



Mimi

Corum



l'Admiral's Cup Deep Hull 48 (in alto), il primo modello Corum dedicato alle immersioni, impermeabile a 1000 metri.

■ It was 1930 when Giulio Morellato opened a watch repair shop in Bologna that was later converted into a factory for the production of leather watch straps and that was bound to become one of the most important groups in the jewellery sector at the international level. At the end of WW2, Giulio Morellato moved his business to his homeland, the Veneto region. When Giulio Morellato died in 1965, his business partner, Silvano Carraro, took over: Morellato, a leading European manufacturer of watch straps, became a business partner of prestigious watch making companies. The company has since grown incessantly: See-

tor No Limits was created in 1973; D.I.P., Diffusione Italiana Preziosi (Bluespirit brand) in 1979; Arca Astucci in 1986. In 1990, Silvano Carraro's two sons, Massimo and Marco, took over the management of the company. The production of jewels started in 1999, for a new kind of luxury "to live every day". In 2000, Morellato acquired the licence for the production and distribution of jewels and watches for brands like John Galiano, Pirelli PZero, Roberto Cavalli, Just Cavalli and Miss Sixty. Today, Morellato celebrates 80 years of history with the Heritage collection (in the photo, the model for men): Swiss made watches with automatic movement and leather watch straps; the model for women is decorated with diamonds. Mimi is also celebrating its anniversary, with "The Mimi

Book". This colourful book gathers the most important press campaigns and the atmospheres and mood connected with the Mimi brand, in a perfect balance between East and West. The new website www.mimi.info includes the *In The Mood* section, with "travel notes" about places and towns that served as a source of inspiration for Mimi. "Theme" celebrations for Corum, celebrating the 50th anniversary of its Admiral's Cup and the 30th anniversary of its Golden Bridge, two milestones in the history of watchmaking. Corum launched three prestigious watches, in limited editions: the Ti-Bridge Tourbillon, the Golden Bridge Tourbillon (bottom) and the Admiral's Cup Deep Hull 48 (top), the first Corum model specially fitted with a diver function, water resistant at 1000 metres.