



NEW *LEONARDO SERIES* COLLECTION

MONFORTI
MILANO

MONFORTI MILANO JOIN FORCES WITH AWARD-WINNING MILANESE DESIGN STUDIO, LAUNCHES NEW COLLECTION WITH 2ND CROWDFUNDING CAMPAIGN

New generations of watch lovers are, not only expanding their repertoire beyond the usual watchmaking staple brands, but also becoming increasingly smart about price tags.

The independent watchmaker Monforti Milano has the perfect recipe to satisfy their cravings: no middle-men mark-ups, unnecessary marketing costs or overheads. Just astonishingly beautiful handmade watches with unique Italian design, at remarkably attractive prices.

Monforti Milano announced their upcoming Kickstarter campaign is set to debut in June 2018 and it will usher in their new, much anticipated "*Leonardo Series*" collection. The launch will be their second Kickstarter endeavor after Monforti's previous crowdfunding campaign successfully funded the "*Sartoria*" collection.

"We achieved all the goals we set for our first campaign and we earned a great deal of positive feedback from our customers in the process," commented Cristian Buluggiu, co-founder of Monforti Milano. *"This provided our team with a huge motivation to challenge ourselves to work even harder to perfect our craft and achieve greater results in the future ."*



*With the support of **_blank design**, a young award-winning Milanese studio, we stepped up our game while infusing our new collection with that elegant, stylish flair authentic Italian design is known for around the globe."*

The motifs, details and engravings of the *Leonardo Series* are an homage to Milano's own celebrated legend Leonardo da Vinci, a man undoubtedly ahead of his time.

His studies about the convection of light, ancestors of the modern solar panels, chronicled in one of his "*codes*", the *Code Arundel*, can be traced in each of the three dial designs. The crown pays tribute to Leonardo's ancient machinery, while the back case carries an effigy of his perpetual movement sketches as well as engravings in Da Vinci's signature mirrored writing style. All elements fuse harmoniously, creating a tasteful ensemble with a classy, slightly vintage atmosphere, which caters for timepiece connoisseurs and newcomers alike.

The *Leonardo Series* from Monforti Milano will feature **two collection** of dress watches for women, with more delicate lines and smaller case size, **two unisex collections**, as well as a **chronograph** and **two automatic collections** for men who are looking for a dress watch with character and a story to tell

