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Swiss Designer Creates Dinosaur Dung Watch

By THE ASSOCIATED PRESS
Published: March 15, 2010

Filed at 9:10 p.m. ET

GENEVA (AP) -- A Swiss watchmaker is hoping to raise a stink with an expensive timepiece that eschews the trade's standard gold, diamond or titanium fittings for a more earthy substance -- dinosaur dung. Vesenaz, Switzerland-based company Artya says the watch set in fossilized feces will sell for 12,000 (\$11,290) and comes with a strap made with skin from an American cane toad.

Designer Yvan Arpa said Monday the coprolite came from a plant-eater that died about 100 million years ago in what is now the U.S.

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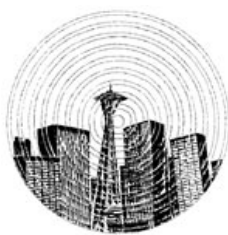
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