

Beat: Vips

## **PRIVATE COLLECTION by WATERMAN PARIS is a Tribute to Art-Deco and Fashion**

### **Know-how of French Crafts**

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**USPA NEWS** - In 1883, after losing a big sale with a client because of a leaking fountain pen, the then salesman Lewis Edson WATERMAN invents the 'Three Fissure Feed' system. The system prevents for the first time the excessive discharge of ink when the pen is in use...

In 1883, after losing a big sale with a client because of a leaking fountain pen, the then salesman Lewis Edson WATERMAN invents the 'Three Fissure Feed' system. The system prevents for the first time the excessive discharge of ink when the pen is in use. L.E. WATERMAN patents the first reliable fountain pen in New York : The REGULAR. In 1884, Creation of the 'Ideal Pen Company'. The company is renamed the LE WATERMAN Company in 1888. In 1900, The LE WATERMAN Company receives the gold medal of Excellence at the 'Exposition Universelle' in Paris. In 1904, The pen clip is invented, To allow the pen to hold in a pocket.

In 1913, WATERMAN introduces the supply system by lever. This is going to be the reference for the next thirty years. In 1926, Jules FAGARD creates the JIF-WATERMAN company in France. The French branch will manufacture WATERMAN pens in France. In 1929, 'PATRICIAN', in reference to a dress designed in 1929 by an haute couture house, the design of this pen portrays the contribution of Waterman to the Art Nouveau era. In 1953, 'CF', inspired by the futuristic design of a missile, is the first model introducing the design of the Waterman clip known to this day. This year also welcomes the introduction of the plastic pen cartridge.

In 1983, 'MAN 100', to celebrate its 100th anniversary, Waterman creates The Pen that is to become the reference in luxury writing. In 1987, 'LADY ELSA' and 'LADY PATRICIA', the feminine designs of the Lady Elsa and Lady Patricia unveils the contemporary style of Waterman. In 1997, 'CARA`NE', its pure and powerful lines are inspired by the nautical codes and recall the yachting universe. In 1999, 'SERENITE', an object of fascination and desire, inspired by oriental codes. In 2008, 'PERSPECTIVE', inspired by great architectural masterpieces, PERSPECTIVE offers a vision of limitless expression and modern elegance.

In 2009, 'WATERMAN ELEGANCE', WATERMAN crosses the line towards jewelry and creates the ultimate pen jewel : WATERMAN ELEGANCE... In 2016, 'COLLECTION PRIVEE', it redefines timeless lines with a new focus on streamlined simplicity. Striking clean design and noble materials come together. Features a dynamic combination of elements like the slim clip and broad ring, to enhance the distinctively narrow form. Embellished with finely chiseled detailing, the Hémisphère collection offers a variety of crafted finishes, from shiny palladium or smooth matt laquer to surprising silk print effect.

This 2016 Collection is presented in three different styles : Fountain Pen, Rollerball and Ballpoint. Those styles are into three different models : Hémisphère Rose Cuivre, Hémisphère Saphir Nocturne and Hémisphère Bronze Satiné. The prizes : 97 Euros for the Ballpoint, 106 Euros for the Rollerball and 115 Euros for the Fountain Pen...Since 1994, the elegant simplicity of Hémisphère has made it one of Waterman's most iconic pens (clean design, noble materials, metallic finishes)... Pens are designed to accessorize your imagination, crafted to tickle your creativity and because when writing is a pleasure, wonderful things happen.

Ruby BIRD

<http://www.portfolio.uspa24.com/>

Yasmina BEDDOU

<http://www.yasmina-beddou.uspa24.com/>

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**Editorial program service of General News Agency:**

United Press Association, Inc.

3651 Lindell Road, Suite D168

Las Vegas, NV 89103, USA

(702) 943.0321 Local

(702) 943.0233 Facsimile

[info@unitedpressassociation.org](mailto:info@unitedpressassociation.org)

[info@gna24.com](mailto:info@gna24.com)

[www.gna24.com](http://www.gna24.com)