



*Autumn 07*



Today's female customers understand complicated watches and want to buy them.

Parmigiani North America.

"So many women now make purchases for themselves," Veyna says. "Women are involved in the cars they buy, of course they will be involved in watch purchases. They are making their own money."

Industry experts say they anticipate the trend will continue to grow as women continue to increase their personal disposable income. Female watch collectors equate fine, complicated

watches with fine artwork, with an appreciation for both the technical and the aesthetic aspects of the timepieces.

"Modern women appreciate the quality" says Melissa Oster, owner of Oster Jewelers in Denver, Colo. "We've got female customers in the financial industry and female pilots who want the complications for function," she adds. "Other customers just appreciate the craftsmanship and artistry."