

## **Make Time Your Own with this Unique Swiss Gold Watch Collection**

Goldgenie, the London based Gold plating and luxury customisation specialist, has built a global reputation as the premier leader in modern technology embellishment. Famed for their customized smartphones and more recently the Apple Watch in fine finishes of 24k Gold, RoseGold or Platinum, Goldgenie is at the forefront where it comes to merging innovative modern technology with traditional craftsmanship.

While the company's Spectrum Collection of Luxury customised Apple Watches has taken over the spotlight this year, the brand's DNA collection of Swiss made watches, which tell the time just as well, have continued ticking away loud and clear in the background. Launched in 2014, Goldgenie's collection of Swiss made watches are beautiful examples of horological craftsmanship and have been particularly well received by Middle Eastern clients, who are in search for something truly personal to mark their wrists out from the rest.

Under the ethos that time should be made your own, the DNA collection is aptly named, as Goldgenie's artisans will customize each watch so that it is unique to its wearer. The collection consists of 7 designs and no more than 500 of each design will be created. Each watch case will be laser engraved on the back with its unique number in the series and each face may be laser engraved with the wearer's name, lucky number or significant date.

The watches are handcrafted in Geneva, using an array of fine materials including stainless steel, cubic zirconia, ceramic and crocodile embossed Italian leather and the seven models include three masculine styles, The Zen, The Carrington, the Aztec and four feminine styles, The Krystal, The Krystal Sun, The Pearl and The Oyster.

Each piece from the collection is sold with a 5 Year unlimited guarantee on the specialist Swiss movement technology and is sure to stand the test of time. The watches make a timeless personal statement or a unique gift. All watches are beautifully presented in an exclusive custom piano box that includes two matching 24k Gold embellished pens and a luxury quality leather pouch to compliment the timepiece.

Goldgenie's expansion into the traditional luxury watch market signifies that there is still an appreciation of traditional time telling despite the surge in popularity of modern smart watches. While modern innovation will always be welcome, the reliable familiarity of a traditional ticking watch face will never lose its allure and with Goldgenie's DNA collection, never has there been a better way to make your own mark on the hands of time.

For more information, please visit [www.goldgenie.com](http://www.goldgenie.com)

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