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New Bell & Ross Boutique in St Tropez



Held at Jeffrey Steiner's mansion, the Domaine De Valfère, Bell & Ross played host to 300 guests at a charity event to celebrate the launch of its new model, the BR 01 - Instrument, and the opening of its first boutique in St Tropez, at the Byblos Hôtel.

In addition to the cocktails, dinner and dancing, an auction of a special series of ten watches was auctioned benefiting five charities: : "The Friends of the Netanya University Centre " represented by Jeffrey Steiner; the "Jeannine Manuel Foundation " represented by Philippe Hercot; "The Friends of the Firefighters of Saint-Tropez Gassin " represented by Jean-Michel Couve, (Mayor of Saint- Tropez); "Orpheopolis " The Police Forces Orphanage Foundation represented by Chairman Sebastien Glane, and finally "Action Innocence ", represented by founder Valérie Wertheimer.



The BR01 Instrument

By using avant-garde techniques and with their characteristic practical nature, the Bell & Ross engineers and watchmakers have designed a watch plus several accessories that can be assembled differently depending on one's needs. The construction of the BR01's case with its removable clip fastening system allows the wristwatch to be easily and quickly transformed into an office watch, pendant watch or a watch to fix onto an instrument panel.



Text/Photos: B&R

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