



1st December 2009

PARKER LEATHER & ACCESSORIES

Parker enters a new phase with the understated elegance of Men's accessories

Parker reveals a new chapter in its rich history with a new line of men's leather accessory and jewellery. Building on more than 120 years of authentic craftsmanship, expertise and precious Parker know-how, Beatrice Fontana invigorates the brand's distinctive design codes with subtle elegance and strong contemporary flair. Introducing the Parker Leather and Jewellery collection, accessories for people who like to write their own story.

A New Era for a Iconic Brand

Founded by George Parker in 1888, the Parker brand has always been synonymous with quality, reliability and superior craftsmanship. A Parker pen is a partner for life. A fine-writing accessory that has accompanied people of character and conviction throughout history, it is now inspiring a new generation of achievers. Today, with understated elegance and authentic expertise, the worldwide leader in writing enters a new era with the launch of Parker Men's accessories.

Understated Elegance for the Modern Man

The Sonnet Ciselé finish was inspired by a 17th century English silver snuffbox. Its decorative but discreet design epitomises the creative and innovative style of Parker with a modernist chiselled geometrical pattern. Applied onto coated canvas and stainless steel, the pattern creates a modern accessory for the modern man.

An Inspired Collection

Highly regarded for her work with Fendi, Versace and Calvin Klein, Italian designer Beatrice Fontana reinterprets Parker's rich heritage by creating a full range of bags, small leather goods and belts using the refinement of leather and canvas and the distinctiveness of polished metal. A delicate balance, visible but not showy, allowing the modern made to confidently express himself. Made in Italy, the Parker leather collection is the ultimate in

quality, style and understated elegance, a perfect compliment to Parker's wide range of writing instruments.

Precision by Parker

Using the Ciselé pattern as the key design inspiration, renowned designer, Beatrice Fontana creates Parker's first men's jewellery collection. Made of stainless steel, these premium accessories are timeless yet timely. They display Parker's modern style and reinforce Parker's core values, self-assertion, understated elegance and uncompromising quality. Made in Germany, Parker men's jewellery allows the modern man to show his style.

About the brand

PARKER: an iconic brand with a vibrant sense of purpose

There is nothing quite as expressive as the handwritten word, except that is, for the pen that writes it.... For those who advocate progress but enjoy a touch of refinement in their lives, Parker's timeless and subtle charm combined with its modern, bold personality; gives the brand a unique blend of authentic values and contemporary style. A symbol of determination and commitment, Parker draws on its history of 120 years of excellence to offer incomparable quality and craftsmanship to men and women with a constant drive to reach ever-higher goals and aspirations. For those who seek to assert their individuality and fulfil their innermost ambitions, Parker injects the confidence to believe in oneself and strive for nothing but the best out of life.

For further information on PARKER: www.parkerpen.com

Parker's leather accessory and jewellery are exclusively available at Robinsons Centrepoint Men's Department 4th Level and Tangs Orchard 3rd Level.

Exclusive distributor:

Beste (S) Pte Ltd
6 Tagore Drive
#03-04 Tagore Building
Singapore 787623
Tel: 6455 0005
Fax: 6455 4010
Fong Yen Chuen (Ms)
Email: yenchuen_fong@beste.com.sg