

Beat: Arts

## **LORNET HORLOGERIE FRANCAISE - French Watches entirely conceived in FRANCE**

**Designed,Manufactured,Assembled - FRANCE**

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**USPA NEWS** - LORNET Horlogerie Française is launching a new Line with a simple philosophy which is the 'Totally Made in France' (Developed, Manufactured and Assembled). Three Young Men are at the origin of this Line : Anthony SIMAO, Mikael BOURGEOIS and Benoît MONNET...

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This revival of the French Watch Manufacturing would like to appear under a specific philosophy defined by : Transparency, Modernism, Elegance, Simplicity and Innovation. LA-01 is the first example, which is manufactured at a Limited Edition with 100 pieces. The launching price is of 3,900 Euros/each. Will follow a Sport Line added to this one. By 2020, 9 Models are planned, with 'complications'.

The main instigators of this New Project rather affordable for customers are :

- \* Mikael BOURGEOIS : Design Department
- \* Anthony SIMAO : Assembly and development of movement Department
- \* Benoît MONNET : Public Relation and Communication Department.

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### **Article online:**

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