THE VINTAGE WATCH COMPANY

store PR

Elle – September 2004

ELLE

WIN! A RICH GIRL'S DESIGNER WARDROBE & BEAUTY BOOTY WORTH **£10,000**

IT'S ALL ABOUT...

TRENDS, TIPS & FASHION KICKS

BLOW THE BUDGET

A CUT ABOVE

Dream of effortless chic but have all the sartorial subtlety of Vic Aguilera? Then look in a ladylike manner to the first stand-alone Jean Muir store. The queen of uncomplicated elegance, this legendary designer's simple, beautifully constructed jersey dresses are not only style classics, but so refined and so fine, key look for this season. Jersey and rayon dress (£450) by Jean Muir, 48 Conduit Street, London W1; eng (020) 7409 2262

TICK NOT

Who says money can't buy class? If you're bit flush with your cash, head to the Vintage Watch Company, a watch has over 100 unique flavours, from 1910 to 1960 – and most in a set of pairs. Hit the diamond and platinum dazzle from 1926 (£9,500). Bissett-Taylor, set your heart on it; eng (020) 7490 3012

WICKEDLY SEXY

Make like Cinderella with a pair of fairy-tale shoes by renowned Italian shoemaker René Caovilla. But beware: these gem-enchanted lovelies (£480) will bring out the wicked stepsister in anyone without a pair. Available from Harrods; eng (020) 7730 1234

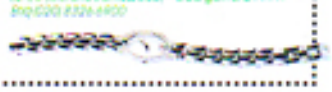
ON A BUDGET

HEART AND SOLE

Just when you thought our beloved Converse couldn't get any cooler, enter the new All Star Peace Chuck (£30) – pale-pink canvas high-tops inspired by the great John Lennon. These limited-edition pieces carry a message for our troubled times, with 'Peace' printed on them in 10 different languages. Cue non-peaceful toyn fights over the last pair in a size 6... Eng (0727) 883333

LESS IS DIOR

Don't for under (£50)? The superbrand has just launched a new range of journey jewellery that won't require a remortgage. This pair: lime the cuts padlock bracelet (£38) and this elasticated necklace (£38) – a good bit of bling for not much handing. Eng (020) 7345 1510

BLINGING MARVELLOUS

If you can't afford the vintage Rolex (top), all is not lost. We've hunted down a cheap-and-cheerful version that even Missy E would be proud to flaunt. This Timex watch (below) is adorned with diamonds and sparkling silver (OK, crystal and stainless steel – a bargain at £44.99. Eng (020) 8326 6900