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PEOPLE DON'T BUY WHAT YOU DO; THEY BUY WHY YOU DO IT

SIMON SINEK, AUTHOR















































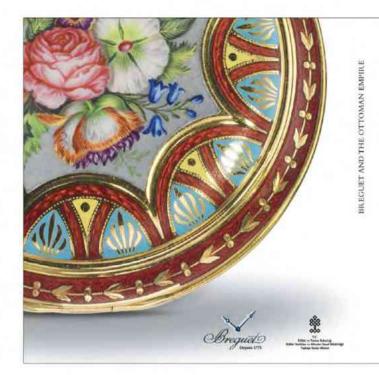












BREGUET OTTOMAN EMPIRE











were offering pocket watches as gifts to the Sultan and viziers, and these pocket watches belonging to the Ottoman-Turkish Treasure were not only adorned with a customary pattern, but also richly decorated and fitted with a chime that imitated bird song. It is known that Western watchmakers working in the Palace also produced clocks for the members of the Ottoman dynasty

In the 17th century, European watchmakers looking for new markets set up a colony in the vicinity of Galata as a result of the reputation they had built and the favourable attitude shown toward foreign watchmakers and tradesmen by the Ottoman Empire Both foreign and local watchmakers plied their trade in the workshops opened here. Certain watchmakers were even educated in the Palace circle and in the Palace school. It is known that clocks were repeatedly sent to the Near East as diplomatic gifts in the 17th century as well as in the following centuries. Moreover, many clocks made by Genevan watchmakers were also exported for the Turkish Market.

In the second half of the 18th century, European matery of clock production reached its peak and in England Harrison specialised in chronometers, whereas France witnessed the production of timepieces by Le Roy or Berthoud. As far as Bregaet is concerned, he invented an automatic watch. The European horologist could pride himself on the mechanism driving his

























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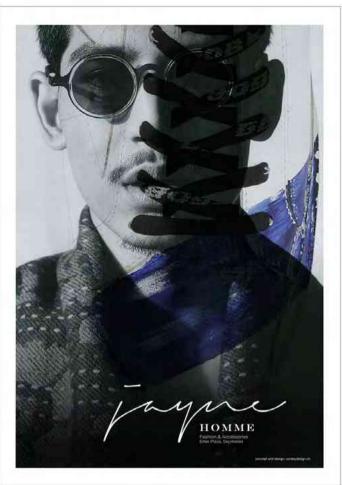
















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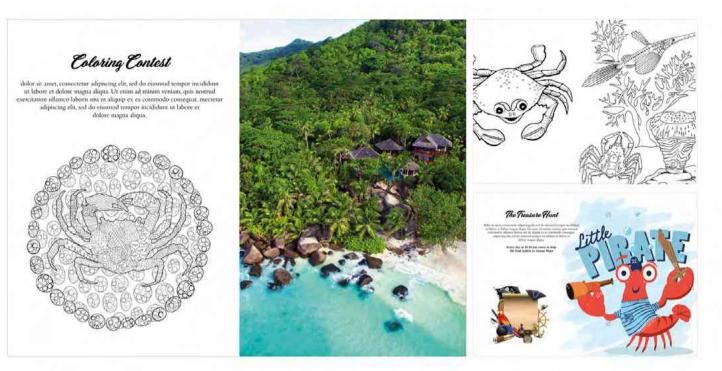
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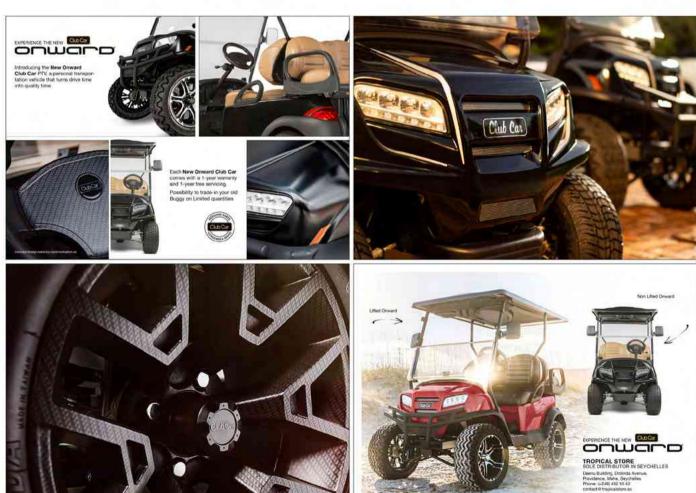
















Levasseur rum personifies the exotic history of Seychelles and, in particular, that of the notorious gentleman pirate, Olivier Lovasseur – savant, comoisseur and hon vivant – also feared as othe Buzzarda who terrorised the high seas loosting the treasure ship of the Bishop of Gea with its fahulous, and still-undiscovered, treasure he then concealed somewhere among the rocks of Bel Ombre in north Mahé.

Levasseur rum shares the same enigmatic aura that cloaks the persona of this most crudite of brigands, and indeed these isles, lost in their secret corner of the Indian Ocean, long defying the attempts of even the most intrepid explorers to divulge their mysteries to the outside world.

the outside worst.

The brainful of Seychellois entrepreneur Marco Francis, Levasseur is a sublime evolution of rum-making that draws on the rich tradition of ageing in antique barrels to craft rums which are authentic in nature and of exceptional quality and character. The pedigree of this dark rum comes from precisely this delicate process of being aged in antique barrels infused with genuine flavours, and fingering aromas of whiskey, brown nut, oak and vanilla while containing no added sugars. Levasseur rum is an eloquent reflection of the islands' deliciously slow pace of life, quite unlike anything elseyou might encounter elsewhere—a product of Seychelles unique history and time-honoured traditions that places great value in the unhurried evolution of all things to achieve true greatness in the fullness of time.





