus at least as important as China's entry on global markets.

By increasing and spreading its local presence, the brand participates at its own level to global economic development and to the protection of natural resources, even as it actively maintains its commitment to placing women at the heart of our economic future because Delance believes they are, in fact, its very cornerstone, the keystone in its construction.

Delance-supported ethical values



Philosophy: being truly concerned with others, Delance listens to and understands what makes up its environment so as to act to put in place the human means at its disposal. The brand's creations and the owner-creator's role as a conference speaker become the media through which to spread its philosophy and life style goals.

Solidarity: Giselle Rufer conjugates humanism in the feminine mode, so the women in her network can interact to become a community aide relay system.

Citizenship: as an enterprise, to act responsibly to protect and not waste, natural resources, while actively working toward the present and future well-being of the community by being the messenger of the know-how required to spread the *savoir-vivre* on which life in society depends.

Integrity: Delance differentiates itself by its social commitment to women. Still, corporate goals are more universal because they establish action levers, which promote the harmony and understanding indispensable to enabling men and women to work in equality in the 21st century under the sign of environmental and economic progress.

The Delance Commitment

Promoting and encouraging the personal and professional projects of women is founder Giselle Rufer's objective. She achieves it through the following means:

- A very personal, active engagement in local and international associations whose aim is to promote the education and training of women and girls, as well as maintaining her role as mentor and conference speaker.
- By hiring young immigrant women of other cultures as apprentices or trainees
- By giving preferential choice to women as free-lance subcontractors
- By choosing women as working partners in artisanal tasks
- By purchasing supplies and materials from women-friendly companies
- By supporting organizations that actively promote and enhance the condition of women worldwide
- By providing the prizes given to artists at particular events

By contributing to the creation of an international network of other, committed, women entrepreneurs

The Delance Vision

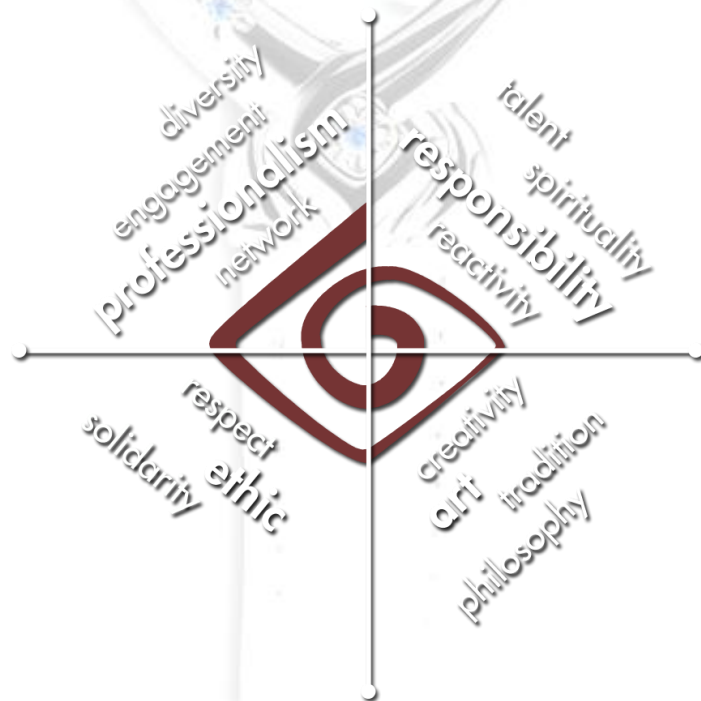
Thinking globally and acting locally is the brand's keystone philosophy for an entrepreneurial model providing the means to realizing a vision, which was born of the necessity to ensure worldwide, lasting development.

Company strategy, as conceived on a global level, is based on simple and universal

- Economically involved
- Socially equitable
- Ecologically respectful

Action Levers

Professionalism, Reactivity, Networking, Responsibility



values and depends on local know-how. Delance offers products that reflect the very particular genius of a small region of the country where watch-making formed the character and stimulated the talents of its inhabitants.

The company embodies in its smallest details, the values of the watch industry: