

Bell & Ross

NOVAROSA



BRS NOVAROSA: THE ASTRAL ROSE

Bell & Ross, the specialist in aviation-inspired instrument watches, soars through the skies in surprising aircrafts. Sometimes, its watches leave the stratosphere undertaking more distant journeys.

Paradoxically, women's models are the ones that reach the highest heights: the recent BRS Diamond Eagle led women on a voyage to the stars. Like a miniature Milky Way on the wrist, its dark blue dial features the Aquila or Eagle Constellation formed by scintillating diamonds. This chic model met with great success. Now, Bell & Ross enriches its family of stellar watches with a new collection for women, which is just as heavenly. The seductive and glamorous BRS Novarosa is inspired by the pink

hues of Supernovae, the stars that explode in the vastness of space. It comprises three highly refined models that feature the BRS case, the smallest of the square watches. The design reinterprets the brand's iconic model by introducing precious features that will delight women. The stunning pink of the dial evokes the explosion of a supernova that reveals a striking pink halo. These timepieces are true jewels of the watchmaker's art.

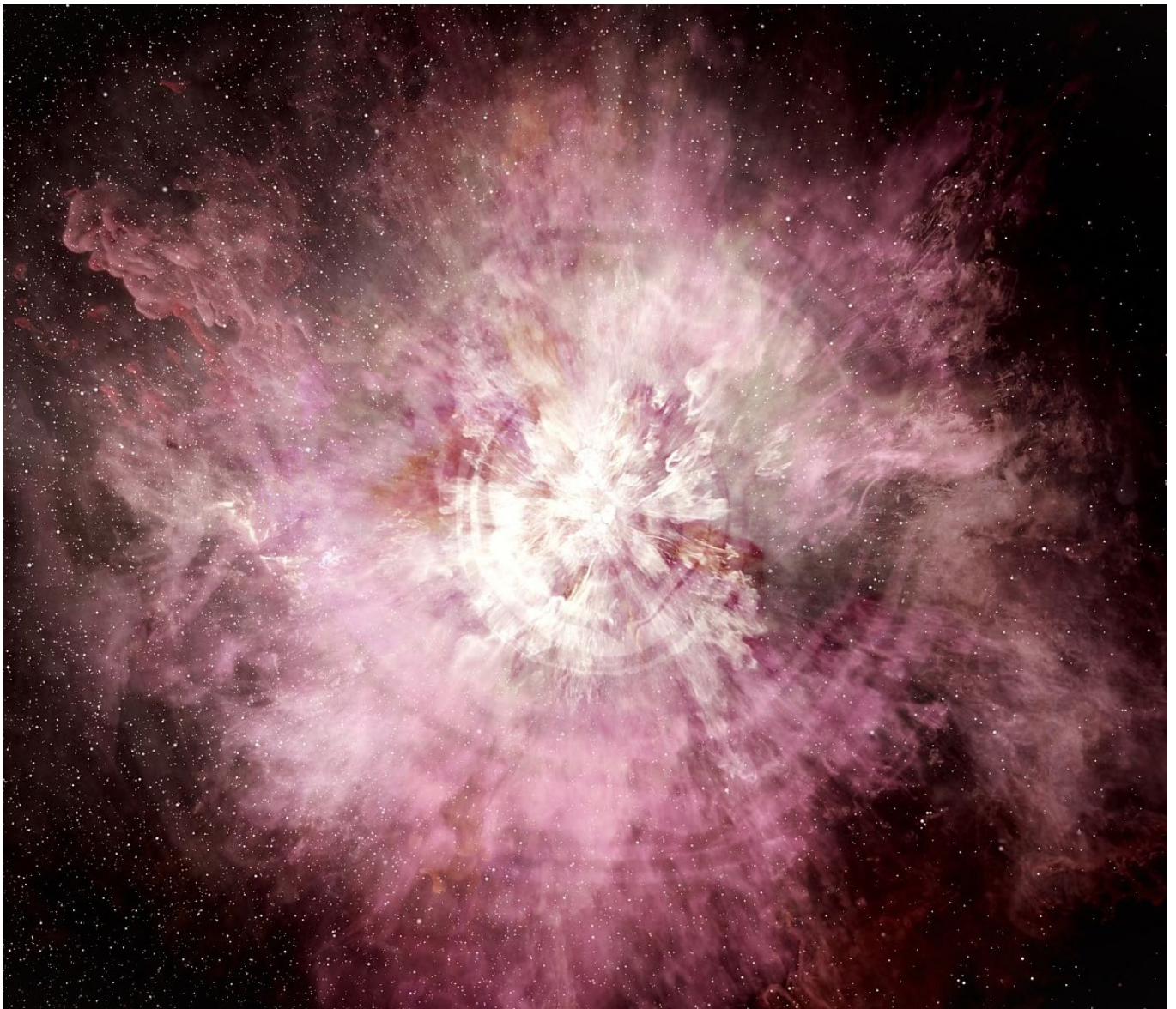




SUPERNOVA: WHEN A STAR EXPLODES

Continuing the voyage to the stars of the BRS Diamond Eagle, the BRS Novarosa takes its name from a rare and spectacular astronomical event: the explosion of a star. This occurs when it reaches the latter stages of its life. It starts shining very brightly before exploding in an enormous cloud of dust. The shock waves are big enough to encompass an entire galaxy, which typically contains around 100 billion stars. This extraordinary phenomenon can last several hours. It is estimated that the star

releases the same amount of energy produced by the Sun over thousands of years. These supernovae are some of the brightest phenomena of the universe and only two or three occur each century. Despite such rare occurrence and the difficulty in observing them from the earth, they astound and amaze those who have the chance to witness them.



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HEAVENLY FEMININITY

For this new family of contemporary watches with a refined design, Bell & Ross chose the evocative name «Novarosa.» This neologism can be unpacked as follows:

First comes the prefix “nova”, taken from supernova, the stars that illuminate the sky with unparalleled brightness at the end of their life. Next, the delicate suffix “rosa”, a tribute to the most feminine color. No matter the tone of pink —cotton candy, pale, dusky or fuchsia —it is synonymous of seduction and romance. It is also the color of ingenuity, sensitivity, candor and purity. Finally, the expression “la vie en rose”, life through rose-tinted

spectacles, evokes an existence filled with happiness and pleasure.

Bell & Ross has chosen this color for the dials of the three watches, which are subtly decorated with a “deep sunray” pattern. Lastly, “rosa” recalls the stardust caused by the explosion of a supernova, which often takes on this hue. This mysterious cloud sometimes regenerates and triggers the formation of a new star.



THREE WATCHES, THREE FINISHES

These three heavenly watches house a quartz movement displaying hours, minutes, seconds and the date. The mechanism is designed to be practical and ensure user comfort. As a result, this trio of watches is perfect for everyday wear.

The steel case features a streamlined design inspired by the shape of the BR family and by aviation instruments: "a circle within a square". It belongs to the BRS collection, the smallest available and ideal for women's wrists. Chic but resilient, these steel watches are water-resistant to 100 meters. The case is polished and satin-brushed finished, which gives it a sense of refinement and purity.

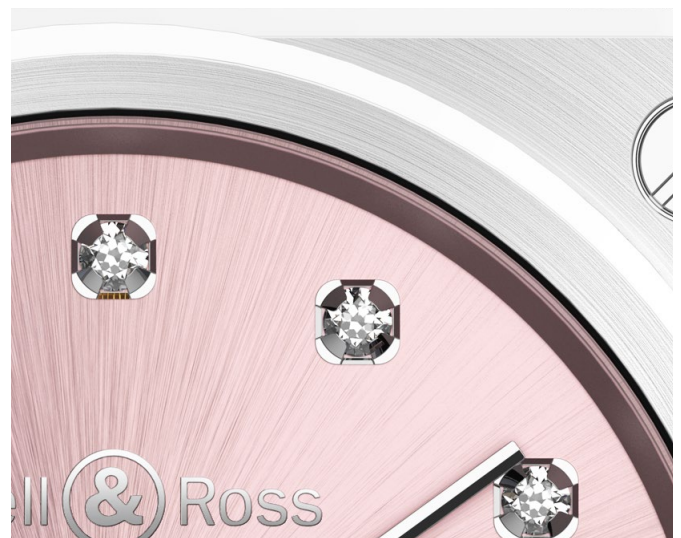
The bezel on the diamond versions is set with 66 sparkling round diamonds, with a total weight of 0.99 carat.

All the dials have a pink sunray decoration that evokes the shimmering halo of dust formed by supernovae and are adorned with a sunray brushed finish that evokes the beams of the Sun. This painstaking technique is further proof of Bell & Ross' expertise.

On the version without diamonds, the indexes are baton-shaped metal appliques. This stylish and contemporary variant is ideal for everyday wear and is in perfect tune with the brand's quest for purity. The two versions with diamonds feature twelve indexes formed by round diamonds set in faceted chatons for a very trendy look.

These watches are true pieces of jewelry and radiate luxurious refinement. The three models feature incredibly stylish hands.

For the very first time at Bell & Ross, the Novarosa collection is paired with a Milanese mesh strap. This intriguing name refers to the refined technique of interwoven steel strands. To ensure absolute comfort, they are polished on both sides. This elegant strap is a delight to wear: it is flexible and adapts to every wrist shape and size. Its metal blends perfectly with the cases, which are made from steel of the same color. A folding buckle firmly secures the watch. This Milanese strap, feminine, contemporary and timeless, enhances the character of this very personal series of watches. The collection is also available with pink alligator or grey calfskin straps.



BR S NOVAROSA



BR S NOVAROSA
BRS-PK-ST/SCA



BR S NOVAROSA DIAMONDS
BRS-PK-ST-DIA/SST



BR S NOVAROSA FULL DIAMONDS
BRS-PK-ST-LGD/SCR

Technical specifications

Movement: caliber BR-CAL.102. Quartz.	Crystal: sapphire with antireflective coating.
Functions: hours, minutes, small seconds at 6 o'clock and date.	Water resistance: 100 meters.
Case: 39 mm in diameter. Satin-polished steel. Models with diamonds on the bezel: Steel bezel set with white diamonds (66 stones totaling 0.99 ct).	Strap: steel Milanese mesh, pink alligator or grey leather.
Dial: Pink sunray. Metal hands. Metal applique indexes. Diamond models: Indexes with diamond inserts (12 stones totaling 0.18 ct).	Buckle: folding buckle for the Milanese strap. Pin buckle for the alligator and calfskin strap.

PR CONTACTS: www.bellross.com/mods/PR-CONTACTS.pdf

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