

STYLE CANADA PRESS RELEASE

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MattBaily.ca receives More New Limited Edition Bell & Ross Models

Bell & Ross recently released a 40-page catalogue dedicated solely to models of watches whose production numbers are limited. The Matt Baily luxury boutique in Montreal received several of these rare models to display for eager watch enthusiasts.

Bell & Ross, known for its professional-grade luxury watches, published a new catalogue dedicated solely to their limited edition models. Within the 40 pages, watch enthusiasts can revisit long-ago sold out models as well as current and new releases. In order to stay up to date with the company's offerings Matt Baily *Marchand de Montres et Bijoux* received many of these rare models to display in their showcases.

Amongst Bell & Ross' most popular models are the so-called "Instruments." The style of these square watches is inspired by the instruments available on airplane control panels. Certain variations of these BR "Instruments" are designated for limited production of as little as 250 pieces world-wide. Amongst a few others, currently available models include (on image from left to right) the BR-01 Airborne, BR-01 Heritage, the beautiful low-contrast "Commandos," and the all-black BR-03 Phantom. Matt Baily will have all of these in stock while quantities last starting this week.

Aside from the current models, the Limited Edition Bell & Ross catalogue offers a sneak-peak at a couple of highly anticipated unreleased watches. These are the Carbon Fiber models of which only 500 will be manufactured in both chronograph and non-chronograph versions, as well the delightful BR-01 Radar, which offers a method of telling time that is unique amongst Bell & Ross watches. A limited amount of pre-orders can be placed at this time for the new limited edition models.

To find out more about the Matt Baily boutique and about the current Bell & Ross limited edition models please visit <http://www.mattbaily.ca/brands/bell-and-ross/>.