AUCTION TIMES

May/July 2019 World Edition The Art of investments...

MONACO LEGEND GROUP **AUCTION HOUSE • PRIVATE SELLING**

RARE WATCHES

17 July 2019





EXCLUSIVE COLLECTION OF TIMEPIECES & JEWELS

17 July 2019

MONACO LEGEND GROUP: 2019 PROMISING START!

organizing two prestige sales per year in its own auction house room in the center of the Principality of Monaco.

These spectacular jewels and rare watches auctions have become unmissable events in Monaco and the first rendez-vous of the year for connoisseurs and collectors from all over the world.

A selection of 140 pieces of rare watches and jewels combined were presented in this sale, lively animated by Claude Cohen auctioneer and jewels specialist

Monaco Legend Group has been who did not hesitate to drive the sale in 3 different languages, in front of a complete room and a lot of online bidders!

> More than 5.243.400 euros were sold under his hammer for this session. Selectivity is the key to successful auctions.

This is the work that Monaco Legend Group strives to do as well as possible in order to present in auction the most interesting pieces in the Principality of Monaco, highly appreciated by both sellers and buyers.





WINNING ALLIANCE:

A sincere and frank handshake and let's start a new brilliant adventure! On 20 February 2019, Davide Parmegiani became partner of Monaco Legend Group by buying 50% of this young but already asserted company, financially very strong, owning an 800 square meters showroom in the heart of the principality of Monaco, a strategical and pleasant location for business.

Davide Parmegiani almost at his 53 years old said this new experience gives him a lot of new energy and good vibes and we'll try to do nice things for the watch market and collectors, like he did over the past 30 years. First and foremost, a collector, by his own definition, Davide Parmegiani is both an enthusiast and connoisseur of vintage watches, two sides to his nature that have made him a world authority in the market for timepieces. An obvious choice of joint venture for Mr. Cohen, whose both profile matches.

This will be the first auction organized together in Monaco, next July 2019. An important energy is gathered to select the most beautiful collectable timepieces and jewels.

Travels, meetings, research, many expertises are necessary in order to select the most interesting and exceptional pieces that will be part of our sale and that will seduce our potential buyers.

We are really excited to organize this July auction, the first opus of a long series, stayed tuned!

AUCTION TIMES

by Monaco Legend Group

Special Edition reflecting activities of our company. Auction House & Private selling in Monte Carlo.

Thinking Vintage on the Riviera ...

Monaco Legend Group 13, Bd Princesse Charlotte 98 000 Monaco +377 97 77 53 35 info@monacolegendgroup.com www.monacolegendgroup.com



LUXURIOUS **DEVELOPMENTS** IN MONACO

More than 40 years dedicated to quality...

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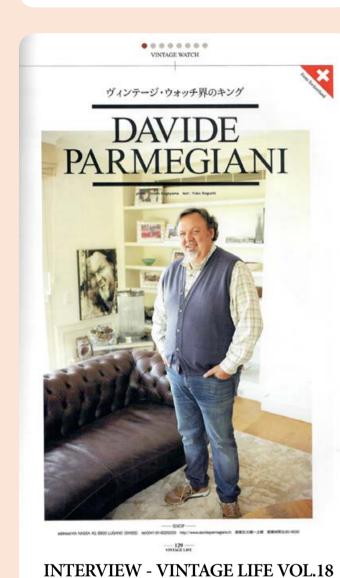


Le Pavillon Maurice

PRESS ACTUALITIES







The New Hork Times

• Davide Parmegiani is the most high-end with a curated selection of rare limited-edition watches by Panerai, Patek Philippe and other top-tier brands.

H10 Livestream: The Italian Influence

Back in the 1980s, a small group of Italian watch dealers started buying up "exotic" dial Rolex Daytonas, later dubbing them "Paul Newman Daytonas." This watch originally sat untouched in retailers' cases and cost less than \$1,000. Now some rare examples fetch more than \$1 million. How did one group of people from one country influence the way we collect vintage watches so strongly? We sit down with two men who have seen it all, from both collecting and selling standpoints, John Goldberger and Davide Parmegiani. Both are legends in the vintage watch world and are testaments to how one country has changed everything.



Interview DAVIDE PARMEGIANI: The super dealer of vintage watch



Parmegiani.

Often they are an exaggeration. But not in this case. How else do you describe a man who at one point sold all four Patek 1518 in steel? Sold three Rolex 6062 (gold) black dial with diamonds (including the Bao Dai and the Mondani one). Every single 2499 series in every single metal (including platinum) have also passed through his hands. And the elusive Patek 2523 Cloisonne Enamel dials with different world maps? Yes pretty much all of them have been handled by him at some point (he helped place nine pieces of 2523 in one important Italian collection alone).

right thing.

It might not be an exaggeration to say that he helped build some of the most important collections in the world. Among them also the John Goldberger one. Goldberger remains a close friend of Davide to this day. For some time I heard his stock and inventory is among the best worldwide. I can now confirm that rumour to be

Davide has suitcases of superb stuff.

There are watch dealers. And then there is Davide From NOS Longines 13ZN to Rolex sports models, pocketwatches with Enamel dials, Rolex chronographs with multi scale dials, Universals, I don't like using big words like super dealer. split second Pateks etc. What is nice is that he is not only interested in the commercial Paul Newman stuff. On the contrary - looking at his stock you can tell he has bought watches that are important in watch history - even if they are not in demand right now. In that respect he does not buy watches for a collector in mind but rather he buys watches that are rare, in good condition and important even if there is no buyer right now. Like he told me - if the watch is superb and interesting - eventually it will always find a buyer down the road.

Having started in 1985, and really getting going You could say that Davide was at the right place in the end 1980s, Davide has been around a long at the right time. And we might add - doing the time and seen a lot. It is no surprise that I was curious to get his insight and state of the market and find out his personal story. I am sure that collectors, dealers and auction houses around the world are as curious as I was. It is an absolute pleasure to share this interview with you

> (To understand just the type of quality and watches Davide deals with see the pictures at the end of the report: https://le-monde-edmond. com/davide-parmegiani-the-super-dealer-ofvintage-watches/).



There are subtle connections between an Alfa Romeo 1900 Zagato and a 1930s Omega one pusher chronograph wristwatch; likewise between a Jaguar C-Type and a 1940 Patek Philippe 1581 perpetual calendar. But to understand them, it helps to be in conversation with Davide Parmegiant especially sitting comfortably in his lovely home overlooking Lake Lugano. Raise your eyes, and on the walls you see paintings by Savinio and Calder, while down in the garage below, there's a collection of classic cars, and you know your host is also an expert in timepieces. Little wonder that everything here seems to be in perfect tick.

"I chose to make a profession out of my passion for watches when I was still young," he declares. "You need to know about watches in depth to appreciate and appraise their value. Like cars they have an engine, chassis and bodywork, which in this case is the face. Each of these three parts must be analyzed in detail to establish its current state and the degree of restoration it has undergone." Parmegiani's success and command in this field have earned him the patronage of the world's most important collectors who entrust their acquisitions to his expert care. Moreover he has opened a shop n Lugano's elegant via Nassa, a point of reference and encounter for the world's most important watch collectors and aficionados.

The recent sale of Paul Newman's Rolex Daytona for around \$17.8 million is an emblematic case in point. "I had imagined that it would go beyond \$15 million, and I wasn't surprised that the closing sum was so high because there are people whose wealth is such that price limits simply don't exist. What really counts for a purchaser is the inner pleasure that the object in question provides. If you like something that much, you'll always be happy with it. Buying as a speculative investment doesn't work the same way, and this is the case with cars and art as well as with watches. If you purchase an object knowing that you'll be selling it before long, half the pleasure is

Parmegiani's passion for cars allows for some interesting comparisons between different types of collecting. As well as taking part in the Mille Miglia several times, he has also competed in other events, "though I'm not so keen on the Concours d'Eiegance because it's too static, it needs an injection of dynamism," he admits. "I mainly deal in watches dating from the 1930s to the 1980s, timepieces that have become milestones in the history of the twentieth century on account of their mechanisms and design. There are close analogies with the evolution of the automobile. The car is a means of transport, and a watch keeps time, but both embody movement and are identified with speed. The Italian Futurists, especially Balla, managed to portray this symbolic value perfectly."

There are various model cars in Parmegiani's sitting room, including a lovely Art Deco model that speaks chapters on how each period leaves its mark. "The cars I like best are the post-war models, the gently rounded, elegant shapes of the 1950 and '60s, for instance the 275 GTB or the Maserati A6G54 Zagato. I can't identify with the angular, sharp-cornered cars of today."

There are also interesting similarities between cars and watches that go beyond questions of design. Casio first came up with a digital watch in 1974, and since then, digital development has strode ahead to the point where self-driving cars are practically already with us. "The digital content and significance of watches and automobiles differ in several respects," Parmegiani points out. 'A digital watch simply keeps time, which is not always enough for modem man, who also needs to identify with some¬thing beautiful. The watch is one of the few jewels suitable for men today, and should be a

gratification that goes beyond punctuality. That's why traditional watches with their precious mechanisms have continued to play a role. The situation may be different with cars: if you don't have to actually drive them, you're saving yourself a degree of stress... But a 1974 Carrera RS is a pleasure that is here to stay... Classic cars are a source of deep gratification, and this is something

The glorious vehicles in Parmegiani's garage provide eloquent proof of their owner's conviction. "I drive them a lot, in events but also to go and have an ice cream with my wife on a Sunday. It's the same with watches, and I'm lucky in this because my job allows me to wear a different one every day if I feel like it." On the table are a number of his watches, all of them elegant and relatively small compared with today's timepieces, which seem swollen in size, like many cars. As with cars, he explains, the particular interest of a watch also relates to the years in which it was produced. "Older people really appreciate the great developments that came about in watch technology between the thirties and the fifties. For them a 1930s Omega chronograph is the equivalent of an Alfa 1750 Zagato, which is the car I drove for my first Mille Miglia. The younger generation, on the other hand, prefers the 1970s Rolex sports watches." Nostalgia is always a form of yearning for what was once familiar!

So supposing there was another Great Rood, which five cars would he preserve? Parmegiani, who spent three days at Retromobile looking at the cars one by one would clearly have been happier if they'd built a more capacious ark. 'Five is too few," he says with a worried look, "hut without a doubt my own personal favorite is the Ma 1900 Supersport Zagato. Then I'd make sure the Mercedes 300SL Gullwing was also on board - it's one of the loveliest cars ever made – plus the Jaguar C-Type, the 250 SWB... But only five! Can't I add the GTO as well?"

Aha, but this is only part of the game! Which watches would he want to be sure of saving? And once that's established, which cars relate best to these hallowed timepieces? Here Parmegiani is on his own ground and gives no sign of faltering: "The steel Rolex Jean-Claude Killy, which goes perfectly with the Ferrari GTO refined by sporty. Then the 1518 Patek gold chronograph with perpetual calendar of the 1940s, which I would pair with the Jaguar C-Type for harmony, elegance and style. My third would be the Rolex Paul Newman in steel, which goes perfectly with the Mercedes 300, which Paul Newman also happens to have, in blue."

And the two still to come? "The 1950s Vacheron Constantin Minute Repeater, a magnificent watch. I'd pair it with the 250 SWB. They're two rarities. If I just had one car, this would be my choice; it's wonderfully harmonious in shape and design. As for the watch, it has a very rare tourbillon mechanism that is complex and costly to build, with a chime that sounds the time." And this brings us to the Omega one pusher chronograph of the 1930s, "a gem of skillful craftsmanship, but also extremely advanced, like the Alfa legato.

The stillness of the lake reflects the evening light, and there's no need to check our watches to realize that the moment has come to go clown and admire the car collection. The sight of them as Parmegiani opens the doors is breathtaking, creating a sense of fellowship that transcends real acquaintance. He stops for a moment beside a green Lamborghini Miura, perfect in every detail, and adds. 'The hands of watches turn just as car wheels turn. After all, time is an expression of speed.' Then he continues, apparently happy to show me the larger gems he has collected over the years. He was right when he said that 'the art of living lies in doing what you do with real passion.'



VINTAGE WATCH COLLECTOR

COLLECTION CURATING INVESTMENT ADVICE DEALERSHIP

"CERTAIN OBJECTS ARE BORN WITH A DESTINY: THAT OF REMAINING OBJECTS OI DESIRE IN THE COLLECTIVE IMAGINATION INDEPENDENTLY OF CHANGES IN FASHION THOSE OBJECTS ARE THE REASON I AM A COLLECTOR."

DAVIDE PARMEGIANI



First and foremost a collector, by hi own definition, Davide Parmegiani i both an enthusiast and connoisseur of that have made him a world authority in the market for timepieces, as well as for major investments in the field.

In the same way that a gallery of art making up a collection, Davide Parmegiani explores, seeks out to form the cultural heritage of the collection's owner and creator.

Γhe same passion, skills and know-how opportunity. In seeking out the most suitable pieces, Davide offers a complete consultancy service, from the choice of the watch to the time required to bring the investment to maturity

Engaging the services of Davide Parmegiani means the assurance of obtaining the best piece available on the market and, consequently, an excellent return on the investment made



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MONACO LEGEND GROUP



800M² SHOWROOM IN MONTE CARLO DEDICATED TO AUCTION HOUSE & PRIVATE SELLING

strategic corner in the heart of the Principality of authority in the market for timepieces. Monaco. Welcomed by our Police Officer posted at the entrance of a breathtaking realism, artwork The key characteristic of this company is we hopefully delight you.

The founder of Monaco Legend Group is a creative We do our best to value the goods entrusted to and passionate man, a hard worker, established facets who is constantly renewing himself and pushing Monaco Legend Group forward in order to satisfy an increasingly demand of exceptional pieces.

for the past 3 years and in order to further expand

The headquarters of Monaco Legend Group is the company, he had decided to combine ideas internationally renowned auction houses such a showroom of more than 800 m2, located in a and strengths with Davide Parmegiani, world

by Marc Sijan, you will discover many areas transparency and honesty, and to offer a very good dedicated to different passions. A collection of approximately forty classic cars are displayed and expertise, honest advice and absolute discretion. Your interest is our priority.

us for sale. Many photos and items details are Davide Parmegiani will delight you with exciting in the principality for more than 30 years. He taken and published in our auction catalogue in also owns several companies in the Principality, order for the buyers to have the most realistic notably in the real estate sector. A man with many appreciation and for the sellers to have the best promotion. This is the foundation of a long-term relationship of trust.

With its very strong financial asset and international customer database, Monaco Legend It's in this charming place, Claude Cohen has also Group is a human-sized structure and a perfect developed an auction house that has been growing choice for sellers and buyers. At the beginning Monaco Legend Group has collaborated with

as the Parisian firm Gros & Deletrez (founded in 1983) or Antiquorum Genève (auction house specializing in watches since 1974).

The third edition of the winter sales on 14 January 2019, ended with an increasing result under the hammer of Claude Cohen who hosted the sale in three languages!

The joint venture between Claude Cohen and

► International News:

Monaco Legend Group is also expanding internationally, since April 2018 we have opened an office in the center of Hong Kong with the primary aim of facilitating exchanges with our Asian customers and also in order to organize future auctions on site.















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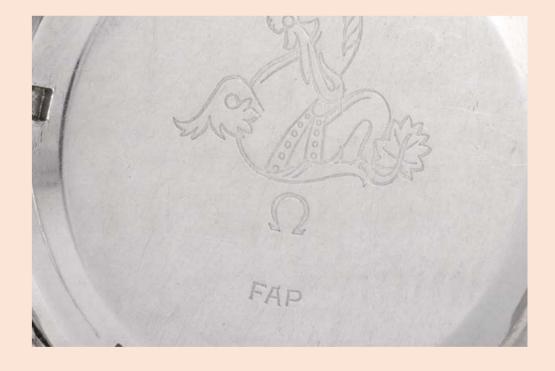
OMEGA

Exceptional Omega Chronograph Speedmaster "Fuerza Aérea del Perú" with extremly attractive tropical brown dial, from 1959.











I CRONOGRAFI DA POLSO Preziose memorie del XX secolo

HARRY WINSTON

HARRY WINSTON

MONACO - MONTE CARLO

Auction 17 July 2019

Outstanding and extremely rare NO OIL, NO ENHANCEMENT pair of Colombian pears shaped emeralds of 27,13 ct; mounted on a impressive platinum diamonds ear clips of 23,84 cts. Accompanied by AGL, SSEF, GIA, H.WINSTON Certificates and box.



Designed as two flowers set with ten pears shaped and two marquises shaped diamonds weighing approximately 23.84 ct, D to F color, VS2 clarity and finer for a total of 349 885 USD of Rapaport price; holding two outstanding Colombian drop-shaped emeralds, no oil and no enhancement, weighing 14.59 and 12.54 ct respectively. Signed H. WINSTON, Stock number N° 67522, circa 2001. They have received by A.G.L., a match pair rating of Excellent to Very Good. This category is one of the highest rankings and defines a match pair of gemstones that is rare to achieve and reflect a high level of exclusivity. It is very difficult to find a pair of such uniquely match fine quality Colombian emeralds. Accompanied by AGL certificate and appendix N° 1099512 A and B, 14 March 2019. Accompanied by SSEF certificate N° 97572. Accompanied by 12 G.I.A. diamond certificates. Accompanied by H.WINSTON original archive letter.







MONACO - MONTE CARLO Auction 17 July 2019

Exclusive Timepieces











VAN CLEEF & ARPELS





Exceptional and very attractive approximately 300 ct matching color of Burma ruby NOT HEATED on a yellow-gold diamond necklace. Signed Van Cleef & Arpels. Circa 1970.

Composed of four rows of burma ruby beads not heated enhanced by three "flowers" yellow-gold motifs, each one set by twelve oval shaped burma rubies and one cabochon highlighted with brilliant-cut diamonds. Signed Van Cleef & Arpels and numbered N.Y. 42365. Circa 1970. The necklace is accompanied by a A.G.L. (American Gemological Laboratory) certificate No.8088746, Dated 15 February 2019, stating that the rubies are of Burmese origin, not heated. A random selection in excess of 50% of the following gemstone has been tested. Length ext: 54 cm. Weight: 111.8 g.

MONACO - MONTE CARLO Auction 17 July 2019

VAN CLEEF & ARPELS





Extremely desirable and very rare ruby Mystery-Set diamond yellow-gold necklace, several combinations possible, signed Van Cleef & Arpels. Circa 1980s.

Designed as an openwork band, the middle composed with a frieze of geometric patterns set with brilliant-cut and marquise shaped diamonds, centered by a detachable flower brooch paved with rubies in Mystery-Set and shouldered by pear-shaped diamonds. The flower can be easily replaced by a flower motif set with three pear-shaped diamonds. Signed Van Cleef & Arpels, N.Y. 56294. Circa 1980s. Length ext: 47 cm. width: 1.2 to 1.9 cm and the ruby flower: 3.5 cm weight: 93.4 g



CARTIER

Unique and EXTRA-LARGE platinum perpetual calendar wristwatch number 1.



MONACO - MONTE CARLO Auction 17 July 2019

AUDEMARS PIGUET

LUCKY Quadrifolio Platinum perpetual calendar wristwatch number 1 for Asprey.



AUCTION TIMES

MONACO - MONTE CARLO

VAN CLEEF & ARPELS

Auction 17 July 2019



VAN CLEEF & ARPELS



Very important and attractive angel skin coral and diamond ear clips in yellow gold, signed Van Cleef & Arpels CS. Circa 1970.

Set with a superb oval shaped angel skin coral of uniform color surrounded by brilliant-cut diamonds and holding a fringe of drop motifs set with brilliant-cut diamonds. Signed Mont Van Cleef & Arpels and numbered 12465 CS. Circa 1970. length: 4.8 cm. Width: 2.8 cm. Weight: 28 g







Very important and attractive angel skin coral and diamond pendant brooch in yellow gold, several combinations possible, signed Van Cleef & Arpels CS. Circa 1970.

Impressive pendant centered by a superb oval shaped angel skin coral of uniform color surrounded by two lines of brilliant-cut diamonds holding pear shape motif fringes set with brilliant-cut diamonds. The pendant can also be worn as a brooch. Signed Mont Van Cleef & Arpels and numbered 12464 CS. Circa 1970. length: 8 cm. Width: 5.5 g. Weight: 50.5 g

Exceptional natural fancy yellow and white diamond "flower" ear clips, in white and yellow gold, signed Van Cleef & Arpels. With GIA certificate.

Each designed as a flower centered by an emerald-cut diamond and pavedset with white and yellow diamonds, mounted in yellow and white gold Signed Van Cleef & Arpels, with Maker's Mark VCA and numbered 146178. Weight: 21.3 g. Dim 2.5 cm, Certificate GIA N° 5192918352.



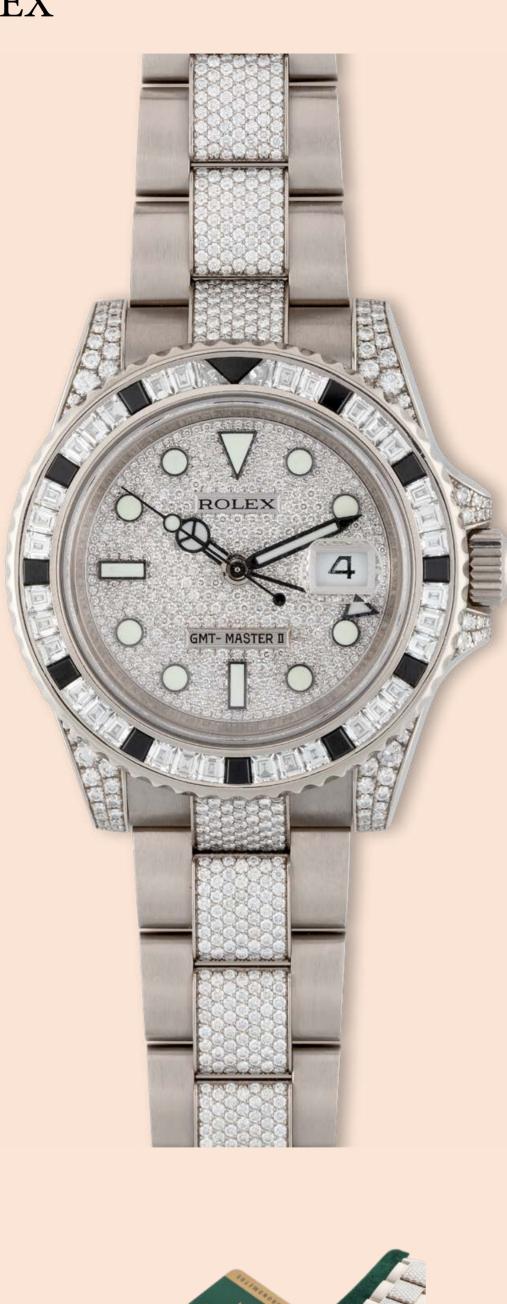


ROLEX

AUCTION TIMES

An outstanding and exceptional Rolex GMT Master II, reference 116759, in 18k white gold with diamond and black sapphire-set bezel with white gold and diamond set bracelet. Full set.

ROLEX

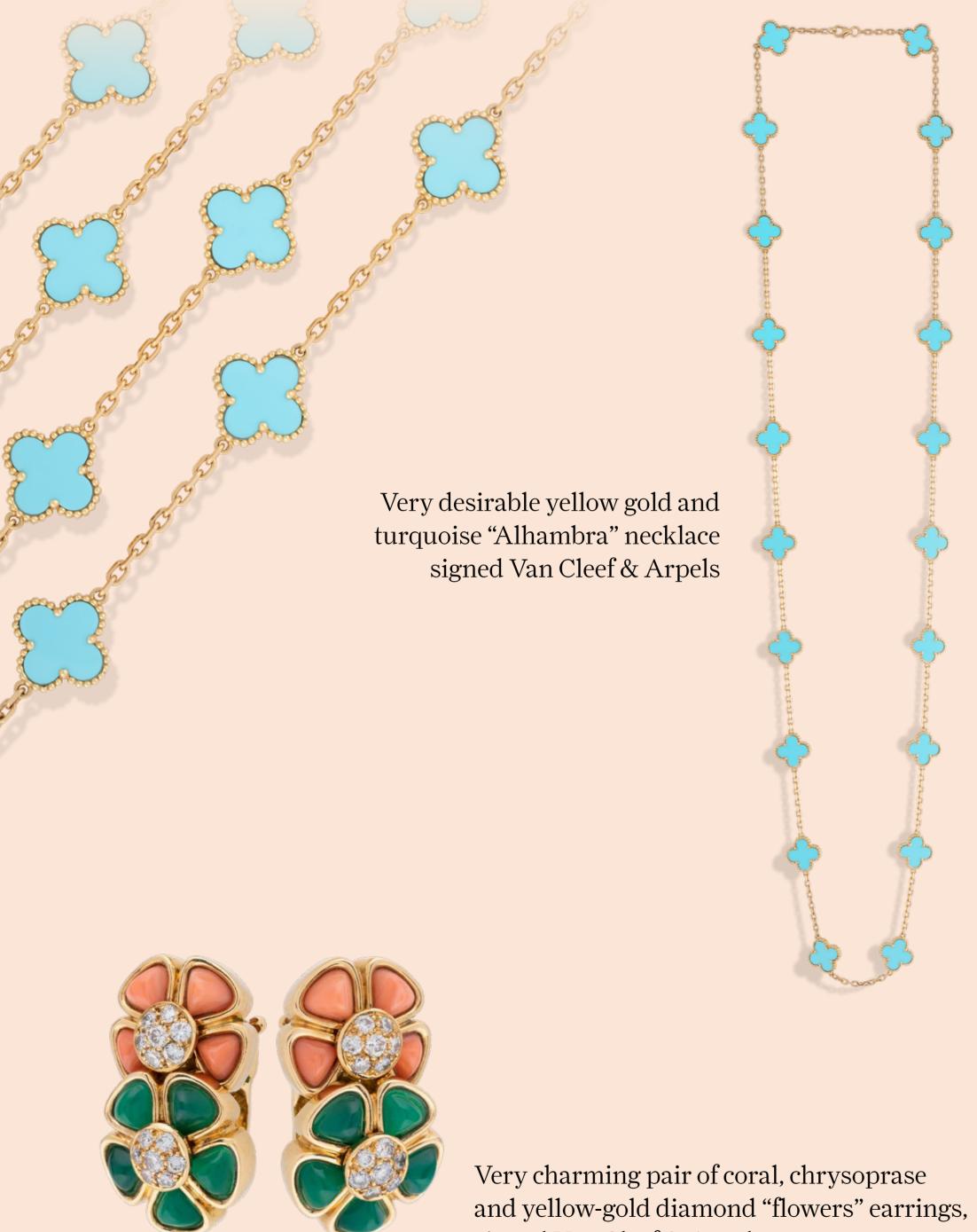




MONACO - MONTE CARLO Auction 17 July 2019



VAN CLEEF & ARPELS



signed Van Cleef & Arpels

MONACO - MONTE CARLO Auction 17 July 2019

VAN CLEEF & ARPELS



PATEK PHILIPPE



An elegant Patek Philippe Calatrava Model ref. 2533 in yellow gold with charming black gilt dial.



A catching and attractive Patek Philippe ref. 565 in stainless steel with Breguet numerals.

MONACO - MONTE CARLO Auction 17 July 2019

WATCHES SELECTION



A wonderfully aged and rare **Oversized Ulysse Nardin** aviators watch with amazing brown turned dial and rhodium Arabic numerals.



A remarkable **Chronograph Ulysse Nardin** in stainless steel with fascinating black gilt dial, radiumed Arabic numerals and rare graduates bezel.



A super cool **Vetta Chronograph** in stainless steel, black dial with unique aged patina and multicolored tachymetric and telemetric scale.



An unusual and special **Omega Chronograph** with multicolored central scales and beautifully aged patina dial.

MONACO LEGEND GROUP

Private Selling

Jewels Department



*Price on request

BVLGARI

Very rare and oversize Burma ruby diamond ear clips, in white gold. Signed Bulgari. Circa 1960

Of a floral design, each set with brilliant-cut and marquise-shaped diamonds, enhanced with seven oval shaped Burma rubies. Signed Bulgari. Dimensions: 3.7 cm Weight: 37 g





AUCTION TIMES

GRAFF

Outstanding 21.37 ct NATURAL FANCY VIVID YELLOW VS2 platinum and yellow-gold diamond ring. Signed Graff. Accompanied by GIA certificate and Graff certificate description with replacement value at 3 250 000 USD. With box.

Mounted in platinum and yellow-gold ring set with two white shield shape diamonds of 1.10 ct approximately, ornated in the center with an impressive and outstanding 21,37 ct rectangular cut-cornered mixed cut natural fancy vivid yellow, distribution even and VS2 clarity. Accompanied with GIA certificate N° 2155867801 and with GRAFF certificate description with replacement value at 3,250,000 USD. With box. TDD 51. Weight: 14.9 g.



MONACO LEGEND GROUP

Private Selling

Watches Department



ROLEX ref. 2508

Extremely rare and attractive yellow-gold chronograph wristwatch original black dial retailed by Cravanzola Roma.

*Price on request



VACHERON CONSTANTIN

Extremely rare stainless steel chronograph wristwatch with original two-tone sector dial. From 1938.

*Price on request



PATEK PHILIPPE ref. 2442

Exceptional platinum rectangular shaped with original diamond indexes. One of only five known.

*Price on request



ROLEX ref. 6542

Perfectly preserved and very attractive stainless steel wristwatch, dual time bakelite bezel and extremely rare "red" GMT-MASTER.

*Price on request

MONACO LEGEND MOTORS

Private Selling

Classic Cars Department



*Price on request

PORSCHE 911T TARGA SOFT WINDOW 1968

Very Nice Original Conditions
Extensive Mechanical Restauration
Engine Completly Rebuilt
Drive and shift perfectly

MONACO LEGEND MOTORS

Private Selling

Classic Cars Department



*Price on request

FIAT 500 JOLLY GHIA GIARDINIERA 1965

Original Fiat 500 Giardiniera Jolly Ghia
Mechanically restored
Very nice presentation
Drive and shift perfectly

MONACO LEGEND MOTORS

Private Selling

Classic Cars Department



*Price on request

FERRARI 330 GT 1967

Fully restored
Original service book
Matching color / Matching number
Drive and shift perfectly
Original leather in remarkable condition

MONACO LEGEND MOTORS

Private Selling

Classic Cars Department





*Price on request

FERRARI 365 GTC 1969

Consistently Maintained by François Ricard and John Hajduk
Very Nice Conditions
Matching number
Four Owners
Drive and shift perfectly

MONACO LEGEND GROUP



HIGHLIGHTS RESULTS 14th JANUARY 2019

Lot 118 - ROLEX Cosmograph Daytona, ref. 16519, whitegold case and deployant buckle, Zenith caliber and very rare grossularia stone dial accompanied with the original Rolex guarantee, similar example published in Pucci Papaleo book new edition. Case A152027 Cal. 4030 Zenith automatic Circa 1999

SOLD 101.400 €

including premium



Lot 30

Outstanding not heated 175.22 carats old-mine Ceylon sapphire of an intense orangy-yellow color with an incredible clarity. Mounted on an antique diamond necklace pendant. Attributed to A. Dragsted. Circa 1900.



SOLD 785.679 €

including premium

Lot 9 - HEUER

Monaco, Steve McQueen, ref. 1133, NOS, stainless steel, full set.

Case 158841 Cal. 11 automatic Circa 1970



SOLD 27.300 €

including premium



Monaco Legend Group is permanently sourcing rare pieces to be included in our Auctions or for our Private Sales department.

If you have a watch, jewel, classic car, piece of art and would like to know more about its value and authenticity, please feel free to contact us by email at info@monacolegendgroup.com or by telephone +377 97 77 53 35.

