

- A ROYAL APPOINTMENT -



The British luxury watch house, Backes & Strauss, is delighted to announce its partnership with His Royal Highness Prince Michael of Kent.

Prince Michael has been interested to learn of the rich history of Backes & Strauss and the unique skills required to make their very high-end timepieces. This partnership reflects the HRH's continued support of the excellence in British craftsmanship.

In addition to visiting key markets and participating in special events, Prince Michael will help to design a limited collection of watches, which will be available towards the end of 2019.

ABOUT BACKES & STRAUSS

Backes & Strauss is the world's oldest diamond company founded in 1789. Today, as part of the Franck Muller group, it creates luxurious, bejewelled timepieces, which are inspired by the elegance of 19th Century London.

CONTACT

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Masters of Diamonds since 1789

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