

Swatch unwraps Valentine's special

Posted on



A La Folie, the Swatch Valentine special

"True love has nothing to hide", says Swatch, and proves the point with A La Folie (GZ281), created especially for Valentine's Day.

The new Swatch Special presents a clear, heart-shaped window in the dial that opens onto the mechanics below.

A look through the glass underlines the "no secrets" message: the "heart" of the watch is a movement featuring a handful of romance-coloured components. And the bracelet smells like vanilla.

The lovely A La Folie Valentine's Day Special comes in special packaging with a charming variation on the open-heart theme. A round, pink ball has a smooth white heart on the surface, but a closer look shows the heart is a window onto A La Folie — True love is here, for all to see. The Valentine Special is available from all W A De Silva stores.

