



## **Business centre Stanislavsky Factory hosted a fashion shooting of the world-famous watchmaker Maurice Lacroix for the GQ Russia magazine**

**Moscow, Russia – 18 November 2011** – Business centre Stanislavsky Factory hosted a fashion shooting of the world-famous watchmaker Maurice Lacroix for the GQ Russia magazine

In order to support a new collection of Maurice Lacroix watches, the publishing house Condé Nast Russia organised a photo shooting of eight latest en-vogue male images.

The main idea behind the photo shooting was to demonstrate how the style of a modern man could vary depending on the environment and specific occasions. To be able to fully express the concept, the producers required a similar multi-dimensional setting: ultra-modern, stylish, but comfortable with an outstanding landscape design and unusual atrium. This is exactly why Stanislavsky Factory was chosen as a shooting spot.

Originally a spun-gold factory built in the 19th century by the family of the Grand Duke Konstantin Stanislavsky, this former manufacturing site sprung into a new life. Now it represents six colourful buildings of a business centre, a boutique – hotel, a luxurious theatre, an apartment block and even a cherry orchard.

The redeveloped site received a number of prizes and awards, and in 2011 became a winner of the renowned international award by the Royal Institute of British Architects (RIBA) in Reconstruction category.

The search results could be found following the link below  
[http://promo.gq.ru/mauricelacroix/expensive\\_classic.php](http://promo.gq.ru/mauricelacroix/expensive_classic.php)

Editors office expresses gratitude towards O1 Properties for their support in arranging and executing the photo shoot.

### **Company information:**

Concern Maurice Lacroix is an independent Swiss watchmaker recognised globally. The brand Maurice Lacroix was founded in 1975, and within a little more than 30 years it became one of the most renowned leaders in the Swiss watch market of premium class. Customers around the world highly appreciate the outstanding quality of the Maurice Lacroix watch mechanism, whereby in Germany Maurice Lacroix became a brand number one. In order to make an original Maurice Lacroix watch, up to 300 components need to be assembled by hand, thus watches by Maurice Lacroix became the “classics of the future”, representing a union of aesthetics and professionalism.