



### News From Armaan Swiss Diamond Watches

November, 2009

#### Armaan Sees Stars at the Emmy's, Featured on E! News



Above, Jason Kennedy on-air with Emmy winner Kristin Chenoweth, wearing a diamond Armaan timepiece during the TV show's Emmy broadcast.

Armaan Swiss Diamond Watches made its Emmy debut onto the star-studded red carpet, September 20th at the 61st Annual Primetime Emmy Awards in Los Angeles.

E! News correspondent Jason Kennedy sported an Armaan timepiece during the Emmy's on-air broadcast. His watch of choice was a stainless steel, 48mm case from the brand's popular "Eterno" Collection, featuring 1.31 ct VVS1 diamonds (80 stones) on an alligator leather strap. Suggested retail price, \$8,000.

For more information on the Eterno Collection, visit [www.ArmaanSDW.com](http://www.ArmaanSDW.com)

#### Press Watch: Armaan Featured in Orlando Magazine



Top Right: Armaan Swiss Diamond "Skeleton" Watch in Stainless Steel with a 44mm case size and 6.2 ct VVS1 diamonds (401 stones) retails at \$29,000.

Armaan showed off its 'street chic' style in the September issue of Orlando Magazine.



*E! News, Ryan Seacrest talking to co-host, Giuliana Rancic about Armaan Swiss Diamond Watches.*

## Armaan Presents: *The Chronograph Collection*

The publication featured **Armaan's** dazzling *Skeleton 'Big Boy'* watch in stainless steel. "Conveys a rebellious vibe," states the magazine's City Style editorial. Armaan describes its Skeleton Collection as street chic meets tech savvy - the perfect combo for the man who appreciates top styling matched with preferred functionability.

Merging strength & style, the Skeleton "Big Boy" Collection includes three models: stainless steel (\$29,000), rose gold (\$50,000) and yellow gold (\$50,000).

For more information, contact [nas@armaansdw.com](mailto:nas@armaansdw.com)

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*Featured above, Armaan's "Eterno" Chronograph. An array of 6.62 ct of VVS1 diamonds (558 stones) adorn this luxury timepiece, shown here on a white alligator leather strap. Suggested retail, \$30,100.*

**Armaan's 'Chronograph' Collection** features bold styling combined with a show of strength that redefines the meaning of luxury. This unisex collection offers a choice of color alligator leather straps, ranging from neutral to dark, and brings to market the most technically advanced and beautiful chrono available.

While the above watch shows the brand's 48mm case, the timepiece is also available in a 44mm case making this a perfect choice for men and women. The Chronograph is also available on a stainless steel bracelet.

For more information on the *Chronograph Collection*, contact Nas Eakangaki at [nas@armaansdw.com](mailto:nas@armaansdw.com)

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