

Beat: Arts

## **LORNET HORLOGERIE FRANCAISE - French Watches entirely conceived in FRANCE**

**Designed,Manufactured,Assembled - FRANCE**

PARIS, 16.12.2016, 13:26 Time

**USPA NEWS** - LORNET Horlogerie Française is launching a new Line with a simple philosophy which is the 'Totally Made in France' (Developed, Manufactured and Assembled). Three Young Men are at the origin of this Line : Anthony SIMAO, Mikael BOURGEOIS and Benoît MONNET...

LORNET Horlogerie Française is launching a new Line with a simple philosophy which is the 'Totally Made in France' (Developed, Manufactured and Assembled). Three Young Men are at the origin of this Line : Anthony SIMAO, Mikael BOURGEOIS and Benoît MONNET. LORNET is the only company to work at such extent in the concept of totally made in France, it wasn't any more the case since the final liquidation, in September 1977, of LIP. So the young company is the first Brand since around 40 years to be able to justify a 100 % Made in France. This is a sign of the desire for the authentic rebirth of the French manufacturing of watches.

This revival of the French Watch Manufacturing would like to appear under a specific philosophy defined by : Transparency, Modernism, Elegance, Simplicity and Innovation. LA-01 is the first example, which is manufactured at a Limited Edition with 100 pieces. The launching price is of 3,900 Euros/each. Will follow a Sport Line added to this one. By 2020, 9 Models are planned, with 'complications'.

The main instigators of this New Project rather affordable for customers are :

- \* Mikael BOURGEOIS : Design Department
- \* Anthony SIMAO : Assembly and development of movement Department
- \* Benoît MONNET : Public Relation and Communication Department.

Ruby BIRD

<http://www.portfolio.uspa24.com/>

Yasmina BEDDOU

<http://www.yasmina-beddou.uspa24.com/>

**Article online:**

<https://www.uspa24.com/bericht-10299/lornet-horlogerie-francaise-french-watches-entirely-conceived-in-france.html>

**Editorial office and responsibility:**

V.i.S.d.P. & Sect. 6 MDSiV (German Interstate Media Services Agreement): Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

**Exemption from liability:**

The publisher shall assume no liability for the accuracy or completeness of the published report and is merely providing space for the submission of and access to third-party content. Liability for the content of a report lies solely with the author of such report. Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

**Editorial program service of General News Agency:**

United Press Association, Inc.

3651 Lindell Road, Suite D168

Las Vegas, NV 89103, USA

(702) 943.0321 Local

(702) 943.0233 Facsimile

[info@unitedpressassociation.org](mailto:info@unitedpressassociation.org)

[info@gna24.com](mailto:info@gna24.com)

[www.gna24.com](http://www.gna24.com)