

PRESS RELEASE

## Swiss watchmaker, LADOIRE Genève expands its distribution network to the Middle East

**Geneva, August 2009** - New player in the luxury industry, positioned in the market for exclusive haute horlogerie, LADOIRE is expanding its international distribution network. Under its label "Helvet Mechanic", the young watch brand is now available in the Middle East.

At the heart of this market, the young watch brand created in Geneva, Switzerland, the cradle of watchmaking, will be represented through Dubai-based distributor ENJOY BIJOUX, in the whole Middle East (Abu Dhabi, Bahrain, Dubai, Saudi Arabia and Blue Salon in Qatar) distributor based in Dubai.

"We are very honored to be so well represented in the Middle East, a booming market for the luxury industry and hosting many savvy watch collectors and fans of exclusive niche watch brands," says Lionel Ladoire, president of LADOIRE SA.

With the Middle East, the Swiss watch brand expands its distribution network to a total of 13 countries on 4 continents, as follows:

- **Asia:** Singapore, Hong Kong
- **Europe:** France, Italy
- **Middle East:** Abu Dhabi, Saudi Arabia, Bahrain, Dubai, Qatar
- **Russia / emerging countries:** Azerbaijan, Kazakhstan, Russia, Ukraine

### About LADOIRE

Founded in 2007 by Lionel Ladoire and Richard Piras, the eponymous company has positioned itself in the luxury sector, on the market of high-end Swiss watches with complications.

Lionel Ladoire, passionate in micromechanics and after 20 years in the sector of fine jewelry, is at the heart of Ladoire products. He designs and develops timepieces that are full-blooded and exclusive.

Richard Piras, 15 years of experience in financing technology and innovation management, engineer by training, organizes the industrial and marketing development of the company.

Frédéric Esnault, watchmaking expert in the creation of exceptional complications and in the art of "tourbillon"-making, brings to the young brand his knowhow and expertise.

**Roller Guardian Time : First LADOIRE's creation:**

First timepiece created by LADOIRE, RGT - Roller Guardian Time - has a mechanical movement with automatic winding mechanism, totally exclusive and features a neo-classical design of the most daring. Result of a cutting-edge technology, this innovative timepiece is already hailed by specialized watch Medias.

Fully tailor customizable, RGT is available in 3 basic versions: red gold, white gold and titanium, globally named the Regular line. In 2009, the exclusive production of LADOIRE timepieces will reach a total of 60 pieces.

**RGT pieces available in the Middle East boutique:**



*RGT REGULAR LINE OR ROUGE*



*RGT REGULAR LINE TITANE*



*RGT REGULAR LINE OR BLANC*



*RGT SUR MESURE LINE BLACK&BLACK*

**Where to find them?**

ENJOY BIJOUX - DUBAI, UAE

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