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In full bloom

BEAUREGARD'S INTRICATE FUSION OF ART AND TECHNICAL PROWESS

Beauregard, a brand that blooms from the heart of the watchmaking world's grandeur, is not merely a connoisseur of timepieces. Instead, it embodies the art of adorning one's wrist with nature's most delicate metaphor: a flower.

In the realm of horology, where precision meets artistry, these timepieces are akin to petals, meticulously crafted and arranged to capture the essence of time's fleeting beauty. Each watch, a delicate bloom, opens to reveal the intricate mechanisms that drive its existence, much like the inner workings of a flower.

The brand is a testament to the seamless fusion of artistic ingenuity and Swiss craftsmanship, brought to life by the brand's visionary Canadian founder, Alexandre Beauregard. His unbridled love for exquisite gemstones kindles the creation of remarkable timepieces that have earned him the privilege of

being shortlisted three times at the prestigious Grand Prix d'Horlogerie de Genève. His attraction to nature is evident in each design. "I see my creative landscape as a garden, vibrant with colours," he says, "so shaping our dials as miniature gardens of precious stones came naturally."

In the realm of horology, Beauregard has redefined the rules, showcasing a profound focus on both technical prowess and aesthetic allure. The brand's essence is anchored in the mastery of jewellery and watchmaking but never shies away from exploring uncharted territories of artistic expression, consistently pushing the boundaries of traditional luxury.

The colourful array of dials, as harmonious as a garden in full bloom, reflect the hues of nature's own palette.

With each creation, Beauregard reiterates the profound truth that



artistry knows no bounds, and beauty is a constant evolution. From the Dahlia to the Lili, each watch is made from 18kt gold and adorned with diamonds and other precious stones.

These pieces are not just timekeepers; they are storytellers. With each tick and second that passes, a tale of Swiss craftsmanship and timeless beauty is told, much like a flower that blooms and wilts with grace. ■

www.beauregard.ch
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