

An icon remembered

Hamilton celebrates the 75th anniversary of Elvis Presley's birth with two special Ventura models



Hamilton is celebrating cultural icon, Elvis Presley, with two special models of the iconic Ventura watch, to mark what would have been the 'King's' 75th birthday in 2010. The distinctive, shield-shaped timepiece, worn by Elvis in the 1961 movie 'Blue Hawaii', comes in two new interpretations – a replica of the original 1950's model and a XXL version. The Ventura Elvis Anniversary Collection promises to contribute a new chapter to two legends.

Ventura Elvis Anniversary Collection

The Ventura Quartz is a faithful tribute to the original 1957 model, which made watch-making history as the world's first electrical, battery powered watch. Design detail of the case of the new model mirrors that of its 1950s ancestors and today comes in either stainless steel or a yellow gold PVD finish. A black dial also reminds of the 1950s Ventura timepieces, complete with digit markings all culminating in an embossed rounded point like the surrounds of the iconic wall-clocks of the era. These nostalgic looks enclose a modern Swiss quartz movement to ensure precision timekeeping for the 21st century.

The choice of attachment for the Ventura Quartz, with the possibility of a metallic flex bracelet or a bi-color leather strap in black paired with silver or gold color, has its own story to tell. The watch originally purchased by Elvis would have had a leather strap and archive material reveals that, at his special wish, the jeweller exchanged this for a metal bracelet to satisfy his celebrity customer.

Ventura XXL Elvis Anniversary Collection

Having started its life as a pioneer, the Hamilton Ventura continues to make a bold statement over half a century later in the form of a limited XXL edition. This special timepiece integrates touches of the unexpected to give its classic inspiration a futuristic and rocky feel. The familiar shield shape of the gunmetal colored case gets a distinctively contemporary look through smoothed surfaces and XXL dimensions. The angular crown is integrated into the case with its pointed tip signalling 3 o'clock. The black dial has racy looks with a background effect resembling that of a high-tech sound box. A touch of fiery red stretches from 12 o'clock to 3 o'clock and daringly reappears on the tip of the seconds hand. Celebrating modernity, the case elegantly flows into a stylish, smooth black rubber strap. The limited edition which will only be produced till the end of 2010 will contribute to make the King's legend alive.

Fact Box

Ventura Elvis Anniversary Collection

Material	Stainless steel / yellow gold PVD
Dial Color	Black
Attachments	Two tones leather black and gold or black and silver / flex steel
Movement	Quartz 956.102
Crystal	Sapphire
Water resistance	50 m

Ventura XXL Elvis Anniversary Collection

Material	Stainless steel PVD gunmetal
Dial Color	Black
Attachments	Black rubber
Movement	Automatic 2824-2
Crystal	Sapphire
Water resistance	50 m



