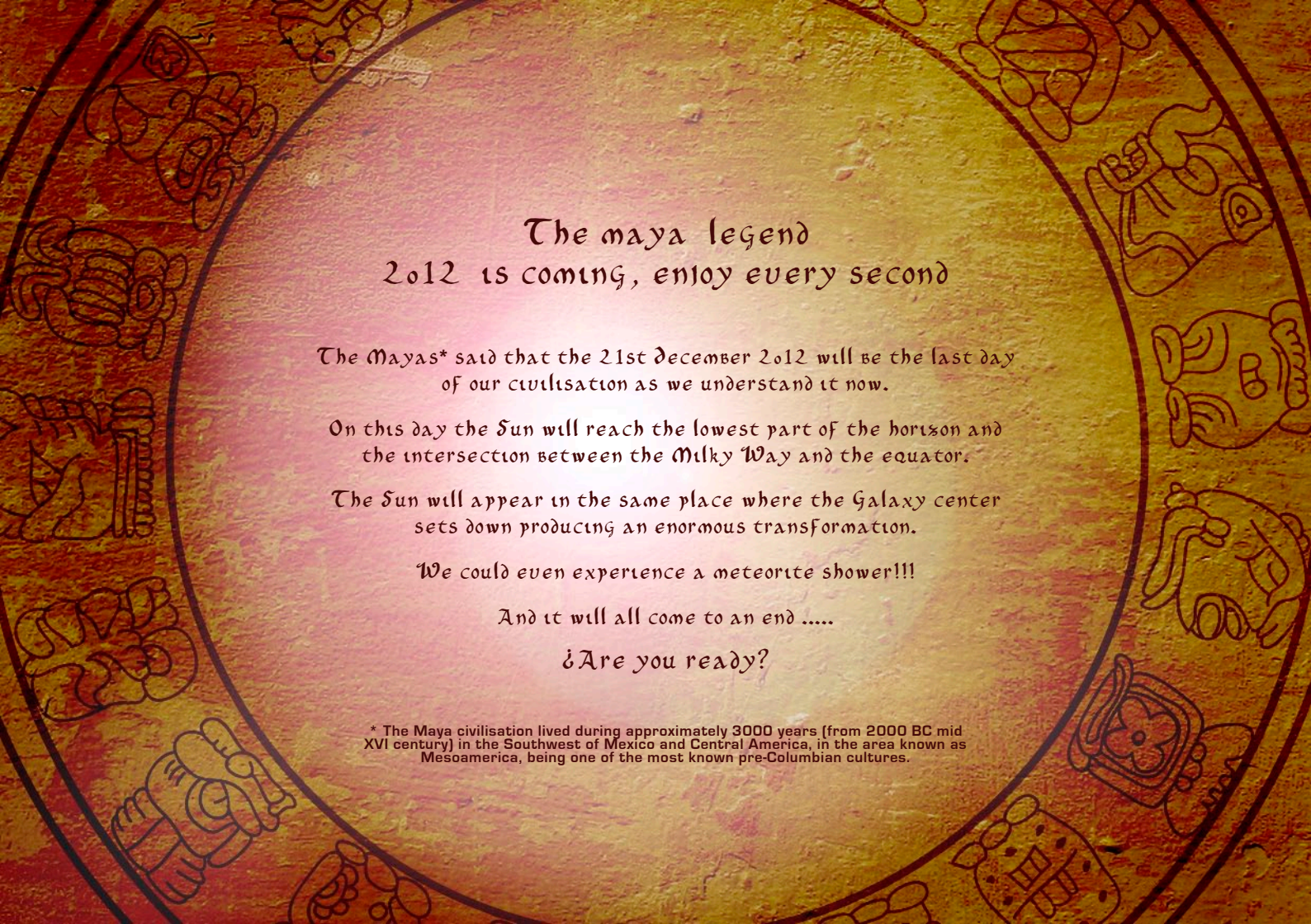




2012
IS COMING.
ENJOY
EVERY
SECOND  **LOTUS**

PRESS KIT



The maya legend 2012 is coming, enjoy every second

The Mayas* said that the 21st December 2012 will be the last day of our civilisation as we understand it now.

On this day the Sun will reach the lowest part of the horizon and the intersection between the Milky Way and the equator.

The Sun will appear in the same place where the Galaxy center sets down producing an enormous transformation.

We could even experience a meteorite shower!!!

And it will all come to an end

¿Are you ready?

* The Maya civilisation lived during approximately 3000 years (from 2000 BC mid XVI century) in the Southwest of Mexico and Central America, in the area known as Mesoamerica, being one of the most known pre-Columbian cultures.



The Maya prophecy

The first Maya prophecy assures that on 21st December 2012, the Sun will receive a synchronised ray coming from the centre of the Galaxy that will mark a new era, far from the materialism and destruction that we live nowadays, and a new phase will start with more respect and more harmony.

Men and women should choose between dying as a human race, that damages its own habitat or to evolve to a new era of integration with the rest of the Universe.

Therefore, the last day does not represent disaster, but a new cosmic conscience and a spiritual transition to a new civilisation.

A civilisation more prepared, which takes advantage of time, which live their life to the max and enjoy every second.... which doesn't care about what will happen when the Sun will approach the Earth.





The Maya calendar

The Maya calendar is the most sophisticated and precise calendars developed by the different Mesoamerican natives civilisations. It is also the biggest cultural achievement of this ancient race.

Jose Argüelles, historian and teacher at the Princeton University, developed in 1989 the theory about the Time Law*, and explains that the date of 2012 comes from the Largo Conteo Maya Calendar, which defines a very precise cycle of 1.872.000 days, starting from August 13th 3113 BC and ending at the 21st December 2012. The final day.

This period of time, sometimes called "The Big Cycle" is not a random day counter, as it integrates the history of a complete cycle as we know it if from the first Egyptian dynasty until the current situation of globalisation, climate change and economic crisis we are living in today.

The calendar influenced the Maya's life and was guiding their existence from the day they were born. This demonstrates that the time and the way to measure it has been always a main element in all civilisations.

* This theory established that time is the universal synchronized frequency and its formula is $T(E) = Art$,

**2012
IS COMING.**

Lotus is ready for this moment in time and launches its commemorative collections for the coming seasons, until the arrival of 21-12-2012, which will anticipate the beginning of the change of our civilisation.

The autumn-winter 2011 collection will cover the next semester with three collections that are inspired by big energy events: meteorites, tornados and other natural phenomenon. With Lotus' own style, being daring, the new models will catch the eye of young people full of energy who appreciate innovation and enjoy living the here and now, living the moment.

For Lotus clients the best is yet to come, they know that the brand will always meet their expectations. Facing the situation predicted by the Mayas, Lotus uses its attributes and is inspired by the extreme risk and action in its pure sense. The new models give adrenaline to the wrists, of those who incite the movement. For Lotus the countdown has started.

The 2012 Lotus generation is the generation that will lead the big social change, the change of conscience.... Definitely they will be the heroes of the awaking.

**ENJOY
EVERY SECOND**

**LOTUS**

2012
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LOTUS

TORNADO

TORNADO, the new men's collection, is composed of 2 chronograph models: 15754 and 15755.

With a design inspired by the union between the Earth and the sea, the beginning and the end, the TORNADO models are solid and tough. The force of the design is in the shape of the case and the counters combined with the dial colours.

Both models present an impressive case in stainless steel, with terracotta tone dials and hexagonal net stamping available in 4 colours: blue, grey, burgundy or black. The indices and sub-dials are grey coloured as a contrast.

The full calendar occupies the left side of the dial, showing the week days on a lateral column located at 3 o'clock, and the date in a rounded indicator at 5 o'clock. The importance of the chronograph and other sub-dials, together with the black PU strap give the watch a strong urban flair.

The model 15755 has a cooler, more provocative look thanks to its PVD black finish on the case.

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LOTUS

15754/3



TORNADO

15754

- Men's chronograph
- Quartz movement
- Stainless steel 316L case
- Case diameter: 49 x 50 mm
- Black PU strap
- Calendar
- Luminiscent indices
- Water resistance: 50 m - 5 ATM
- RRP: 229 €

15754/1



15754/2



15754/4



2012
IS COMING.
ENJOY
EVERY SECOND

LOTUS

15755/4



TORNADO

15755

- Men's chronograph
- Quartz movement
- Stainless steel 316L case covered with black PVD
- Case diameter: 49 x 50 mm
- Black PU strap
- Calendar
- Luminiscent indices
- Water resistance: 50 m - 5 ATM
- RRP: 249 €

15755/1



15755/2



15755/3



2012
IS COMING.
ENJOY
EVERY SECOND


LOTUS

DOOM

The DOOM men's collection includes 4 chronograph models [ref. 15752/15753/15756 and 15757] and 2 three hands models [ref. 15758 and 15759].

The colours of the Earth on the day after a fascinating change of era, together with the intense and strong lines, form the image of this new collection.

The chronographs continue with the robust steel case, and include the sub-dials, vertically or horizontally depending on the model. In the 4 models the dial is black, contrasting against the bright colours of the indices and the surrounding of the sub-dials: white, brown, red, orange, green and purple.

The style of the references 15757 and 15756 is also marked by the black PU grooved strap.

The stainless steel case of the model 15757 comes with a black PVD coating, adding a note of style and mystery. The dial of the 3 hands models is enhanced with the sunray effect.

All the DOOM collection of watches have varied and attractive designed straps: striped PU, striped leather with different textures or matt stainless steel bracelets.

A breathtaking collection for men who dare.

2012
IS COMING.
ENJOY
EVERY SECOND

LOTUS

15752/2



DOOM

15752

- Men's chronograph
- Quartz movement
- Stainless steel 316L case and bracelet
- Case diameter: 43,8 x 48,2 mm
- Calendar
- Luminescent indices
- Water resistance: 50 m - 5 ATM
- RRP: 249 €

15752/1

15752/3

15752/4

15752/5

15752/6



2012
IS COMING.
ENJOY
EVERY SECOND

LOTUS

15753/3



DOOM

15753

- Men's chronograph
- Quartz movement
- Stainless steel 316L case
- Case diameter: 43,8 x 48,2 mm
- Leather strap
- Calendar
- Luminescent indices
- Water resistance: 50 m - 5 ATM
- RRP: 199 €

15753/1

15753/2

15753/4

15753/5

15753/6



2012
IS COMING.
ENJOY
EVERY SECOND

LOTUS

15756/2



DOOM

15756

- Men's chronograph
- Quartz movement
- Stainless steel 316L case
- Case diameter: 45,8 x 50 mm
- Black PU strap
- Calendar
- Luminescent indices
- Water resistance: 50 m – 5 ATM
- RRP: 199€

15756/1

15756/3

15756/4

15756/5

15756/6



2012
IS COMING.
ENJOY
EVERY SECOND

LOTUS

15757/3



DOOM

15757

- Men's chronograph
- Quartz movement
- Stainless steel 316L case covered with black PVD
- Case diameter: 45,8 x 50 mm
- Black PU strap
- Calendar
- Luminescent indices
- Water resistance: 50 m - 5 ATM
- RRP: 229 €

15757/1

15757/2

15757/4

15757/5

15757/6



2012
IS COMING.
ENJOY
EVERY SECOND

LOTUS

15758/2



DOOM

15758

- Men's watch
- Quartz movement
- Stainless steel 316L case and bracelet
- Case diameter: 45,3 x 48,2 mm
- Calendar
- Luminescent indices
- Water resistance: 50 m - 5 ATM
- RRP: 139 €

15758/1

15758/3

15758/4

15758/5

15758/6



2012
IS COMING.
ENJOY
EVERY SECOND

LOTUS

15759/2



DOOM

15759

- Men's watch
- Quartz movement
- Stainless steel 316L case
- Case diameter: 45,3 x 48,2 mm
- Leather strap
- Calendar
- Luminescent indices
- Water resistance: 50 m - 5 ATM
- RRP: 129€

15759/1

15759/3

15759/4

15759/5

15759/6



2012
IS COMING.
ENJOY
EVERY SECOND


LOTUS

glee

The ladies Glee collection of 3 quartz models inspires joy & positive thinking. The enthusiasm of enjoying every moment. The collection is composed of models that can be used during the day or at night, thanks to the particular construction of the case, which mixes the strength of the steel with the polycarbonate transparency, gets an attractive colour effect.

With round stainless steel cases, every model allows to reflect the personality of young & rebellious girls. The colours introduced have basically the dial in white with the red, purple, green, blue and pink tones of the leather strap and the outline of the case.

The model L15745 has both shiny and matt finishes with a guilloche dial, sunray effect, and two-tone bezel decorated with zircons. The crocodile skin effect strap complements the bezel colour.

The model L15746 is a multifunction watch with a guilloche decoration on the dial, as well as the two-tone bezel that matches the strap. There is a variety of colours available: light pink, cherry, strawberry, lime, light blue, purple, black and white. The dial is decorated with zircons on the indices.

The model L15747 is an analogical watch inspired by space, full of stars. The striped dial has fluorescent indices like they were the satellites and a pearly centre circle that simulates the starry sky.

2012
IS COMING.
ENJOY
EVERY SECOND

LOTUS

glee

15745/3



15745

- Ladies watch
- Quartz movement
- Stainless steel case with polycarbonate insert
- Case diameter: 39 mm
- Guilloché sunray dial
- Bezel with zircons
- Leather strap
- Water resistance: 50 m – 5 ATM
- RRP: 119€

15745/1



15745/2



15745/4



2012
IS COMING.
ENJOY
EVERY SECOND

LOTUS

glee

15746/7



15746

- Multifunción mujer
- Quartz movement
- Stainless steel case with polycarbonate insert
- Case diameter: 41 mm
- Guilloche dial
- Leather strap
- Indices with zircons
- Water resistance: 50 m - 5 ATM
- RRP: 139€

15746/1

15746/2

15746/3

15746/4

15746/5

15746/6

15746/8



2012
IS COMING.
ENJOY
EVERY SECOND

LOTUS

15747/8



glee

15747

- Ladies watch
- Quartz movement
- Stainless steel case with polycarbonate insert
- Case diameter: 39 mm
- Guilloche and MOP dial
- Leather strap
- Water resistance: 50 m - 5 ATM
- RRP: 119€

15747/1

15747/2

15747/3

15747/4

15747/5

15747/6

15747/7

