

## WATERMAN CREATES a STRIKING 'LIGHT MEETS DARK' LOOK FOR EXPERT 2012 EDITION

**PARIS, February 2012** - A surprising reimagining by WATERMAN marks a new, irresistible chapter in the creative history of a brand that has epitomized for nearly 130 years all that is elegant, chic and stylish in luxury writing accessories. The result is **Expert 2012 Edition** - a striking objet d'art that demands to be looked at and coveted. With the remarkable light-meets-dark design of its iconic Expert, WATERMAN has broken the mould once more.

### Unconventional Creativity

WATERMAN's creative concept drew inspiration from trends of light and dark in luxury accessories and watches. In the **Expert 2012 Edition** this trend is translated into a striking contrast between cap and barrel. The darkness of matt black, juxtaposed with the light of reflective silver, creates a look that is unforgettable. The bold, dark grey, metallic central ring with engraved WATERMAN Paris signature adds further complexity to the contrast. The deep, angular groove of the engraved spiral carries the eye up the pen, travelling from light to dark, giving the design a poetry of its own. The depth and precision of the engraved graphic décor creates an indulgent luxuriousness, while the strength of the design is only increased by the metallic feel of the pen.

Playing with the rhythm and balance of the pen, WATERMAN sought to turn the convention of design on its head. Reflective surfaces, once confined to the cap now boldly illuminate the body of the pen; while the darkness of matt black has travelled to its unconventional place on the cap. This unique and modern twist presents an audacious and surprising re-creation of the beloved Expert.

### Daring Craftsmanship

WATERMAN's **Expert 2012 Edition** is a bold, luxurious accessory that embodies Made-In-France artistry. Its audacious design will be irresistible to the stylish man or woman who loves to stand out and lead rather than follow the crowd. More than a pen, **Expert 2012 Edition** becomes an essential accessory - Its daring, statement-making twist not only embodies French craftsmanship and sophistication; it embodies the WATERMAN brand too.



**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.

**For more local information about WATERMAN, please refer to your local press contact  
(list available on [www.waterman.com](http://www.waterman.com)).**



## EXPERT 2012 EDITION

### WHAT IT IS:

**Expert 2012 Edition** presents a bold, luxurious accessory that embodies Made-In-France artistry. Its audacious light-meets-dark design will be irresistible to the stylish man or woman who loves to stand out and lead rather than follow the crowd.

**Expert 2012 Edition's** daring, statement-making twist not only embodies French craftsmanship and sophistication; it embodies the WATERMAN brand too.

### PRODUCT FEATURES:

- Designed and manufactured in France
- Bold cigar shape design
- Sophisticated alliance of metal and lacquer providing a metallic touch and feel, with deeply engraved décor
- Generous and sophisticated stainless steel nib with delicately engraved logo (Fountain pen only)
- Iconic double branched clip
- Finishes: Black satin lacquer cap; palladium-plated barrel, ruthenium finish for the trims
- Presented in its elegant 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: 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 no cap will be left behind. For those who want to give free reign to their spontaneous expression at anytime, anywhere.

Recommended Retail Price in € \*

EXPERT 2012 EDITION – Fountain pen	165 €
EXPERT 2012 EDITION – Roller Ball pen	135 €
EXPERT 2012 EDITION – Ballpoint pen	125 €

\*VAT included

Please liaise with your country/region WATERMAN PR contact for relevant local pricing

