

CELEBRATE AUTUMN TRENDS WITH WATERMAN EXPERT NEW GENERATION: A COLLECTION OF BOLD ACCESSORIES

London, July 2011 - Nowadays, fashion and trends are no longer a one size fits all affair. Self-expression has replaced must-have-looks and obligatory it-buys. The latest trend is whatever the stylish, sophisticated man or woman says it is, so long as it is worn boldly and with confidence. This new spirit of style independence is epitomised by nudes and neutrals that are effortlessly on-trend and exude self-assurance and poise.

The **Expert New Generation Collection** is the perfect bold accomplice for the spirit of self-expression. This collection sees daring new colour choices, **Taupe** and **Deep Brown**, meet iconic design to create the ultimate sophisticated business style with a highly personalised twist. In line with WATERMAN design codes, the **Expert New Generation Collection** celebrates refined sophistication and expression by going beyond classic colours. The fresh and bright attention-grabbing **Taupe** is elegant and on-trend, while statement-making **Deep Brown** boasts all the strength and glamour of black, with the distinction of a colour splash.

As well as these outstanding, en vogue, new colour options, the collection features forward-looking, contemporary design evolutions which draw on the fresh, assertive heritage of the WATERMAN brand. Made in France, the **Expert New Generation Collection's** rounded, cigar-like shape now features a metallic, modern central ring while the slanted cap button gives the collection a further creative fashion edge. The new nib design features the iconic W engraving while being at the vanguard of style.

Expert New Generation's Taupe and **Deep Brown** finishes embody the perfect marriage of timeless Parisian elegance and a fresh, on-trend business style. For even greater self-expression, these cool and classy finishes are accompanied by an extended collection including **Deluxe Black and White, Metallic, Black Brilliant Lacquer and Matte Black Lacquer**. These luxurious writing instruments don't just make a bold statement; they make a highly personal declaration of self-expression for the sophisticated business executive.



**ABOUT WATERMAN :
STRETCHING THE BOUNDARIES OF LUXURY AND PARISIAN ELEGANCE**

What gives Waterman that universal appeal and “je ne sais quoi” it enjoys today?

Since 1883, the sensuality and distinctiveness of WATERMAN have assured its place at the heart of Parisian elegance and luxury. The brand’s remarkable history is a relentless quest to marry innovation, design and excellence and to be a leading inspiration that continues to drive the creation of some of the most stylish and sophisticated writing instruments in the world today. In its Center of Excellence in Nantes, in France, over 500 specialists work with state of the art equipment and techniques to transform precious materials and innovative designs into striking jewels.

Please log on to www.waterman.com for more information.



EXPERT NEW GENERATION STYLISH LACQUER FINISHES

WHAT IT IS:

Expert New Generation's Taupe and **Deep Brown Trendy finishes** embody the perfect marriage of a bold luxurious feel and on-trend business style for the ultimate glamorous accessory.

PRODUCT FEATURES:

- Designed and manufactured in France
- Bold cigar shape design
- Stylish Lacquer collection available in Taupe and Deep Brown shiny plain lacquer
- Generous and sophisticated stainless steel nib with delicately engraved logo (Fountain pen only)
- Wide, elegant, modern and engraved central ring
- Chic and contemporary nickel palladium plated trims
- Iconic double branched clip
- Presented in the newly designed WATERMAN gift box
- Available in 3 modes:

Fountain pen: perfect for those who love the sensual experience of writing and see their writing as a truly personal expression.

Roller ball pen: for those who adore the smooth, effortless flow of ink to the paper that these pens deliver.

Ballpoint pen: a twist-action retractable pen that ensures that no cap will be left behind. For those who want to give free reign to their spontaneous expression with an anytime, anywhere ink.



Recommended Retail Price in £ *

EXPERT NEW GENERATION TRENDY LACQUER CT - Fountain pen	£90.00
EXPERT NEW GENERATION TRENDY LACQUER CT - Roller Ball pen	£75.00
EXPERT NEW GENERATION TRENDY LACQUER CT - Ballpoint pen	£70.00

*VAT included



EXPERT NEW GENERATION DELUXE FINISHES

WHAT IT IS:

Expert New Generation Deluxe finishes create a modern and striking statement piece for bold luxurious writing instruments.

PRODUCT FEATURES:

- Designed and manufactured in France
- Bold cigar shape design
- Pure brilliant white or black lacquered barrel paired with a nickel-palladium plated cap
- Refined horizontal chiseling on the cap
- Generous and sophisticated stainless steel nib with delicately engraved logo (Fountain pen only)
- Wide, elegant, modern and engraved central ring
- Chic and contemporary nickel palladium plated trims
- Iconic double branched clip
- Presented in the newly designed WATERMAN gift box
- Available in 3 modes:

- Fountain pen: perfect for those who love the sensual experience of writing and see their writing as a truly personal expression.
- Roller ball pen: for those who adore the smooth, effortless flow of ink to the paper that these pens deliver.
- Ballpoint pen: a twist-action retractable pen that ensures that no cap will be left behind. For those who want to give free reign to their spontaneous expression with an anytime, anywhere ink.



Recommended Retail Price in £ *

EXPERT NEW GENERATION DELUXE BLACK AND WHITE CT - Fountain pen	£105.00
EXPERT NEW GENERATION DELUXE BLACK AND WHITE CT - Roller Ball pen	£90.00
EXPERT NEW GENERATION DELUXE BLACK AND WHITE CT - Ballpoint pen	£80.00

*VAT included

EXPERT NEW GENERATION METALLIC FINISHES

WHAT IT IS:

On-trend **Expert New Generation true Metallic finishes** feature vertical finishing, evoking elegance and sophistication.

PRODUCT FEATURES:

- Designed and manufactured in France
- Bold cigar shape design
- Vertical finishing on cap and barrel
- Generous and sophisticated stainless steel nib with delicately engraved logo (Fountain pen only)
- Wide, elegant, modern and engraved central ring
- Chic and contemporary nickel palladium plated trims
- Iconic double branched clip
- Presented in the newly designed WATERMAN gift box
- Available in 4 modes:

- Fountain pen: perfect for those who love the sensual experience of writing and see their writing as a truly personal expression.
- Roller ball pen: for those who adore the smooth, effortless flow of ink to the paper that these pens deliver.
- Ballpoint pen: a twist-action retractable pen that ensures that no cap will be left behind. For those who want to give free reign to their spontaneous expression with an anytime, anywhere ink.
- Mechanical pencil: a twist action retractable lead allowing precise and uniform strokes. For those who wish to experience the pleasure of writing with a well-crafted precision tool.



Recommended Retail Price in £ *

EXPERT NEW GENERATION METALLIC CT & GT - Fountain pen	£85.00
EXPERT NEW GENERATION METALLIC CT & GT - Roller Ball pen	£70.00
EXPERT NEW GENERATION METALLIC CT & GT - Ballpoint pen	£62.00
EXPERT NEW GENERATION METALLIC CT & GT - Mechanical pencil	£62.00

*VAT included

EXPERT NEW GENERATION BLACK LACQUER FINISHES

WHAT IT IS:

Expert New Generation Black Brilliant Lacquer finish offers timeless elegance, while the **Matte Black Lacquer** finish showcases a highly-modern look.

PRODUCT FEATURES:

- Designed and manufactured in France
- Bold cigar shape design
- Deep brilliant black lacquer or modern matte black lacquer
- Generous and sophisticated stainless steel nib with delicately engraved logo (Fountain pen only)
- Wide, elegant, modern and engraved central ring
- Chic and contemporary nickel palladium plated trims
- Iconic double branched clip
- Presented in the newly designed WATERMAN gift box
- Available in 4 modes:

- Fountain pen: perfect for those who love the sensual experience of writing and see their writing as a truly personal expression.
- Roller ball pen: for those who adore the smooth, effortless flow of ink to the paper that these pens deliver.
- Ballpoint pen: a twist-action retractable pen that ensures that no cap will be left behind. For those who want to give free reign to their spontaneous expression with an anytime, anywhere ink.
- Mechanical pencil: a twist action retractable lead allowing precise and uniform strokes. For those who wish to experience the pleasure of writing with a well-crafted precision tool.



Recommended Retail Price in £ *

EXPERT NEW GENERATION BRILLIANT LACQUER CT & GT/MATTE LACQUER CT - Fountain pen	£90.00
EXPERT NEW GENERATION BRILLIANT LACQUER CT & GT/MATTE LACQUER CT - Roller Ball pen	£75.00
EXPERT NEW GENERATION BRILLIANT LACQUER CT & GT/MATTE LACQUER CT - Ballpoint pen	£70.00
EXPERT NEW GENERATION BRILLIANT LACQUER CT & GT/MATTE LACQUER CT - Mechanical pencil	£70.00

*VAT included