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The Joy Of Owning Maurice Lacroix Watches

Watches come in many shapes, sizes and prices, but there are few that can compare to Maurice Lacroix swiss watches. Even though the brand is of a fictional character and there is no real person by this name, the brand quickly became popular through the Masterpiece collection of the Desco Company.

After a few years of sells in other markets, the brand came home to Switzerland in 1983 for the first time. It was quickly becoming a timepiece that watch enthusiasts coveted, but world-wide sells did not allow the brand to become its own entity until it expanded to the United states in the 1990's. This expansion allowed the company to move to a more affluent market and even expand to concentrate on the watch industry.

Keeping this in mind, Lacroix began to design a watch that could be used for everyday or on those special occasions where casual dress was not appropriate. This had to be done with durability and looks that would cover any social environment so the company has both the quartz and mechanical watches available.

This variety has made the brand available to both the rich and the economical watch owner. With several different models and price ranges, the timepiece can be used for the work environment and left on for a social evening. The intricate design and quality have made this brand the one to own. Watch enthusiasts will like the different styles and models that are available. With over a hundred different models to choose from, the customer will only be limited by their budget and taste.

Many of the models have their own unique quality, such as the Flyback which has a large date and chronograph. The Reveil Globe provides the owner three different time zones in order to keep track of overseas schedules. One of the more unique designs from this collection is the Masterpiece Skeleton, showing each delicate movement of the watches inside design through the face of the watch.

The variety of models has made this brand a watch that is available to the rich or to the more economical buyer who is looking for a timepiece that can be worn in many different social environments. This variety has become a hallmark of the company and helped increase its world-wide appeal.

What has kept the brand at the top is the quality of the watches manufactured. This collection was made to not only appeal to several different economical classes, but to last a lifetime. This quality has made it an asset that can be handed down from generation to generation.

In this economy, watches that last as long as the [Maurice Lacroix gents watch](#) are becoming extinct. Admirers of this brand can be satisfied that they have purchased an elegant and reliable timepiece that can be shared with their sons or daughters. Having a [men's wrist watch](#) that is handed down to a child or loved one is something that has been cherished by many families around the world.

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