

## Lambretta takes off in Basel

*Eight new models. 6 unisex and 2 ladies. That's the result of an intensely creative design phase at Lambretta Watches. And all eight Lambrettas will be released during the watch convention with a capital C: Baselworld 2004.*

([PRWEB](#)) May 13, 2004 -- The new watches are sprung from the successful 50's and 60's design era. Crowned by a celebration of the very first scooters from Innocenti with a watch called 'Classico 1947'.

'We were looking for an innovative design with an attractive twist to our line. Our aim is to once again give trend and quality conscious customers a positive rush, says CEO Jonas Dahlgren.

The watch convention in Basel is the most exclusive and prestigious convention of its type, and is widely respected by watch manufacturers throughout the world. During the week of April 15th - 22nd, Basel becomes the capital of the world watch trade. With its unique atmosphere, rich exhibition program and carefully selected exhibitors, Basel confirms who are the most interesting contemporary watch manufacturers.

With an origin in the distinct form and colour idioms of the 50's and the 60's, Lambretta Watches has quickly established itself as a genuine watch brand to count on. For the second year, Lambretta was chosen one of the coolest brands in the UK: 'Cool Brand Leaders 2003' by Superbrands.

'The key to our success has been a combination of a broad collection of unique cases always with the roots in the design and quality conscious Lambretta era. Our design is so unique that other manufacturers don't dare to copy us, says Jimmy Millblad, Design Manager at Lambretta Watches.

Lambretta Watches in Basel 2003



**Contact Information**

**Jimmy Millblad**

LAMBRETTA WATCHES

<http://www.lambrettawatches.com>

**Online Web 2.0 Version**

You can read the online version of this press release [here](#).