

MADISON
NEW YORK



Madison New York appoints Pierre Ravan as Middle East Brand Ambassador

Madison New York, the trendy and colorful silicone watches reflecting the exciting and diverse New York lifestyle, collaborates with internationally-renowned artist, DJ and Producer Pierre Ravan, as the appointed Brand Ambassador for the Middle East.

Making time for a musical journey, Madison New York recognizes Pierre Ravan's decades of experience and contribution to the music industry and celebrates his Spiritual House music genre.

Pierre Ravan is dubbed as one of the first Fashion DJ's in the world, having played for the some of the world's most influential designers' fashion shows. The unique music of Pierre Ravan has graced the catwalks of Paco Rabanne, Dolce & Gabbana, Roberto Cavalli, Thierry Mugler, and Jean Paul Gaultier. Also a producer and a remixer, Pierre Ravan is popularly appointed by several international brand names and music labels as their Official artist.

When Pierre Ravan is not engaged zipping through time zones playing in top tier and exclusive clubs around the world, he spends countless hours in his studio in Dubai creating original music which has now earned him 7 successful "KaRavan" album launchings to date. His latest album, L.O.V.E., was recently launched in December and is now available in major music stores worldwide.

What makes Pierre Ravan the ideal Madison New York Brand Ambassador for the Middle East? "Madison New York as a brand reflects the New York lifestyle and the diversity of colors, personalities and attitude all converging into this city full of life and opportunities. Pierre Ravan's 'KaRavan' brand embodies the concept of creativity and unity across race, gender, and culture. The concept of harmony amidst differences and diversity is what these two names advocate," explains Frederic Brunel-Acquaviva, General Manager of Christian Bernard Middle East, the regional distributor of Madison New York. "We are very pleased to welcome the multi-talented Pierre Ravan as part of the Madison New York family and we look forward to a successful collaboration with him," he adds.

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As part of this special collaboration, Madison New York has created a Limited Edition KaRavan watch line released in three colors: navy blue, orange and white. The watch's unique design is enhanced by a grey monochromatic-themed dial depicting Pierre Ravan with a music headset and in his signature pose -- arms outstretched to his sides and peacefully meditating in a lotus position. The dial also carries the KaRavan logo which appears likewise on the back case of the watch.

The design reflects the well-respected DJ's spiritual journey through music and time. "The design of the Madison New York Limited Edition KaRavan watch will give you a different approach when looking at the watch and make you feel more in tune with yourself," says Pierre Ravan. "Whenever you are late or the question of time occurs and you need to observe your watch, the unique feature of the watch design gives you the idea of peace and calm and makes you feel less stressed and in the present."

A fashion watch for daytime or nightlife, Madison New York consists of ultra-light and non-allergenic silicone bracelet, high quality mineral crystal and a stainless steel crown and back. The timepiece is water resistant up to 5ATM thanks to a Japanese high precision quartz movement. And, as its contribution to environmental accountability, every essential part of a Madison New York watch is fully recyclable.

The launching of Pierre Ravan as Madison New York's Middle East Brand Ambassador and his new Limited Edition KaRavan watch line will be celebrated in an event party on January 24, 2013 for ILL Communication night at N'Dulge night club at Atlantis Hotel , The Palm Jumeirah. N'Dulge is one of the hottest upscale clubs in the Dubai nightlife scene.

About Christian Bernard Middle East and the Christian Bernard Group

Christian Bernard Middle East is the regional subsidiary of the international group Christian Bernard. Based in the Dubai Airport Free Zone and set up in 2008, CBME is part of the Group's objectives to build and strengthen its jewelry and watch business in the MENA, India, and Pakistan territories to be in line with the global company strategy.

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Founded in 1973, the CHRISTIAN BERNARD Group is one of today's **world leaders** in the watch and jewelry industry. Driven by a creative spirit and the constant pursuit of innovation, the development of the Group is based on its tradition of **beauty and perfection**.

Over the years CHRISTIAN BERNARD has built up a **unique business** through the gradual integration of all the skills and crafts involved in the Group's activities. Mastery of design and manufacturing, expert knowledge of both generic and licensed products, a strong distribution network, and the acquisition of retail chains have made the Group a key player in the international market. With uninterrupted growth for over 30 years, CHRISTIAN BERNARD is a true success story. www.christianbernardgroup.com

About Madison New York

Madison New York is one of the leading fashion watch brands. The colorful, high-quality watch collection is inspired by trends in international cities such as New York, Paris, Milan, and Tokyo. With its success, Madison New York has in recent years established itself as a trendsetter.

MADISON NEW YORK's watch collection is available in 50 countries worldwide and at more than 2,000 watch retailers in Europe. In summer of 2012, the first two MADISON NEW YORK flagship stores were opened in Hong Kong and Munich. For more info, visit www.madison-candytime.com and www.facebook.com/MADISON.candytime