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# **Technomarine Ceramic Watches Defines The Advancement Of Luxury**

Since introduction of the [Technomarine watches](#) company in 1997, the design quickly swept the attention of a global following with a new innovation of luxury in watch designs. Strikingly bold beyond conventional, these high-end Swiss manufactured watches are designed to meet the demands of an active lifestyle while embracing a luxurious finish. As a trend setter in the watch industry, Technomarine has created an array of collections for men and women.

The finer details:

With over 110 different styles to choose from, each and every style is built to withstand water resistance of a minimum of 200 to 12,000 meters. While designed to meet the demands of diving enthusiasts with unidirectional bezels, all models embody an air of sophistication, on or off land. An alternative approach combined with an elite design has set the collections apart from the rest.

The Techno Diamond collection brought the watch manufacturer world wide recognition upon release in 1999. The attention of well-known celebrities also added to the already wanton pieces. This particular collection draws a unique appeal with a 1.1 ct diamond revolving bezel. This collection was a first of its kind in the industry with the elegance of diamonds adorning a diving watch.

Versatile features, such as the silicone rubber straps, which are interchangeable with a variety of vivid colors to choose from, adds an enticing appeal. Though, the choices do not stop there. Fine materials vary upon each collection, such as, ceramic, stainless steel, bronze, titanium, and aluminum. A variety of choices and styles have been created to ensure this investment meets individual preference.

While heralding the most authentic variety, another series, comprising of latest technology has been released, called the Moon Sun. Staying with the awe factor of the original Swiss quality inner-workings, this design features a unique ceramic band and casing. The first company known to perfect the sensitive process of achieving color pigments in this rare and durable material, is just another reflection of the dedication and quality by the company. The colors offered are: ocean blue, baby pink, black, white, baby blue, chocolate, and red. It is a delicate process to add color to the ceramic. During the process of heating two metal powders to very high temperatures the pigments are carefully added to ensure an equally toned color.

Remaining consistent with finely selected materials, the line chose a mineral sapphire crystal to cover the face of there collections. This special crystal is known to resist scratches and breaks, while also encompassing a non-reflective ability to light. Even the luminescent dials remain non-reflective which is another added feature more focused on the needs the adventuresome divers in the world, yet is appealing to the masses.

It is no wonder that this line of watches is a leader in fashion-forwarded timepieces. Through a non-conformist philosophy to embody lifestyles and appeal to consumers on many levels including aesthetics design. Luxury and adventure have become synonymous.

In 2001, the [Technomarine watches for women](#) company decided to divide itself into 2 selected divisions to ensure that they were able to meet the needs of their consumer driven collections, while focusing with more detail to different lifestyles. Technomarine and Technomarine Sport are based in Geneva and cater to selected lifestyles while both producing Technomarine [man's watch](#).

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