

JEWELRY NEWS NETWORK

A CELEBRATION OF JEWELRY AND THE BUSINESS BEHIND THE BEAUTY

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Damoiselle D Jewelry Watches



Rosa in white gold and diamond pavé

It's been ten years since I visited the Doubs region in eastern France, the country's watchmaking center. The region shares a border with Switzerland and French watchmakers said at the time that they use the same people, technologies and techniques as their more famous watchmaking neighbor. But to the average consumer in the U.S., and in many other places in the world, French watches are largely unknown. Ten years later this perception hasn't changed.

However, one company from the region is making a foray into the U.S. market, Damoiselle D, with two lines of women fashion watches that get their inspiration from flowers. The company—based in Besançon, the largest and most important city in Doubs—is led by the husband and wife team of Véronique and Jean Muller. They call their creations jewelry watches. Their watches feature elaborate, circular shapes that start at the dial and work their way outward and a liberal use of precious materials, particularly diamonds. Both lines are adorned with eight petals that are meant to symbolize happiness, luck and prosperity

WELCOME TO THE JEWELRY NEWS NETWORK

This blog is for those who are passionate about jewelry and watches and want to learn more about the industry. It will be a place to find new products from all over the world, whether they are from the most famous luxury houses or new designers and manufacturers, and the most recent news about the business of jewelry, watches and luxury.

ABOUT ME



ANTHONY DEMARCO

I am a freelance writer and editor who has spent the past 10

years traveling the world covering the jewelry and luxury industries. You can reach me at

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Camille Wiart, fashion director of the [French Embassy Trade Office](#), introduced the company to attendees of the Centurion 2011 luxury jewelry trade show.

The *Damoiselle Rosa* (rose), is a white gold watch decorated with linked open petals (four large and four small) that can either be paved in diamonds, or fitted with agate, coral, onyx and turquoise, creating a range of colors that include white, blue, red and black.

Meanwhile, the *Damoiselle Capucine* (Nasturtium) is a white gold watch in which its eight pedals are solid, defined and paved with diamonds.



Capucine in white gold and diamond pavé

All of the watches are attached with a bracelet that is black on the outside and red inside. While designed in France by the Mullers, the watches are assembled and tested in Switzerland for precision and water resistance.

"These jewelry watches are intended for passionate, seductive, contemporary, independent, daring, demanding and loving women with a zest for living and a definite sense of the precious nature of time," the company said. Now what woman couldn't identify with this statement?

POSTED BY ANTHONY AT 12:35 PM     

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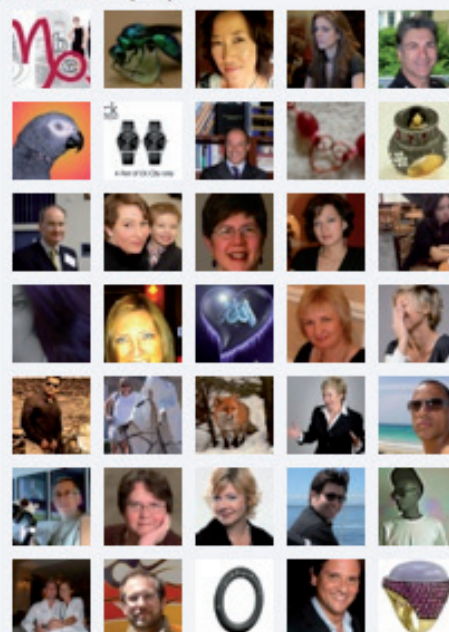
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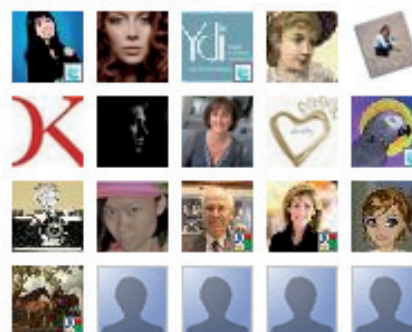
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