



## Debut In The States

*Lambretta boasts an Italian heritage and a rich history as the Scooter of Choice for the young and hip in the Sixties and Seventies. Lambretta is again in demand today, reborn in Europe as clothing, shoes and accessories. The Lambretta Watch has achieved its great success in Europe by executing three key ideas: The Finest quality, Unique, yet classic, designs, and A Modern Retro touch.*

New York, NY ([PRWEB](#)) May 13, 2004 -- New to the United States market in 2004, Lambretta Watches hit the fashion marketplace with designs for modern times, but retaining the cherished values of the 60s: freedom, independence, and quality throughout. Fifty years after the introduction of the Lambretta Scooter, the much-awaited Watch Collection has finally arrived, and the watches take brilliant advantage of that Italian style and European heritage, with edgy interpretations for today and a dazzling variety of styles and colors to choose from.

The Lambretta Watch Collection expresses a clear conceptual focus, uniting the scooter's original design with the best of the 21st century. Colors are recognizable from 1950s and 60s - cream, pearl and old white. Basic colors that we will work with continuously: Black, Silver and Blue.

Just a few examples of the distinctive looks (please visit [www.lambrettawatches.com](http://www.lambrettawatches.com) for complete line):  
Mano - A perfect backhand. No one else has ever thought about making such a watch Lambretta has! The cool rectangular Mano is genuine stainless steel, made to be worn on the back of your hand with three elastic straps. Perfect for clubs and bars, the beach or anytime you just want to stand out in the crowd.

Milio - The soft ellipse, from a bold speedometer design dating back 40 years. You can see and feel the Lambretta inheritance. Stainless steel case and textured leather strap.

Lambro - Slim Retro-Feeling. Lambretta Lambro's slim and elegant watch case, married to a bold, extra-wide leather strap should attract people with an extra feel for retro design and quality. The case is genuine stainless steel.

See Lambretta at the MAGIC SHOW from February 23rd - 26th, 2004 at Booth Number CA9708 in the Casual Lifestyle Section in the Las Vegas Convention Center. Seventy years in the making, what started as a small group of manufacturers has developed into the preeminent fashion market in the world. MAGIC connects a global audience of serious buyers and sellers of men's, women's and children's apparel and accessories.

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LAMBRETTA WATCHES

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