



Christophe & Co and Pininfarina announce collaboration to create Ultra High End Jewellery with Embedded Technology

Turin, December 12th 2014 - **Pininfarina** and British High Jewellery brand **Christophe & Co** announced the release of a limited edition line of men's jewellery bracelets that combine high jewellery with wearable technology. Known as '**Armillis**', the pieces are a modern interpretation of an ancient symbol of royalty and valor in battle. In order to strike a balance between old world and new, they combined fine diamonds and precious metals with advanced engineered material and cutting edge embedded hardware.



Their goal was to create one of the world's most exclusive pieces of jewellery and because of the complexity of the design, entirely novel techniques were employed in the crafting of each component. These include a highly complex ceramic shield, over 1500 micropavé diamonds set one at a time by hand under microscope, and a high precision carbon fiber frame created by a specialized British builder of Formula 1 components.

"The Pininfarina dedication to excellence in design and craftsmanship is reflected in the Christophe & Co Armillis. Collaborating in the creation of such a timeless Object D'Art and technological marvel is a continuation of 85 year legacy of innovation" says Pininfarina Chairman **Paolo Pininfarina**.

On the technology side, the optional hardware module is fully upgradable as new technology arises and employs advanced communication technologies for secure transactions, automated venue access, and one touch valet, among other functions. The proprietary kinetic energy generation system is powered by the natural motion of the user's arm and allows extended periods between charges.

"I founded Christophe & Co to create a universal symbol of victory for those extraordinary individuals who not only achieve greatness in their own right, but inspire it in others" says Christophe & Co Founder **Aleksander Bernhard**.

www.christophe.co.uk

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