Dreams color your soul with rainbows of hope
For My Mother's Love
In My Father's Name
The power of a dream
“I believe I can fly,
I believe I can touch the sky”
Back to school
Time for myself
My kids have grown up
I am a grandmother.
Discover your talent
Share your values
The contribution of women in all fields
The empowerment of another woman is a reciprocal gift.
The DELANCE watch: A sign of recognition
The watch lady
Explores the world
The Delance watch is born

- A TalisWOman
- An anchorage
- A lucky charm
- A memory
- A silent mentor
- Multiple and unique
Silent Mentor

A symbol is stronger than a thousand words

At the zenith, at 12 o’clock, the spiral, water, moon, femininity

At the center the diamond shape, universal symbol of life and prosperity

The stone at 6 o’clock, south, sun, radiates the masculine energy

The infinity loop links the feminine and the masculine for all eternity
For a mother

On the first row, two diamonds for her two daughters

On the second row, four diamonds for her four grand children
The DELANCE
Unique just like you

- Unique shape
- Symbolic signification
- Customisation
- Personalisation
- Made by women for women
The DELANCE “Pink Ribbon” Hope and Solidarity
Be all what you want to be...

Toastmasters International

Competent Communicator recognition is given to

Giselle Rufer

for exceptional achievements in the Toastmasters International Communication Program

May 3, 2018

Balraj Arunasalam
International President

Daniel Rex
Chief Executive Officer
It is wonderful to be a woman
‘Giselle’s story is one of determination, courage, resilience and just plain smarts. Her saga portrays an extraordinary individual who also embodies the traits women have exhibited over time – not only to survive, but to excel.’

– Irene Natividad, President, Global Summit of Women

‘Giselle Rufer Delance’s story of how she blazed her own trail from an early age to become an accomplished entrepreneur and watchmaker extraordinaire will inspire you and touch your heart. I couldn’t put this book down.’

– Monica Smiley, Editor & Publisher, Enterprising Women Magazine

The world of high-end watchmaking is, by its nature, elite, perilous, and exclusionary. Acceptance, if at all, comes with a high price. A price Giselle Rufer Delance has paid. She not only defied the entire industry, she redefined it. Like a magical butterfly, she has weathered the darkest of storms and emerged to enjoy the most vibrant of rainbows. From her challenging childhood in the picturesque watchmaking town of Porrentruy, Switzerland, to her rise as a powerful entrepreneur and the founder of the ultra chic Delance Swiss Watches, this is her inspiring story.

The True Story of Giselle Rufer Delance
By Diana S. Zimmerman
Declaration of love
In Sisterhood