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Live Your Passion: Building a Watch Manufacture: Frédérique Constant SA, Alpina, deMonaco

Aletta Stas, Peter Stas

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In 1988, Aletta and Peter Stas founded Frédérique Constant, a manufacturer based in Plan-les-Ouates, Geneva, that develops exceptional and affordable wristwatches. This book, presented in intimate interview form, reflects the passion and vision of the company's founders. Read about this family-run business, quite young compared to most Genevan brands, and peruse the timepieces that have contributed to its rapid rate of success. Their philosophy, from the very beginning, has been to reach out to a broader class of enthusiasts who want exquisite, timeless, and yet classical watches at sensible prices. Also browse gorgeous images and personal analyses of the high-end complications in the Ateliers deMonaco line, inluding Minute-Repeater, Perpetual Calendar, and various tourbillons, which Peter co-founded in 2009. In 2002 he and Aletta acquired Alpina, the 130-year-old, trusted sports watch manufacturer, also featured and thoroughly examined by model in this volume.

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