

Glamorous revolution for the Asian flavor “Pavé” gets onstage at the glittering parties

[Immediate Release]

The watch making industry is now going through a revolution. As everybody will notice, glittering watches, a cup of tea for the Asians, are becoming a new dominant trend. Such phenomenon has no precedent in the history of the European watch market, which usually emphasized on craftsmanship and technology. To fulfill the specific needs of the huge Asian market, the latest “Pavé” model by BLITA provides a trend setting way of sparkling.

“Pavé” is going for the Asian taste for brilliance with the most delicate workmanship

Researching the “appetite” of Asian for watches, BLITA soon realized that gold and glittering watches are always at the very top of Asians’ preference. However, for most watch lovers, a fully-diamond-set gold watch remains a dream, which seems so difficult to realize.

In order to create the glittering effect of “laid over with stones”, “Pavé” has its glitterly dial finely made by the application of ECDB (***Electro Casting Diamond Background Technique***). The manufacture of this dial requires a most delicate, hi-tech process. A precision forged tool must be made according to the design in order to imitate the sparkling effect of diamond glitter on the background finish. This tool is then galvanic electroplated. One dial needs a single tool and it takes 20 days to work out the dial plate followed by many precision processes. All of these contributed to such a fine piece of artwork. Cases made of gold, rose gold or white gold set with 32 diamonds create a prestigious beauty, which many of the Asians are fond of, further enhancing the glamour of this work of art.



“Pavé” denotes “laid over with stone”. Designed for the appetite of Asians watch lovers, BLITA launched “Pavé” with its glittering dial, emphasizing craftsmanship and technology.

Watch making is an art that is open to anything you can think of. After the challenging experience of the tourbillon, skeleton, kinetic...etc, have you ever thought of exploring the fantastic art of “glittering”?

About BLITA

BLITA was established in 1928 in Les Breuleux, the heart of watch making in Switzerland. Following the tradition of component and watch making in the 19th Century, BLITA today exudes elegance never before revealed by transforming every detail into ingenious craftsmanship. Striving to offer extraordinary and refined timepieces, BLITA has managed to bring to life its elegant and energetic character.