

Press Release – Baselworld 2014

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"The Jazz Corner of the World"



claude bernard
swiss made watches



Claude Bernard becomes the official partner of Birdland Jazz Club in New York

Les Genevez – March 2014 – Swiss watchmaker Claude Bernard announced a partnership agreement with legendary New York jazz club Birdland.

Claude Bernard, the Les Genevez, Switzerland based creator of elegant, beautifully engineered watches approached the management of Birdland last year to propose a collaboration, a first of its kind for the company.

Birdland, “the Jazz corner of the World”, opening in 1949, is among the most historic Jazz clubs in America, continually providing their international audiences with the very finest jazz bands and musicians. Over the years virtually every major jazz musician and singer performed at Birdland- including Miles Davis, Dave Brubeck, Duke Ellington, Dizzy Gillespie, Art Blakey, Billie Holiday, Ella Fitzgerald and Charlie Parker. The jazz club respected Claude Bernards’ timeless design and hand crafted quality; thus the partnership was born.

According to Mr. Victor Strambini, CEO of Claude Bernard, different kinds of partnerships were evaluated for the

classic watch range, “however, we kept coming back to the idea of music in general and jazz in particular. Watch companies historically sponsor classical music; we felt that the Claude Bernard brand identified more closely with jazz: classy and timeless, simple yet complex – very much like our watches.”

“Once the jazz theme was chosen”, said Strambini, “Birdland was a natural choice – as one of New York’s oldest jazz clubs, it was selected for its enduring place in the New York cultural scene. Festivals come and go, but this club has stood the test of time for 65 years.”

Claude Bernard is releasing a limited edition timepiece dedicated to the Birdland partnership. The 650 pieces, with a black dial featuring the Birdland logo at 6 o’clock, and a saxophone imprint will be unveiled at the upcoming 65th anniversary celebration of Birdland in 2014.

Claude Bernard promises that the future holds many exciting products and events in store as this partnership evolves.



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