



Luxury Swiss Watch Brand Blancpain Arrives at Newly Renovated Westime Beverly Hills

Beverly Hills, Calif. – January 4, 2010 -- Westime Beverly Hills enters 2010 with a new look and a new prestigious watch collection. Today the luxury watch boutique unveils a renovated showroom featuring expanded, state-of-the-art display cases and intimate seating areas for customers.

To coincide with the unveiling, Westime will introduce the Blancpain collection of fine timepieces to the boutique. Founded in 1735, Blancpain is legendary in the world of Swiss watchmaking and renowned for its commitment to mechanical movements and designs that are reduced to their bare essentials.

Blancpain's three core collections will be featured at Westime Beverly Hills. The **Fifty Fathoms** collection of dive watches is based on a Blancpain model from 1953, which was adopted by the French Navy's "Underwater Research Group" as well as Jacques Cousteau's crew. The **L-evolution** collection debuted in 2009, and represents Blancpain's streamlined, contemporary take on a sport watch. And the **Villeret** collection consists of Blancpain's classic, ultra-slim watches that hold timeless appeal.

Westime Beverly Hills specializes in offering limited editions. Its Blancpain selection will include such special pieces as the Cannes edition of the 500 Fathoms GMT, which is a limited edition of 50 pieces. Retail price is \$23,000.

Westime Beverly Hills is located at 254 North Rodeo Drive, Beverly Hills, Calif., 90210. It is open from 10:00 am to 6:00 pm Monday through Saturday, and from 12:00 pm to 5:00 pm Sundays. Phone: (310) 271-0000; Email: beverlyhills@westime.com; Web: www.westime.com.

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