

## **St. Valentine's: love at the heart of time**

From red roses to rare sweets, dawn serenades to midnight rhapsodies and impassioned declarations to heart-stirring avowals, love is everywhere on St. Valentine's Day—but alas all too short-lived.

Yet there exists at least one way to keep St. Valentine's alive all throughout the year — married to the time of every day and every night on the dial of Blancpain's St. Valentine design. This enduring expression of love fittingly features a row 40 full-cut diamonds set into its steel case, itself 33.5 mm in diameter. They enhance a white mother-of-pearl dial whose shimmering surface is enlivened by six diamond markers and three stylized Arabic numerals.

### Blancpain's moonstruck crimson heart

Delightfully feminine in style and spirit, the dial's moon-phase display at 6 o'clock evokes lunar love with poetry and originality alike. For instead of a classic golden moon, its starry background sky displays an intense crimson heart—so year in year out, love wanes only to rise anew, month after lunar month.

Under the dial's eye-catching expanse beats a selfwinding movement. Along with the time of day in hours and minutes, it provides both a moon-phase display, this year celebrating its own Blancpain movement's twentieth anniversary, and a date pointer moving over a calendar inscribed on the circumference of the dial, seconded by day-of-the-week and month readouts in dial windows under 12 o'clock. And should love make anyone forget the time of day, its power-storage mechanism provides a generous hundred hours' reserve.

Fitted with a croco strap as joyfully, as intensely red as its heart, Blancpain's 2003 St. Valentine's entry is available in a strictly limited series of 99 worldwide. After all, true love is rare.