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by Elyse Glickman

freelook watches



It's All in the Wrist

Here at The Book L.A., we've been to numerous award show suites big and small, and at most of them, one of the star attractions is the room or tent with the sparkling, covetable watches. Often, these watches are so precious and intricately fashioned that they are merely loaned to nominees, and sometimes costing in the neighborhood of \$10,000. Paris-based fashion watch company **Freelook** is as up on things as we are, and they have figured out how to bring the bling home. More importantly, they have reconciled high quality movements and materials with affordable prices (from \$50 to \$320)—not an easy feat to do when you are competing on the same field with the luxury names.

"Freelook Watches was created to fill the void between luxury watches and fashion watches," notes company president **Raffi Agopian**. "However, we want to make it clear, especially through our web site that Freelook is a luxury fashion watch brand and that we are in the business of making fashion watches anybody with style will be proud to wear."

Launched in 2000 with great success, **Freelook watches have wowed and dazzled very particular consumers and fashion press in over 37 countries.** And true to fashion Freelook clocked into the U.S. market this year, ready to establish itself as a must have accessory in what they hope will be record time. That being said, we were particularly impressed with styles with vibrant blue and pink bands, the gold and silver bracelet models, and others with just enough crystals on the faces to stand out and yet be tasteful. The stylist at the BET Awards is in on the secret, and cannot wait to share the new bling thing with celebrity presenters and nominees.

Freelook watches are available locally at **MMH Jewelry, PM Time, Gold Kiosk** at the **Mondrian Hotel, Anytime, Watch Boutique** and **Tic Time Sherman Oaks**.

Visit: www.freelookwatches.com. -click on US Retail link-.

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