

DE BETHUNE

L'ART HORLOGER AU XXI^E SIÈCLE



THE GRAND PRIX AIGUILLE D'OR AWARDED
TO DE BETHUNE FOR THE DB28



THE PRIZE-GIVING CEREMONY FOR THE 11TH GENEVA WATCHMAKING GRAND PRIX (GPHG) TOOK PLACE IN THE GRAND THÉÂTRE DE GENÈVE ON SATURDAY 19TH 2011, IN THE PRESENCE OF THE PRESIDENT OF THE SWISS CONFEDERATION, MRS MICHELINE CALMY-REY, ALONG WITH GENEVAN AUTHORITIES AND 1,500 PERSONALITIES FROM THE WATCHMAKING WORLD.

THIS EVENT HAS ESTABLISHED ITSELF AS A HIGHLIGHT IN THE INTERNATIONAL WATCHMAKING CALENDAR. THE 2011 EDITION BROUGHT TOGETHER IN GENEVA SOME OF THE MOST INFLUENTIAL FIGURES IN THE INDUSTRY, WHO CAME FROM AROUND THE WORLD TO ATTEND THE CEREMONY, COMPERED BY SIMON DE PURY AND NATACHA WENGER, AND TO WITNESS THE LIVE REVELATION OF THIS YEAR'S LAUREATES.

THE INTERNATIONAL JURY OF THIS 11TH EDITION, COMPOSED OF WATCHMAKING PROFESSIONALS, AWARDED THE "AIGUILLE D'OR" GRAND PRIX, THE SUPREME AWARD HONOURING THE BEST TIMEPIECE OF THE YEAR, TO THE DB28 MODEL BY DE BETHUNE.