

## **Become an authorized representative of Delance Swiss Watches**

Become an authorized representative of Delance Swiss watches and spread the good word in your town, city or country!

You ask yourself, where would the ideal point of sale for **Delance** watches be?

A luxury shop, an exclusive jewelry store specializing in unique, one of a kind pieces that speak to the heart of the discerning clientèle fond of artistic items that can be found nowhere else – the type of boutique that offers an atmosphere of calm deliberation and personal care, where the buyer is treated with respect and attention to their particular tastes, the kind of service that is fast disappearing because it takes time to establish a relationship that will last.

Time is what the **Delance** is all about – **our time, a woman's time come, finally - Delance** watch designs are based on the firm belief that the client has a personality that requires a certain amount of ownership in the artistic process and may often wish to participate in the design or choice of gems to be used in piece of jewelry that is little short of a commission. Because the **Delance** is so much more than just a watch – it is a work of art that is personalized for each and every one of our "Ambassadrices."

The personality and creativity, the quality and personalized service, as much as the **Delance** exclusive pieces themselves, are advantages the jeweler with an eye to a flourishing business can appreciate. The **Delance** can be had only by those who wish to short circuit the cheap, large distribution chain stores, internet sales or fraudulent, curbside copies. The attentive service and the highly unusual timepiece such as the **Delance** can only be offered to a specialized clientèle in a „class“ establishment that need only have a limited stock on hand as examples of what can be creates, especially for them.

A watch that is tailor-made, exclusively for you – that is the answer.

The highly symbolic nature of the **Delance**, its unique and elegant diamond shape, which comes in two sizes in either gold or stainless steel, and the possibility of choice among the variety of faces, dials, precious stones used in the jeweled settings and bracelets enables this extraordinary watch to tell the story of its owner as no other watch can, all the while creating a one of a kind item by a simple combination of different design elements such as the choice of the commemorative gems or personalized engravings. The very involvement of the client with the jeweler in the process of creation establishes a personal relationship that is of inestimable worth, a bonding that serves as a guarantee of client loyalty and inevitably, of return business.

Thus with the choice of a dozen or so **Delance** watches, the jeweler can propose a watch that is unique to each client. Because the **Delance** must be personalized by either engraving a special commemorative phrase or setting the case with the customer's chosen gems, perhaps adjusting or creating a bracelet, the **Delance** may, like the woman it is destined to honor, take time in the making. Remember waiting at the bottom of the stairs to be delighted by the beauty of the woman who has taken the time to make herself beautiful just for you? As it is in love, so it is with the **Delance** – waiting intensifies the pleasure.

Who is the ideal authorized agent of the **Delance** watch line?

Our agent is an entrepreneur with vision – a person who has understood the potential market the busy, energetic and highly creative women of today represent. With a glance, the **Delance** can make them dream in the midst of their business meeting, can inspire them to greater heights of creativity and unusual options – the **Delance** representative knows this instinctively, and offers them the watch they have been

looking for, the watch that represents them, their career path, their family touchstones, their hopes and aspirations.

The ideal representative knows it takes time to offer time pieces that are highly personal, intimate and unique – that speak her language without ever saying a word, a silent partner that accompanies her day in and day out, in business or in pleasure... unique, like her. Our representative is ready to personally invest his time and efforts in launching his **Delance** network because he sees the immense potential in such a market segment. He either possesses or will develop the ideal distribution network that responds to the ideal **Delance** point of sale because he believes in what he is creating, just as we here at **Delance** do.