A highly symbolic DELANCE watch collection

Inspired by the refinement of Japanese art and the symbolic beauty of Japan’s famous cherry trees, DELANCE has created a collection of watches that are delicately engraved with a floral design. Similar yet quite different, each has a definite charm evoked by its subtle softness and quiet beauty. Crafted individually by an artist engraver and stone-setter, every DELANCE in the SAKURA collection reminds the woman who wears it of her many talents.
The spirit of a woman

The company DELANCE was created in 1996 in Macolin, Switzerland by Giselle Rufer and is still run by its founder with passion and unlimited enthusiasm. Mrs. Giselle Rufer, has created a timepiece symbolizing the life and dreams of today’s active woman.

An elegant sculpture

Distinctive, always the same, yet different for each woman, this magical timepiece discretely reflects the personal story of the woman who wears it. After 18 years of existence and having created hundreds of personalized watches, DELANCE has gained the reputation of an exclusive watch brand listening to its clients and meeting their highest expectations.

The silent mentor

Often created by a man, the watch becomes a symbol and a pledge of his love and worship for the woman. It becomes her silent mentor that will accompany her every moment and in every situation. A DELANCE watch is telling everything without words.
A unique shape

Its diamond shape, the universal symbol of life, is encircled by the infinity symbol that links the north to the south, the masculine to the feminine. 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. Gems set and engravings express events of importance which took place in the past, such as the birth of a woman’s children, special dates and memories. The collection «SAKURA» is enriched with a new theme, with decidedly positive leanings towards a bright future.

A personalized 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.

The watchcase

All these ways of personalizing the DELANCE are possible because the gold or massive steel watchcase. 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.
SAKURA COLLECTION

A DELANCE steel watch delicately engraved with a cherry branch
**Miwa:** Harmonious beauty
Delicately engraved with a cherry branch this DELANCE timepiece has been created for a sensitive woman with sophisticated elegance and refined taste. The arrival of warm spring flowers touches the soul of the young woman.

A DELANCE steel watch delicately engraved with three blossom
**With a sapphire at the center**
**Kanon:** The Sound of flowers
Three cherry blossoms with a sapphire at the center, artfully engraved on a DELANCE watch symbolize a bit of everlasting spring for this feminine timekeeper. The woman who wears it embodies eternal youth with elegance and distinction.

A DELANCE steel watch delicately engraved with three blossom with a sapphire at the center
**Yuka:** Enchanting fragrance, magical flower
Three cherry blossoms with a sapphire at the center, artfully engraved on a DELANCE watch symbolize a bit of everlasting spring for this feminine timekeeper. The woman who wears it embodies eternal youth with elegance and distinction.

A DELANCE gold watch delicately engraved with five cherry blossom with a sapphire heart
**Sakie:** Radiant and auspicious
The soft spring breeze gently scatters five cherry blossoms at the heart of the pink sapphire on this opulent gold DELANCE. Unknowingly, it subtly attracts the tender regard of the woman who wears it.

A DELANCE gold watch delicately engraved with three cherry Blossom on the side
**Waka:** Delicate perfume, fragrance of Japan
A highly symbolic and subtle jewel, this DELANCE watch captures the heart of the woman who selects it. She is irresistibly attracted to the three cherry blossoms delicately engraved on the side, a reminder of happy memories.

A DELANCE gold watch delicately engraved with two cherry branch and eight sapphires
**Miyuki:** Beauty and happiness
An ode to spring, love, and success, two cherry branches enhanced by eight pink sapphires, artistically bring life to this jewellery timepiece. Created for a refined and elegant individual who is happy to be a woman, this DELANCE reflects her personal harmony.
A watch for a woman... A feminine watch

A symbol stronger than a thousand words

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 Piguet 8.10 manual winding mechanical caliber, possibility of skeleton movement. Five-years guarantee.

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. 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
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
Interchangeability
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).

DELANCE watches are 100% manufactured in Switzerland in accordance with specifications for the top of the range of fine timepieces.
The dream of a woman: Giselle Rufer, the creator of DELANCE watches

A picturesque region of Jura in Switzerland is the cradle of watchmaking industry. If you are born there, you are very well acquainted with this regional heritage that explains why there are so many watchmakers coming from here.

I was born in 1946 in France and grown up in the small Jura town of Porrentruy in Switzerland. My father being very passionate about the watchmaking and selling Swiss watches in France cherished the idea of creating his own watch brand. It was his dream that became mine after his death. He was only 32, I was 8… It was my father’s idea to name his watch brand “DELANCE”, the name derived from our family name. I realized his dream in 1996 by creating DELANCE. It was a long way to go…

When I was 40, I was hired by The Watch Group for the launch of Flik Flak watches. There I realized that there were so many watches for men, children, spacemen, divers and so on and so forth… but no watch for women existed. I wanted to create a watch that would indicate my time – the sense of harmony and eternity.

Later on, I became product manager for another big watch brand. The company’s president was interested in my idea and let me develop it, but after his resignation my project was turned down. Demotivated and disappointed, I quittd.

That is how in 1996 DELANCE was born. It was my destiny. I could do everything: create a company, a watch. I could realize my dream and that of my farther. Moreover, I wanted to pay tribute and to thank my mother for her courage. I wished to make a very special timepiece, more like a little piece of art, a sculpture that would tell the story of a woman wearing it and the story of all women. You can see the results on delance.com.

I contacted everyone I knew – suppliers, craftsmen, engravers, assemblers, etc. Now after 18 years of collaboration, we are a virtual company that has developed very friendly relations with the partners. Thanks to the internet and well organized work, DELANCE manages to function in a very effective way.

That is true that the main client of DELANCE is a woman but a watch is often created by a man. I love to design a watch together with men for their wives, mothers, daughters, any woman to whom they want to express their love and worship. There are also some companies that present a DELANCE to the employees to reward their work and commitment.

I adore what I am doing. I travel all over the world in the search of partners and I share my story with women who have dreams but do not probably know yet how to realize them. I encourage them, motivate them, and give advice. That is not easy, there are moments of loneliness and deception, but I have learned to accept them as part of the game.

Macolin, the 14th of February, 2014
Giselle Rufer