



AIGNER



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PRESS INFORMATION

MONZA





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AIGNER's latest collection is inspired from relics, stories and patterns from distant lands. Called the 'cabinet of curiosities', the collect has some incredible designs that come together in refreshing colours. Monza is a timepiece that displays the potentials of the collection in a minimalist yet powerful statement.

A timepiece that is playful and serious in equal measure, Monza opens a world of possibilities for the AIGNER gentleman. The timepiece is bold, dynamic and extends beyond the ordinary with its smart design and presentation. The dial is the cynosure of this masterpiece that is fashioned in refreshing colors that reflect the palates of the season.

The iconic horseshoe undergoes a three-dimensional metamorphism to give way to the classic round case that has the AIGNER logo emblazoned on the bezel. The dial is a delightful sundry of aesthetic details that are functional and stylish. The AIGNER logos etched on the dial lends a flamboyance to the timepiece that is balanced by the smart warm grey leather strap. The dial is also highlighted by the seconds' window that is housed within the AIGNER logo at 6'o clock position. The multi-functional timepiece also has a clear date counter to complete its appeal.



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THE WORLD OF AIGNER

A German brand with an Italian soul - AIGNER

From bookbinding to the forefront of Haute Couture – the story of the eponymous brand, AIGNER is a spell of passion, creativity and craftsmanship.

An AIGNER watch is considered by many to be a modern classic, but this contemporary brand has a history that can be traced back to Hungary in 1904, when its founder and original designer was born.

The company was based in Munich, where the mood was one of excitement and a euphoric belief in progress. The free-spirited nature of the time influenced the company's direction and Aigner went on to become a cult brand by virtue of its reflection of a life of pleasure and savoir vivre.

The company chose wild horses as its symbol, as it chimed with the atmosphere, materials and designs that defined the company, as well as the luxury of upmarket horse culture. The horseshoe became more than just a decorative symbol – it represented everything that the company believed in.

SWISS MADE timepieces carrying the famous horseshoe shaped AIGNER 'A' logo are timeless expressions of German precision and Tuscan tradition. The master touch of AIGNER resonates in every product of the brand, making AIGNER a class apart.