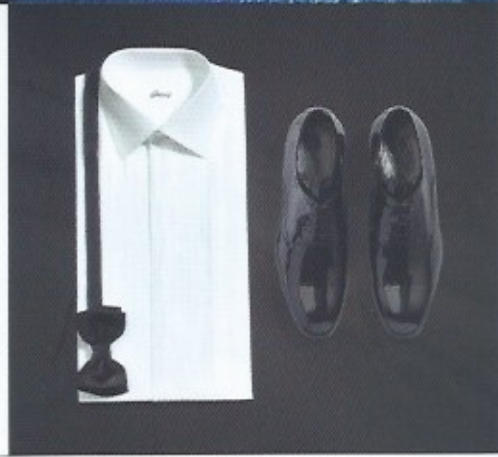
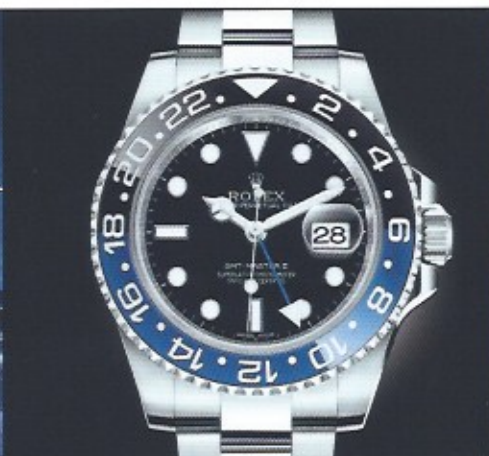


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THE EXTREMELY WELL LIVING MAGAZINE



STRONG IDENTITY

U-BOAT STRIKES BACK

U-BOAT SETS A NEW LANDMARK IN AZERBAIJAN CAPITAL BAKU. IN THE SPACE OF JUST FEW WEEKS OTHER OPENINGS ARE PLANNED IN CANNES AND ROME.

The U-BOAT story began in 1942, following a government commission to Italo Fontana's grandfather for watches specifically designed for the Italian Navy forces. The commission came to naught but the drawings gave Italo, in 2000, the idea of rejuvenating the project.

It was not easy when he started to make watches the size of U-BOAT. They were so big that people sometimes thought you were blind for needing one. But the style grew bigger and bigger, so now U-BOAT watches are average size. These creations have won the appreciation of worldwide celebrities. Just for example, a couple of months ago, Arnold Schwarzenegger sported U-BOAT at Cannes. Accompanied by the other stars of the third instalment of the action-packed "Expendables" franchise, "The Expendables 3", for the film's premiere at Cannes, the former Governor of California finished off his rugged look with the masculine and sporty U-1942 by U-BOAT Italo Fontana, a model that is limited to just 29 pieces.

Sylvester Stallone has four of them; Armani bought one on Mykonos; Kenzo, David Beckham, Tom Cruise, Nicholas Cage, James Blunt have them; and so do some women, including Victoria Beckham and Lindsay Lohan.

Handcrafted pieces, characterized by their strong identity, easy to read in all weather conditions and boasting unique, bold and distinctive design and characteristics. U-BOAT has not had downs at the moment, just ups. Even in periods of massive recession it has been successful. In the space of just few years U-BOAT has succeeded in opening 18 own-brand boutiques worldwide. The first design, his grandfather's one, was just the starting point. Today is the turn of Azerbaijan. Baku, the capital of Azerbaijan, is set to become the next global market opportunity for luxury brands. Italo Fontana, Creator of U-BOAT watches, speeds up its brand retail development by cutting the ribbon of this 19th flagship boutique. Stimulated by new exploration of oil and gas in the country, Azerbaijan



been intrigued by all the materials ranging from classic steel to the more technological magnesium, as well as bronze, gold, silver and ceramic. Today he adds also Tungsten, more specifically tungsten carbide, the strongest natural metal. Commonly used in electrical

and military applications, where even a small amount can significantly increase the strength of an alloy. Last year Italo introduced a new innovation: a patented system for the retrieval of the watch crown. In all the range of Chimeras 43, nestled between U-BOAT's iconic left hand crown and its crown guard, a sculpted pusher that can be depressed to eject the inner-crown from its recessed position. This enables ease of adjustment for both date and time. This year U-Boat will apply the smaller hatch to all the watches, not just the smaller models.

U-BOAT WITH BAKU
BOASTS 19 OWN-
BRAND BOUTIQUES.
SOON CANNES
AND ROME.