



**TUDOR GLAMOUR** 

Glamour is an allure, an attraction. Folklore holds that glamour is the magic of illusion. A spell cast to make people see whatever their spirit wanted.

Today's glamour is the heady combination of appeal, mystique and exoticism - strived for by the many, achieved by the few. Every generation redefines glamour for itself, governed by that which fascinates. It is a state that, through the ages, has been enhanced by accourrements.

There were Hepburn's cropped trousers and elegant ballet shoes and Dietrich's androgynous suits. Elizabeth Taylor was nothing without her jewels, while Kate Moss's modern version relies on skinny jeans and leather.

And what is glamour now? It is a tailored white shirt, a cashmere jumper or a pair of perfectly fitting jeans. It is the quiet luxury inherent in a beautifully made watch.

TUDOR Glamour takes those recognisable design codes from the 1950s and 1960s – the vintage styling, clean lines and decadent flashes of diamonds – and updates them for the here and now.

These crafted timepieces, like those other discernible but discreet signifiers of luxury, manage to be classic, yet totally of the moment, as perfect worn with denim or with the season's hottest designer.

The TUDOR Glamour collection makes a statement without compromising its vision. Like their mechanical hearts, they prefer to let their substance do the talking.

In creating this collection, TUDOR has redefined glamour for a generation.



















