



















EMPRISE



	YELLOW GOLD: White dial PINK GOLD: Black dial	YELLOW GOLD: White dial PINK GOLD: Black dial Bezel set with diamonds	YELLOW GOLD: Baguette diamonds fully paved
LARGE	 <p>Q313MO EMPRISE BLACK AUTOMATIC WATCH, LARGE SIZE, PINK GOLD</p> <ul style="list-style-type: none"> ● R17543 Emprise Large Black alligator strap 	 <p>Q313GO EMPRISE BLACK AUTOMATIC WATCH, LARGE SIZE, PINK GOLD, DIAMONDS</p> <ul style="list-style-type: none"> ● R17543 Emprise Large Black alligator strap 	 <p>Q313SO EMPRISE PAVED AUTOMATIC WATCH, LARGE SIZE, YELLOW GOLD, BAGUETTE DIAMONDS</p> <ul style="list-style-type: none"> ● R17543 Emprise Large Black alligator strap
MEDIUM	 <p>Q331MO EMPRISE BLACK WATCH, MEDIUM SIZE, PINK GOLD</p> <ul style="list-style-type: none"> ● R17544 Emprise Medium Black alligator strap  <p>Q331WO EMPRISE WHITE WATCH, MEDIUM SIZE, YELLOW GOLD</p> <ul style="list-style-type: none"> ○ R17547 Emprise Medium White alligator strap 	 <p>Q33100 EMPRISE BLACK WATCH, MEDIUM SIZE, PINK GOLD, DIAMONDS</p> <ul style="list-style-type: none"> ● R17544 Emprise Medium Black alligator strap  <p>Q331FO EMPRISE WHITE WATCH, MEDIUM SIZE, YELLOW GOLD</p> <ul style="list-style-type: none"> ○ R17547 Emprise Medium White alligator strap 	 <p>Q331SO EMPRISE PAVED WATCH, MEDIUM SIZE, YELLOW GOLD, BAGUETTE DIAMONDS</p> <ul style="list-style-type: none"> ● R17544 Emprise Medium Black alligator strap
SMALL	 <p>Q321MO EMPRISE BLACK WATCH, SMALL SIZE, PINK GOLD</p> <ul style="list-style-type: none"> ● R17545 Emprise Small Black alligator strap  <p>Q321WO EMPRISE WHITE WATCH, SMALL SIZE, YELLOW GOLD</p> <ul style="list-style-type: none"> ○ R17548 Emprise Small White alligator strap 	 <p>Q32130 EMPRISE BLACK WATCH, SMALL SIZE, PINK GOLD, DIAMONDS</p> <ul style="list-style-type: none"> ● R17545 Emprise Small Black alligator strap  <p>Q321FO EMPRISE WHITE WATCH, SMALL SIZE, YELLOW GOLD, DIAMONDS</p> <ul style="list-style-type: none"> ○ R17548 Emprise Small White alligator strap 	 <p>Q321SO EMPRISE PAVED WATCH, SMALL SIZE, YELLOW GOLD, BAGUETTE DIAMONDS</p> <ul style="list-style-type: none"> ○ R17548 Emprise Small White alligator strap
RECTANGULAR	 <p>Q371MO EMPRISE BLACK WATCH, RECTANGULAR MODEL, PINK GOLD</p> <ul style="list-style-type: none"> ● R17546 Emprise Rectangular Black alligator strap  <p>Q371WO EMPRISE WHITE WATCH, RECTANGULAR MODEL, YELLOW GOLD</p> <ul style="list-style-type: none"> ○ R17549 Emprise Rectangular White alligator strap 	 <p>Q37100 EMPRISE BLACK WATCH, RECTANGULAR MODEL, PINK GOLD, DIAMONDS</p> <ul style="list-style-type: none"> ● R17546 Emprise Rectangular Black alligator strap  <p>Q371FO EMPRISE WHITE WATCH, RECTANGULAR MODEL, YELLOW GOLD, DIAMONDS</p> <ul style="list-style-type: none"> ○ R17549 Emprise Rectangular White alligator strap 	 <p>Q371SO EMPRISE PAVED WATCH, RECTANGULAR MODEL, YELLOW GOLD, BAGUETTE DIAMONDS</p> <ul style="list-style-type: none"> ○ R17549 Emprise Rectangular White alligator strap

PERMANENT EDITION
OUT OF THE OFFER

4TH QUARTER 2008

DRESSY/COCKTAIL
PRICE: 

IN A FEW WORDS

- First watch designed by Marc Jacobs
- Strong design inspired by Louis Vuitton heritage
- Elegant dress watch
- Ultimate luxury: gold only, jewellery variations
- Unique positioning: precious designer watch

STYLE & INSPIRATION

The Emprise collection comes up with a new style. Dressed up with numbers, the dial gets an elegant and timeless look.

Emprise also keeps its stylish and fashionable design with all the details created by Mars Jacobs.












It also doesn't forget its Louis Vuitton spirit: locks and trunk corners remind of the house heritage.

KEY POINTS



- Available in 4 sizes - 3 square models: Large, Medium, Small and a rectangular one
- Numbered dial
- Yellow gold or pink gold associated to white or black
- 2 strap colors: shiny alligator black or white
- 3 versions: plain gold, bezel set with diamonds, baguette diamonds fully paved
- Louis Vuitton heritage: trunk corners on the case, S locks
- Engraved back reminding of a gold bar
- Thin case: among the thinnest watches on the market

PRODUCT SPECIFICITIES

Diamonds quality: Clarity: IF to VVS Color: F–G Cut: brilliant/baguette																			
												CASE		DIAL		BUCKLE AND HORNS		TOTAL	
												Number of diamonds	Carats	Number of diamonds	Carats	Number of diamonds	Carats	Number of diamonds	Carats
	ETA 2892	-	X	X	X	X	-	75,2g	34*34	-	X	0	0	0	0	0	0	0	0
Q313MO EMPRISE LAUTO OR NOIR	ETA 2892	-	X	X	X	X	-	75,2g	34*34	-	X	108	0,71	0	0	0	0	108	0,71
Q313GO EMPRISE LAUTO OR DIA NOI	ETA 2892	-	X	X	X	X	83,3g	-	34*34	-	X	72	2,7	194	7,6	78	2,4	344	12,7
Q313SO EMPRISE LA OJ FUDIA BAG	ETA 2892	-	X	X	X	X	-	53,8g	30*30	X	-	0	0	0	0	0	0	0	0
Q331MO EMPRISE M QZ OR NOIR	-	ETA 255.411	X	X	X	X	-	53,8g	-	30*30	X	-	0	0	0	0	0	0	0
Q311WO EMPRISE M QZ OJ BLANC	-	ETA 255.411	X	X	X	X	-	53,8g	-	30*30	X	-	0	0	0	0	0	0	0
Q331OO EMPRISE M QZ OR DIA NOIR	-	ETA 255.411	X	X	X	X	-	53,8g	30*30	X	-	108	0,49	0	0	0	0	108	0,49
Q331FO EMPRISE M QZ OJ DIA BLANC	-	ETA 255.411	X	X	X	X	-	53,8g	-	30*30	X	-	108	0,49	0	0	0	108	0,49
Q331SO EMPRISE M QZ OJ FDIA BAG	-	ETA 256.031	X	X	X	X	60,2g	-	30*30	X	-	72	2	206	4,7	52	1,5	330	8,2
Q321MO EMPRISE SQZ OR NOIR	-	ETA 956.112	X	X	X	X	-	33,8g	22*22	X	-	0	0	0	0	0	0	0	0
Q321WO EMPRISE SQZ OJ BLANC	-	ETA 956.112	X	X	X	X	-	33,8g	-	22*22	X	-	0	0	0	0	0	0	0
Q3213O EMPRISE SQZ OR DIA NOIR	-	ETA 956.112	X	X	X	X	-	33,8g	22*22	X	-	92	0,27	0	0	0	0	92	0,27
Q321FO EMPRISE SQZ OJ DIA BLANC	-	ETA 956.112	X	X	X	X	-	33,8g	-	22*22	X	-	92	0,27	0	0	0	92	0,27
Q321SO EMPRISE SQZ OJ FDIA BAG	-	ETA 956.032	X	X	X	X	39,4g	-	22*22	X	-	60	1,2	114	2,1	44	0,87	218	4,2
Q371MO EMPRISE SR QZ OR NOIR	-	ETA E01.001	X	X	X	X	-	33,5g	15*25	X	-	0	0	0	0	0	0	0	0
Q371WO EMPRISE SR QZ OJ BLANC	-	ETA E01.001	X	X	X	X	-	33,5g	-	15*25	X	-	0	0	0	0	0	0	0
Q371OO EMPRISE SR QZ OR DIA NOIR	-	ETA E01.001	X	X	X	X	-	33,5g	15*25	X	-	84	0,25	0	0	0	0	84	0,25
Q371FO EMPRISE SR QZ OJ DIA BLAN	-	ETA E01.001	X	X	X	X	33,5g	-	15*25	X	-	84	0,25	0	0	0	0	84	0,25
Q371SO EMPRISE R QZ OJ FDIA BAG	-	ETA E01.001	X	X	X	X	38,1g	-	15*25	X	-	58	1,2	76	1,6	48	1,3	182	4,1



LEAFLET AND PACKAGING



D61374
BOX WATCH BROWN



D60396
BOX PRECIOUS WATCH BROWN

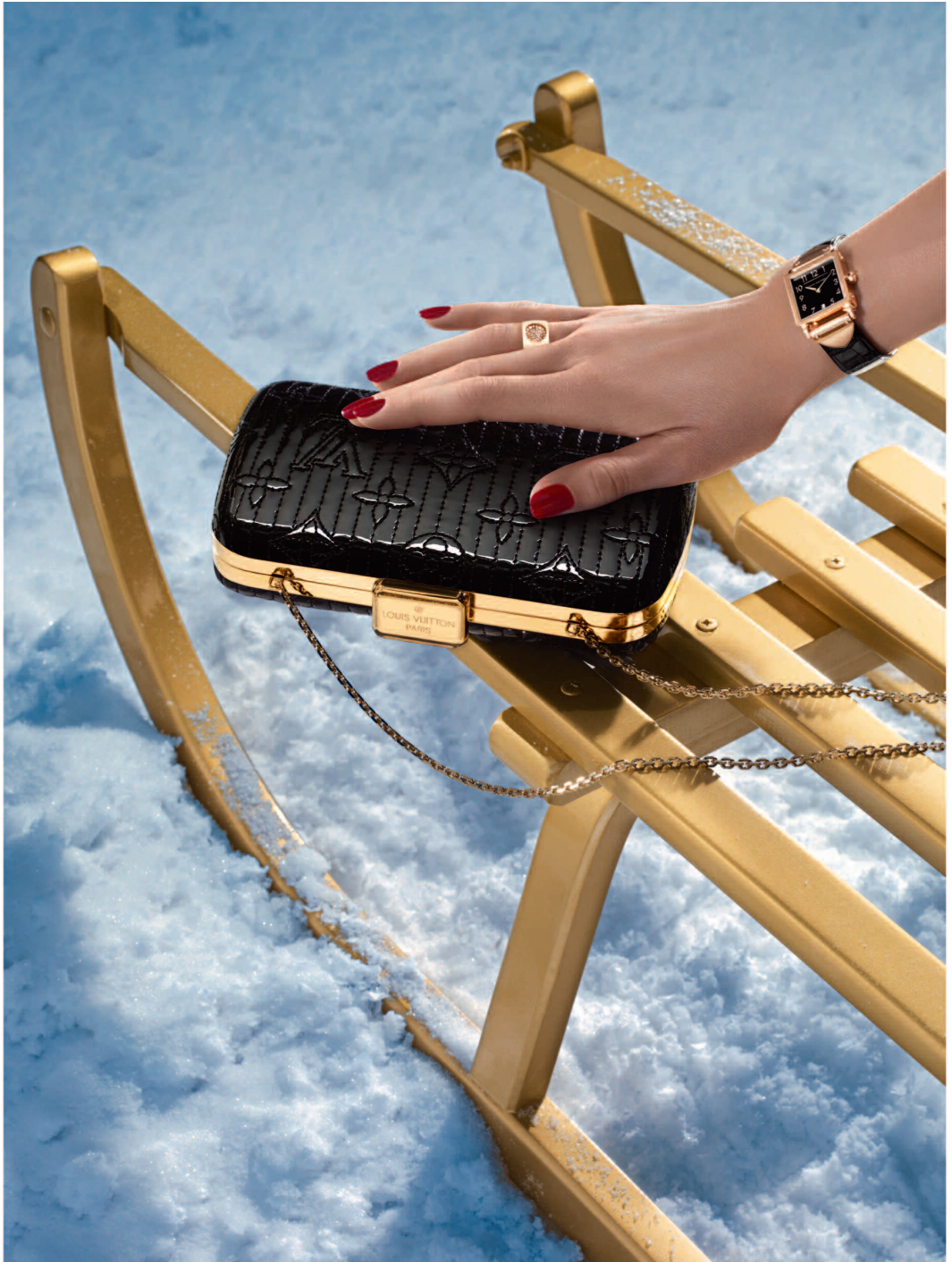
SKU		LEAFLET	BOXES
Q313MO	EMPRISE L AUTO OR NOIR	R06084 NOTICE MONTRE AUTOMATIQUE + R06077 INSERT MONTRE PRECIEUSE	D61374 BOX WATCH BROWN
Q313GO	EMPRISE L AUTO OR DIA NOI		
Q313SO	EMPRISE L A OJ FULDIA BAG		D60396 BOX PRECIOUS WATCH BROWN
Q331MO	EMPRISE M QZ OR NOIR	R06085 NOTICE QZ HEURES MIN DATE + R06077 INSERT MONTRE PRECIEUSE	D61374 BOX WATCH BROWN
Q331WO	EMPRISE M QZ OJ BLANC		
Q331OO	EMPRISE M QZ OR DIA NOIR		
Q331FO	EMPRISE M QZ OJ DIA BLANC		
Q331SO	EMPRISE M QZ OJ FLDIA BAG	R06086 NOTICE EMPRISE QZ HEURES MIN + R06077 INSERT MONTRE PRECIEUSE	D60396 BOX PRECIOUS WATCH BROWN
Q321MO	EMPRISE S QZ OR NOIR	R06085 NOTICE QZ HEURES MIN DATE + R06077 INSERT MONTRE PRECIEUSE	D61374 BOX WATCH BROWN
Q321WO	EMPRISE S QZ OJ BLANC		
Q3213O	EMPRISE S QZ OR DIA NOIR		
Q321FO	EMPRISE S QZ OJ DIA BLANC		
Q321SO	EMPRISE S QZ OJ FLDIA BAG	R06086 NOTICE EMPRISE QZ HEURES MINUTES + R06077 INSERT MONTRE PRECIEUSE	D60396 BOX PRECIOUS WATCH BROWN
Q371MO	EMPRISE SR QZ OR NOIR		D61374 BOX WATCH BROWN
Q371WO	EMPRISE SR QZ OJ BLANC		
Q371OO	EMPRISE SR QZ OR DIA NOIR		
Q371FO	EMPRISE SR QZ OJ DIA BLAN		
Q371SO	EMPRISE SR QZ OJ FDIA BAG		D60396 BOX PRECIOUS WATCH BROWN

DISPLAY

SKU	SHORT CAPTION	LONG CAPTION
Q313M0	Emprise black automatic watch, large size, pink gold	Emprise black automatic watch, large size, 18 karat pink gold, black alligator strap
Q313G0	Emprise black automatic watch, large size, pink gold, diamonds	Emprise black automatic watch, large size, 18 karat pink gold, diamonds, black alligator strap
Q313S0	Emprise paved automatic watch, large size, yellow gold, baguette diamonds	Emprise paved automatic watch, large size, 18 karat yellow gold, baguette diamonds, black alligator strap
Q331M0	Emprise black watch, medium size, pink gold	Emprise black watch, medium size, 18 karat pink gold, black alligator strap
Q331W0	Emprise white watch, medium size, yellow gold	Emprise white watch, medium size, 18 karat yellow gold, white alligator strap
Q33100	Emprise black watch, medium size, pink gold, diamonds	Emprise black watch, medium size, 18 karat pink gold, diamonds, black alligator strap
Q331F0	Emprise white watch, medium size, yellow gold, diamonds	Emprise white watch, medium size, 18 karat yellow gold, diamonds, white alligator strap
Q331S0	Emprise paved watch, medium size, yellow gold, baguette diamonds	Emprise paved watch, medium size, 18 karat yellow gold, baguette diamonds, black alligator strap
Q321M0	Emprise black watch, small size, pink gold	Emprise black watch, small size, 18 karat pink gold, black alligator strap
Q321W0	Emprise white watch, small size, yellow gold	Emprise white watch, small size, 18 karat yellow gold, white alligator strap
Q32130	Emprise black watch, small size, pink gold, diamonds	Emprise black watch, small size, 18 karat pink gold, diamonds, black alligator strap
Q321F0	Emprise white watch, small size, yellow gold, diamonds	Emprise white watch, small size, 18 karat yellow gold, diamonds, white alligator strap
Q321S0	Emprise paved watch, small size, yellow gold, baguette diamonds	Emprise paved watch, small size, 18 karat yellow gold, baguette diamonds, white alligator strap
Q371M0	Emprise black watch, rectangular model, pink gold	Emprise black watch, rectangular model, 18 karat pink gold, black alligator strap
Q371W0	Emprise white watch, rectangular model, yellow gold	Emprise white watch, rectangular model, 18 karat yellow gold, white alligator strap
Q37100	Emprise black watch, rectangular model, pink gold, diamonds	Emprise black watch, rectangular model, 18 karat pink gold, diamonds, black alligator strap
Q371F0	Emprise white watch rectangular model, yellow gold, diamonds	Emprise white watch rectangular model, 18 karat yellow gold, diamonds, white alligator strap
Q371S0	Emprise paved watch, rectangular model, yellow gold, baguette diamonds	Emprise paved watch, rectangular model, 18 karat yellow gold, baguette diamonds, white alligator strap



Emprise Press Kit and Brochure



Christmas 08 Brochure