



## PRESS RELEASE

### Orient Crown to showcase 20 new designs as part of their innovative range of watch Winders at Baselworld-Switzerland

March 2019, Basel, Switzerland; Orient Crown, the young company specializing in high-quality watch winders for the discerning watch collectors, is proud to announce their first participation of the worlds premiere show for the watch and jewellery industries, Baselworld. With a 105 square meter stand, Orient Crown are launching more than 20 new designs to add to their range of watch winders and luxury safes. The range has already shown incredibly levels of quality and craftsmanship at remarkable prices, turning a lot of heads in the industry as a result.

Taking place in Basel from March 21<sup>st</sup> to 26<sup>th</sup>, 2019, the event celebrated its 100<sup>th</sup> annual event in 2018. It is a showcase for innovation and new products and represents the first time Orient Crown have been able to display their entire range to the world. Probably the youngest brand at the event, Orient Crown are building a reputation for delivering exquisite products that offer high-quality and incredible value, and Baselworld is an opportunity to further that to a larger audience and increase their impact on the industry as a whole.

This approach is redefining the watch winder industry, changing consumer expectation in a way that hasn't been done for half a century or more, and with its brand firmly dedicated to maintaining that balance of high quality and value, while offering new thinking on design for watch winders and luxury safes. With as many as 20 new products on show, Orient Crown are expanding rapidly from there 2010 beginnings to become a leading innovator in the industry, with over 50 designs to suit any watch collection today.

All Orient Crown watch winders use the highest-quality components, featuring state-of-the-art Japanese motors for incredible control and reliability. With elegant detailing and timeless style, they reflect the appreciation of quality that watch owners share. Bringing their products to Baselworld is an opportunity for world enthusiasts to see these products up close for the first time, and for the team at Orient Crown, an exciting chance to show the opportunity for personalized, innovative watch solutions the range brings.

“Really, we are excited about the event just to see the response,” notes **Waleed Abumazen Managing Director at Orient Crown**, “We have been working hard since 2010 to create a range of products that will transform the industry, and now we are here and eager to show them off. We want to make an impact, and with 20 new models that blend style, quality and value in a way that nothing on the market can match, we know that Orient Crown is ready to make a difference.”

You can find Orient Crown at Hall **4.1 on stand H08** throughout the event 21-26 March 2019, or you can see more information about the range of products they have on offer at [www.orientcrown.com.sg](http://www.orientcrown.com.sg).

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