

Pilo & Co Genève breaks new ground with its solar-inspired gem-setting Introducing the *Foglia* collection, or the many radiant facets of femininity

Like fallen leaves whirling in an Italian sky, the new *Foglia* collection from the Geneva-based watchmaking brand is resplendent in white, pink or black mother-of-pearl, lit by a diamond-tipped sunray motif. A fashion-savvy, feminine watch for the smart woman about town...

The *Dolce Vita* spirit has always imbued Swiss brand Pilo & Co Genève, nestled deep in one of the most historical birthplaces of Swiss watchmaking.

Natural mother-of-pearl and diamonds

The new *Foglia* collection exhibits the unmistakable Italian style so typical of this iconic ambassador of Swiss craftsmanship. It unfurls from a central leaf paved with white or black diamonds or pink sapphires. Bold indices then radiate outwards like the sun's rays, lighting delicately, now on the bezel, now the horns, whilst the lush and mysterious iridescence of natural mother-of-pearl enters into a timeless, seemingly random dance of organic motifs and subtle depths.

These exclusively feminine, tonneau-shaped watches for the smart woman about town have a sophisticated inner-city feel by day, which transforms into the intense sparkle of a star-studded sky by night. The *Foglia* collection exudes the sublime heat of the Mediterranean, its laterally-positioned, cabochon-tipped crown echoing the key hues of each model: white on metal bracelet, pink on rainbow orange shagreen, or black on caviar grain shagreen. Offering maximum wearer comfort, it slips lovingly onto the wrist, to which it is firmly secured by a deployant buckle.

The new *Foglia* collection from Pilo & Co Genève captures the unforgettable moments in life in a precious tapestry of leaves, illuminated by solar bursts and accented by clusters of diamonds. Inspired design, pioneering vision, unmatched affordability...

(((1'891 characters, 287 words)))



***Foglia* by Pilo & Co - HD photos**
<https://bit.ly/3rQN0B3>



Foglia by Pilo & Co - HD photos **<https://bit.ly/3rQN0B3>**

Solar-inspired gem-setting

Mother-of-pearl dials

White, black or pink mother-of-pearl

'Sunray' indices

316 L watchmaking grade stainless steel case

White or black diamonds

Pink sapphires

Matching cabochon crown

316L metal bracelet or shagreen strap

Deployant buckle or safety clasp

(((brief portrait of the brand)))

Pilo & Co Genève, a Swiss watchmaking brand deeply rooted in the Saint-Gervais district of Geneva, birthplace of the Cabinotiers.

Forever reinventing itself, happy to accommodate customisations and special orders

Renowned for being always one step ahead of the trend, Pilo & Co Genève has stood out for its multiple sense of identity since its creation in 2001. Its 16 collections are based on affordability, stylish design and an ability to capture the zeitgeist. Numbering among the most high-profile Swiss Made brands, buoyed by a strong start and sustained growth, the brand is unstoppable. Covering all market segments, it switches seamlessly from mechanical to manual and back again, without once compromising on taste. Thus it continues to meet the growing demand from consumers of all genders worldwide, each seeking to stand out from the crowd. The brand increasingly welcomes special requests for repeat customised designs, often catering to a particular desire for gemstones (precious and semi-precious, diamonds), or unique, one-off stone-settings. Pilo & Co Genève remains especially appealing in terms of price, one of the brand's hallmarks.

Pilo & Co Genève in a nutshell

2 own-name stores in Geneva, one on either bank // 31 retail outlets in Switzerland // 170 models spread across 16 collections // 20% custom designs with hand-crafted settings // 80% watches in the affordable bracket (CHF 300.- to CHF 5,200.-)

Pilo & Co Genève coat of arms

