



*Cuervo y Sobrinos*

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Newsletter: Lahore, Pakistan



# Novelties Showcasing

Cuervo y Sobrinos CEO Mr. Massimo Rossi showcased the exclusive Novelties of CYS at Paola's Cosa Nostra, Gulberg Lahore, the event was attended by luxury watch collectors, media personalities, socialites, influencers and aristocrats.

Founded in 1852, Cuervo y Sobrinos has a prodigious history, enriched with many significant milestones along the way. By having a long history, there is an inference that a company possesses expertise and certainly over the coming pages there are many examples of the Maison's virtuosity

However, while Cuervo y Sobrinos is proud of its past, it chooses to wholeheartedly embrace the future with magnificent watches that engender desire and confer lasting joy. Indeed, it is the company's belief that its best years are yet to come.



Cuervo y Sobrinos produces its timepieces in Switzerland. Its headquarters in Capolago overlook Lake Lugano. Here, the highly skilled designers and watchmakers take inspiration from a variety of sources, including former models. Some designs are influenced by art deco, a movement in decorative arts and architecture that was popular in the 1920s and 30s. Ultimately, the brand's considered approach to design has led to the release of watches endowed with refined details and understated elegance.