

KRIEGER®

CHRONOMÈTRES SUISSES

KRIEGER WATCH INTRODUCES: PLETHORA

A SERIES OF DIALS DESIGNED BY ARTIST JONA CERWINSKE

Miami Beach, FL (May 2008): Krieger Watch Corporation and local contemporary artist Jona Cerwinske join forces and together create a series of limited edition watch dials. Cerwinske challenges the world of fine art with his inimitable approach at fusing fashion and art and delivers *Plethora*, a collection of signature dials. Designing one-of-a-kind dials for **Krieger** is a first for Jona, as well as, a new endeavor for the **Krieger** brand.

Cerwinske has astonished the art world with his ability to turn everyday items into exceptional pieces of art. A Miami Beach native, he has rendered many local residents and visitors speechless with his unique exhibits including "One Love World" during Art Basel 2007 and a poolside painting session at The Delano. Another highlight was at the Miami Auto Show where he drew on a Lamborghini Murcielago. Through such exhibitions he has developed a client list that includes high profile stars such as; Lenny Kravitz, Kenny Scharf and many other famous musicians, actors and athletes.

Stemming from the idea that a delectable box of gourmet chocolates holds an assortment of pieces that individually entices the soul to experience the taste of each piece, Jona presents the *Plethora* collection. Similar to a box of chocolates, Cerwinske has utilized a variety of techniques to deliver a collection of dials each with a story and unique manifestation of shape, design and style. A collection of five pieces; *Black Diamond Lotus*, *Graffiti Lace*, *Erosion*, *Gold Leaf* and *Berries*; each timepiece carries an abundance of color and unparalleled complexity. The dials present a blank canvas for bringing his vision to life. All of the pieces in the *Plethora* collection are painted or etched by hand assuring the originality and individuality of each dial.

The *Plethora* collection will debut at JCK 2008 in Las Vegas. Krieger, a 20-year veteran of the infamous JCK trade show, is proud to showcase some of the world's hottest new watches to buyers from around the globe.

Besides the eye-catching art on the face, these watches boast an oversized King's crown with anti-reflective sapphire crystal and are water resistant up to 5 ATM. The watches are available in 18kt yellow gold or stainless steel with or without diamonds. All dials come with a alligator or exotic skin strap of your choice. Prices start at \$10K and will be available beginning May 2008 for a limited time only.

For more information please call 305.534.5433 or to view other styles from the **Krieger Watch** collection please visit www.kriegerwatch.com.

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For more information contact Vanessa Conde at vanessa@kriegerwatch.com , 305.534.8433 or Jennifer Dubin at jdubin@ksvpmedia.com, 305.604.5787.

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