

CVSTOS

THE TIME KEEPER

PRESS RELEASE

24th of January 2011

The Cvstos 2011 exhibition in La Réserve and the opening of the new Geneva shop lounge

The exercise 2010 has closed its doors on January 21st and it was a total hit for the Cvstos brand. The press and the agents testified to this latest success: to introduce his new collection and launch his lounge shop in the districts of Saint-Gervais at the center of Geneva.

This new shop, purely dedicated to the brand watches, will allow the Cvstos factory, who has just celebrated its 5 years anniversary, to accommodate its current and future customers in an ultra-modern design setting combining a working atmosphere and a lounge environment.



It was after two years of work until January 19th, nearly 250 people, journalists, agents and VIP guests



attended the opening ceremony organized by the two founders of the brand Mr. Terranova and Mr. Sirmakes.

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Mister G, R'n'B Soul artist, came to lead a part of the evening with the singer Keshia Angeline, reminding us of the excellent video clip "Just Between Us". It was shot this summer in Geneva showing the close collaboration singer-factory (placement of the Cvstos products). Mister G is one of the first urban Swiss artist to perform at MTV in 2007.

Two barmen jugglers set the party on fire and the Michael Jackson impersonator aroused the Asian audience in large number this evening and as well all the aficionados of our late King of Pop.



This new store is called C-Lounge and will become certainly the meeting place to discover the new collections all year around.



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From an aesthetic point of view, the whole shop plays with colors, but red definitely prevails although the general atmosphere of the place can accommodate any colors of a pantone palette. Regarding the visibility of the product, design display cases are arranged a certain way in order to fill up the 200 m² space, so that the customer can discover the collections.

"PLV" presents clearly the products specifications allowing the customer to explore and discover his own treasure. All the acts made by the customers in the store: " enter the store ", " look at the products ", "choose and buy " are opportunities which allow them to feel the emotions and the values conveyed by the brand.

A perfect answer to the needs of demanding customers.

