

FENDI TIMEPIECES

POLICROMIA MADE-TO-ORDER

DEVELOP YOUR PERFECT WATCH DESIGN

A new programme by Fendi Timepieces allows you to customise the Policromia watch, by selecting an array of noble materials, from genuine stone inserts to baguette or brilliant cut precious stones to coloured mother-of-pearl. More than 100,000 combinations are possible to define your unique watch.

The word *Policromia* originates from the Greek words *poly* (multiple) and *chrôma* (colours), embodying the idea of several colours together, with a mystic reminder of a surreal Goddess living in a distant world. It has been accurately chosen as the name of the new exclusive Fendi Timepieces watch collection, designed in collaboration with Delfina Delettrez Fendi, globally renowned jewellery designer and 4th generation of the Fendi family.

Drawing on the wide horizon opened by the collection and its unique modular construction, an exclusive *Policromia* Made-To-Order programme has recently been launched to offer the opportunity to develop your own watch design, during organised special events. Fendi clients can choose among various noble materials and colours according to their own desires, combining them in a unique way.

Twenty different levels of personalisation are possible: it includes case materials and size (33mm or 38mm), coloured gold, genuine stone inserts (from lapis lazuli to Burma jade), coloured mother-of-pearl, baguette cut or brilliant cut diamonds and precious stones (from emeralds to rubies), and a colour palette of genuine handmade exotic straps (alligator, lizard, even stingray). With about four levels of choice of *haute joaillerie* elements, the *Policromia* Made-To-Order programme is a pure expression of the Maison's craftsmanship, creativity and timeless elegance.

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The design of this *Policromia One-of-a-Kind* is very feminine, featuring multiple shaded pieces and an asymmetrical construction made in noble materials, creating the watch's daring silhouette with a unique three-dimensional effect. Its versatile architecture allows an infinite choice of combinations by mixing the customers' own tastes with the highest *savoir-faire* of the Fendi artisans to give life to exclusive unique pieces.

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