



## Swatch Watch Reflecting Time SUOZ125

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Petrantoni Lorenzo, born in Genoa in 1970, studied graphic design at the University of Milan, before embarking on a remarkable career as artistic director in France. After returning to his native Italy, where he still resides today, also fortified his talent in the field of illustrations.

Their delicate and complex creations are inspired by the nineteenth century, especially in old dictionaries of the time, images of which he rescues from oblivion to adapt and reinvent them before a select audience of the XXI century.

Petrantoni's work, as one would expect, has been exhibited all over the world and has resulted in a wide range of popular advertising campaigns in several countries, as well as in magazines and newspapers of renown.

Petrantoni Lorenzo explains his inspiration for the design: "The antiquity and modernity meet. Past and present together in a single project. This collection of five watches is the perfect proof of this merger. They are designed with decorations, characters, letters and symbols dating from the nineteenth century. It's been a fascinating project, surprising and original. The idea was that the characters and objects from our past come alive again, as often they are immersed in the oblivion of the libraries, and then give them a modern twist and using them for a signature aesthetic youthful and cutting edge. Nothing better than a Swatch to welcome our era.»

Family:	Swatch Originals / Swatch New Gent
Collection:	Spring-summer 2012 watches
Recommended for:	Men and women
Color:	Black and white
Type of case:	Plastic, black and white (38 mm / 1.49")
Hands (h, m, s):	White, white, white
Type of strap:	Silicone, black and white (22mm / 0.86")
Features:	Water-resistant (30 meters / 100 feet) Swiss made precision quartz



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