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FOR TRADE ONLY

LOUIS ERARD MASTER BOOK 2018 – 2019

MASTER BOOK 2018 – 2019

FOR TRADE ONLY



Mechanical Attraction



Louis Erard

SWISS MECHANICAL WATCHES

TRADITION OF SWISS WATCHMAKING SINCE 1931

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All models and information in this masterbook are  
subject to errors and change without notice

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## LOUIS ERARD, A BRAND FOR PEOPLE IN THE KNOW

**Based in the Jura mountains, cradle of watchmaking, Louis Erard embodies the values of Swiss mechanics, the tradition that keeps its promises. At once luxurious, timeless and elegant, the essentially mechanical watches of this independent maker are renowned for quality unrivalled at their price point: for these are the values which underpin the brand's renown. That brand, founded by Monsieur Louis Erard in 1931, still preserves the continuity of its founder's work. With exemplary respect for the tradition of horology Louis Erard provides new interpretations of that heritage and its codes for contemporary tastes, so offering a real alternative to mass-produced brands in a collection of accessible watchmaking complications marketed through carefully-selected distributors.**

### **A niche positioning which respects both fine watchmaking and the customer**

The Louis Erard brand was relaunched in 2003, after a period of dormancy in the 1990s, by a group of private investors who drew on its codes and fully appreciated its heritage, positioning Louis Erard as a valuable alternative to mass-produced makes. The independent brand is more exclusive, offering a collection that makes the most of the attractions of a mechanical watch. Models with small seconds, calendars, phases of the moon, chronographs or regulators: these – appealing to men and to women alike – are the key to its success. Louis Erard watches are now sold in some fifty countries, and the brand aims to carve out its own place as a special brand of accessible watchmaking complications for the customer who wishes to wear a timepiece of character from a well-established but little-known watchmaker.

### **Iconic models**

In addition to products readily identifiable as those of the brand, the iconic models which have strengthened the stylistic identity of Louis Erard and its watchmaking know-how are the Regulators. They come from the Excellence family; their mechanical versions, manually wound or self-winding, have given it its own established and powerful style. With their eccentric hours and seconds, these Regulators are strikingly different and bound to attract attention: a real brand signature, which Louis Erard complemented in 2009 by creating a power reserve indicator module in partnership with the movement manufacturer Soprod.

### **A seductive brand**

Louis Erard is a watchmaking brand often associated with celebrations, and one of the most appreciated for the purpose: it makes an affordable treat for yourself, and is an ideal gift for special occasions. Value that can be relied on: a choice all the sounder thanks to the notion of exclusivity that attends the Louis Erard name. Because its timepieces guarantee a perfect balance between elegance and mechanism. Because its designs offer no hostage to time. Because of the undeniable quality of its movements and its meticulous finishes. Superlative design and discreet luxury; watchmaking complications at accessible prices. Thoroughly exclusive.





HISTORY



Louis Erard, founder of the company, was born on 16 February.

1893

The Louis Erard company was founded in La Chaux-de-Fonds in the canton of Neuchâtel under the corporate name of Louis Erard & André Perret.

1929

The first watches were produced under the Louis Erard brand name.

**1931**

The company employed a staff of over 60.

1937

The main activity remained casing for other watch companies.

1942 – 1980

The company changed hands following serious financial problems and was transferred to Le Noirmont in the Swiss Jura.

1992

After 10 years of silence, the brand was bought out by private investors and re-launched.

2003

Louis Erard launched its first in-house module developed with Soprod SA: a new milestone on the path towards Haute Horlogerie at affordable prices.

2009

A pivotal year for the brand, which passed the milestone of 200,000 watches produced in Le Noirmont.



2011

Louis Erard celebrated 80 years of mechanical watch-making. Through its exclusive horological complications, the Excellence collection, specially created for this anniversary, reflects more clearly than ever the identity of Louis Erard.

2014

For its 85<sup>th</sup> anniversary, Louis Erard revisits its collection, making it more in tune with the times than ever. This jubilee year is marked by original retro-inspired models and the reaffirmation of the brand's commitment to proposing Haute Horlogerie watches at accessible prices.

2016







## KEY SELLING ARGUMENTS

1. **Tradition**  
of Swiss Watchmaking  
since 1931
2. Affordable luxury at  
**accessible prices**
3. Unique positioning  
(Watchmaker Brand)  
in the **medium price  
range** (\$600.-  
to \$3'000.- Retail)
4. Brand for  
**connoisseurs**,  
no mass
5. Unique and exclusive  
in medium price range  
(80% **mechanical  
movements**)
6. **Creator of in-house  
complication —**  
Regulator with Power  
Reserve
7. 70% sales to gent,  
30% to ladies
8. Uncompromising  
**Swiss Quality** —  
Craftmanship — Savoir  
Faire
9. **Timeless** and unique  
design
10. **Independent** brand.  
One of the last few...

## QUALITY ASPECTS

### 1. **Swiss Made**

All Louis Erard watches do match the new regulation of Swiss Made and are manufactured in Switzerland.

### 2. **Quality**

Each watch is individually checked during 72 hours for all tests, including water resistance, esthetics and accuracy.

### 3. **Technical Attributes**

All Louis Erard watches have a sapphire crystal and a minimum of 3 BAR (30m) and a maximum of 20 BAR (200m) water resistance.

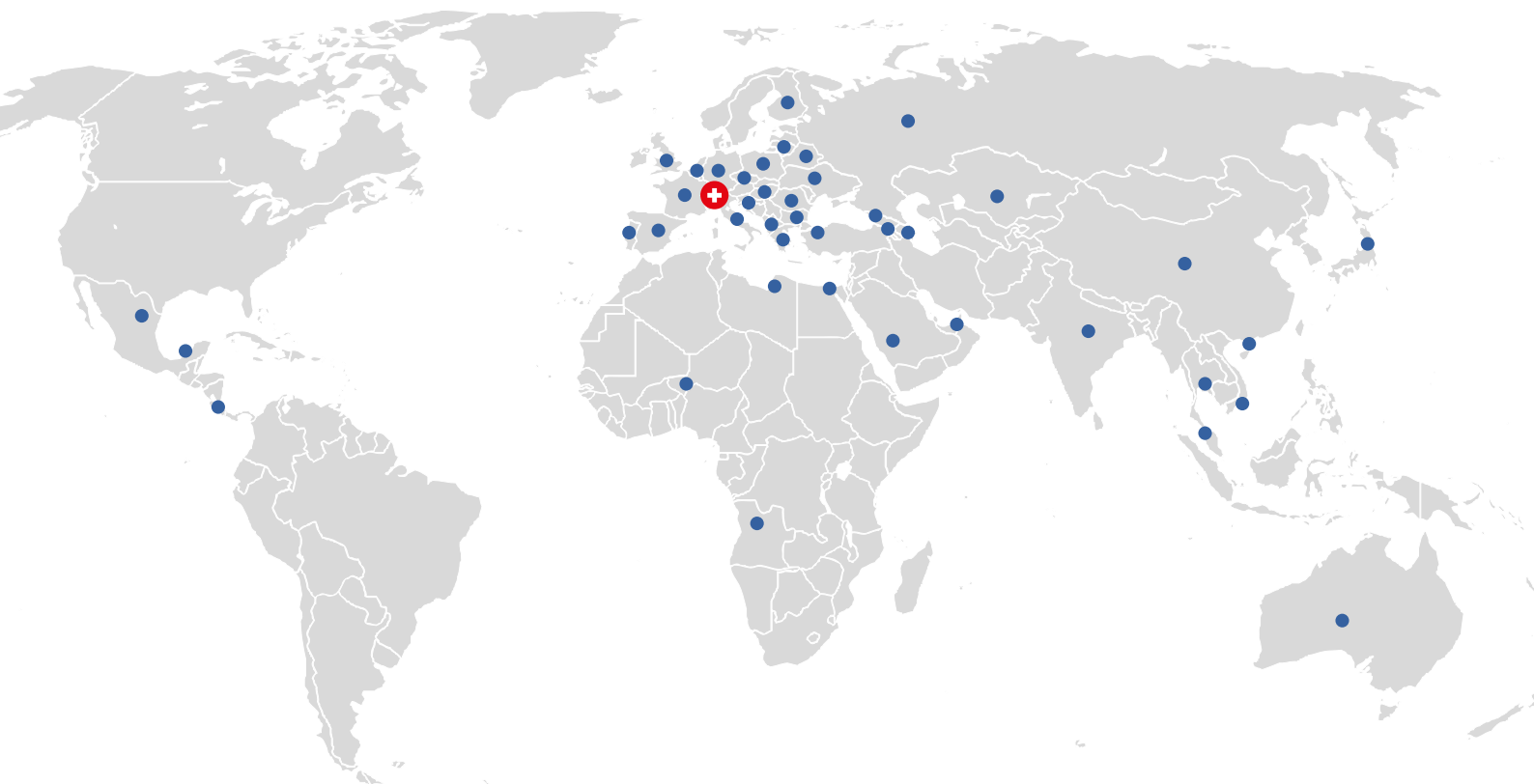
### 4. **Guarantee**

Louis Erard extends a guarantee covering all manufacturing defects for a period of two years from the date of purchase.



# DISTRIBUTION

MORE THAN 50 COUNTRIES, MORE THAN 600 DOORS



# THE LOUIS ERARD BLUE

Among all blue colours, the «Louis Erard BLUE» has been inspired by the magic colour of the blue hour, the time after the sun goes below the horizon and the sky goes into deep blue for a while.



## THE LOUIS ERARD BLUE IS WELL VISIBLE ON OUR PRODUCTS:

THE BLUED HANDS OF THE EXCELLENCE COLLECTION



THE EYE-CATCHING WINDOW DISPLAY MATERIAL



THE FRESH LAYOUT OF THE SHOP-IN-SHOP FURNITURE





EXCLUSIVE – UNIQUE

LOUIS ERARD –  
REGULATOR WITH POWER  
RESERVE

Regulators first appeared at the end of the 17th century, in the field of chronometry. These symbols of precision were used by watchmakers to verify the rate of watches.

On a Regulator watch, the main functions such as hours, minutes, and seconds are displayed separately on a vertical axes. **Regulator watches have always been held in high regard by watch aficionados.**

Louis Erard pays tribute to this highly-respected Regulators and offers as an **exclusivity a hand-winding Regulator with Power Reserve.**

Beating at the heart of this exclusive model is the **handwinding ETA 7001** calibre with the exclusive **Louis Erard in-house Regulator Power Reserve complication.**

LOUIS ERARD –  
POWER RESERVE

The exclusive Louis Erard in-house «Power Reserve complication» is also available on the handwinding ETA 7001 calibre 3 hands.

More information on page 15



THE MECHANICAL WORLD  
OF LOUIS ERARD

In keeping with Switzerland’s rich 400-year-old tradition of watchmaking, Louis Erard puts the mechanical movement – automatic or handwinding – at center stage. Every Louis Erard timepiece is manufactured in Switzerland.

LOUIS ERARD –  
SWISS MECHANICAL  
WATCHES SINCE 1931

MOVEMENTS CHART

OUR REFERENCE	SUPPLIER	NAME	MECHANISM	HEIGHT	DIAMETER	FREQUENCY	RUNNING TIME	JEWELS	AVERAGE RATE
MVT10	Ronda	Ronda 785	Quartz	2.50 mm	19.40 mm	-----	42 months	5	-10/ +20 s/m
MVT11	Ronda	Ronda 705	Quartz	2.50 mm	23.30 mm	-----	60 months	5	-10/ +20 s/m
MVT12	ETA	ETA 251.471	Quartz	4.70 mm	23.30 mm	-----	49 months	23	-10/ +15 s/m
MVT13 MVT18	Ronda	Ronda 5030.D	Quartz	4.40 mm	28.00 mm	-----	54 months	13	-10/ +20 s/m
MVT14	Ronda	Ronda 706.1	Quartz	3.00 mm	23.30 mm	-----	60 months	6	-10/ +20 s/m
MVT15	Ronda	Ronda 517	Quartz	3.00 mm	25.60 mm	-----	45 months	1	-10/ +20 s/m
MVT16	Ronda	Ronda 6004.D	Quartz	2.50 mm	25.60 mm	-----	40 months	5	-10/ +20 s/m
MVT17	Ronda	Ronda 515	Quartz	3.00 mm	25.60 mm	-----	45 months	1	-10/+20 s/m
MVT19	Ronda	Ronda 782	Quartz	2.50 mm	19.40 mm	-----	42 months	5	-10/+20 s/m
MVT20	ETA	ETA 2671	Self-winding	4.80 mm	17.20 mm	28'800 vph (4 Hz)	38 hours	25	10 +/- 10 s/d
MVT31	Dubois- Dépraz	ETA 2824-2 with Dubois Dépraz 9000 complication	Self-winding	4.60 mm	25.60 mm	28'800 vph (4 Hz)	38 hours	25	12 +/- 12 s/d
MVT32 MVT47	ETA	ETA 7001	Manual winding	2.50 mm	23.30 mm	21'600 vph (3 Hz)	42 hours	17	7 +/- 7 s/d
MVT33	Sellita	SW260-1	Self-winding	5.60 mm	25.60 mm	28'800 vph (4 Hz)	38 hours	31	12 +/- 12 s/d
MVT53 MVT54	ETA	<b>ETA 7001 with Louis Erard in-house complication</b>	Manual winding	2.50 mm	23.30 mm	21'600 vph (3 Hz)	42 hours	17	7 +/- 7 s/d
MVT60 MVT64	Sellita	SW200-1 (open)	Self-winding	4.60 mm	25.60 mm	28'800 vph (4 Hz)	38 hours	26	7 +/- 7 s/d
MVT61	Soprod	SOP A10SQ (M100SQ)	Self-winding	3.60 mm	25.60 mm	28'800 vph (4 Hz)	42 hours	25	6 +/- 6 s/d
MVT62	Soprod	SOP A10BV (M100BV)	Self-winding	3.60 mm	25.60 mm	28'800 vph (4 Hz)	42 hours	25	4 +/- 4 s/d
MVT66	Sellita	SW290-1	Self-winding	5.60 mm	25.60 mm	28'800 vph (4 Hz)	38 hours	31	12 +/- 12 s/d
MVT67	ETA	ETA 2834-2	Self-winding	5.05 mm	29.00 mm	28'800 vph (4 Hz)	38 hours	25	12 +/- 12 s/d
MVT68	ETA	ETA 2892-2	Self-winding	3.60 mm	25.60 mm	28'800 vph (4 Hz)	42 hours	21	5 +/- 5 s/d
MVT69	Sellita	SW200-1	Self-winding	4.60 mm	25.60 mm	28'800 vph (4 Hz)	38 hours	26	7 +/- 7 s/d
MVT71	ETA	ETA 7753 Valjoux	Self-winding	7.90 mm	30.00 mm	28'800 vph (4 Hz)	48 hours	27	5 +/- 5 s/d
MVT72	ETA	ETA 2836-2	Self-winding	5.05 mm	25.60 mm	28'800 vph (4 Hz)	38 hours	25	12 +/- 12 s/d
MVT78	ETA	ETA 7750 Valjoux	Self-winding	7.90 mm	30.00 mm	28'800 vph (4 Hz)	48 hours	25	5 +/- 5 s/d
MVT80	ETA	ETA 7751 Valjoux	Self-winding	7.90 mm	30.00 mm	28'800 vph (4 Hz)	48 hours	25	5 +/- 5 s/d
MVT81	Sellita	SW300-1	Self-winding	3.60 mm	25.60 mm	28'800 vph (4 Hz)	42 hours	25	5 +/- 5 s/d
MVT86	Dubois- Dépraz	Sellita SW200-1 with Dubois Dépraz 14072 complication	Self-winding	4.60 mm	25.60 mm	28'800 vph (4 Hz)	38 hours	26	12 +/- 12 s/d





## EXCELLENCE

- This family is the image of Louis Erard
- In this family we only produce models with complications
- Especially used in our communications (PR/Advertising)
- For admirers of neoclassical watchmaking and consumers looking for an exclusivity



EXCELLENCE

**MATERIAL**  
Stainless steel

**CASEBACK**  
Decorated

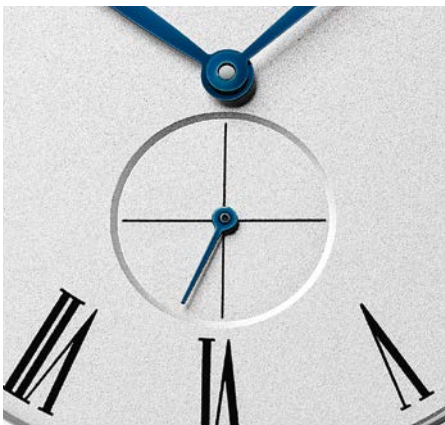
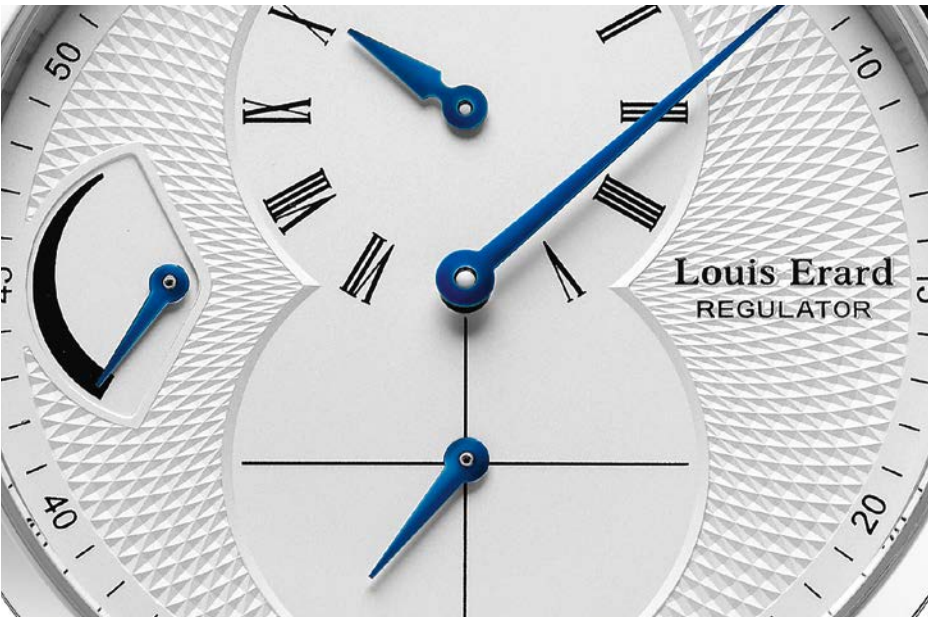
**CRYSTAL**  
Anti-reflective sapphire crystal both sides

**WATER-RESISTANCE**  
5 bar (50m)

**STRAP**  
GENUINE LEATHER BLACK CROCO STYLE  
PATTERN  
BDC02 21mm with safety folding clasp with  
push-piece opening mechanism



**METAL BRACELET**  
STAINLESS STEEL  
BMA35 21mm with safety folding clasp with  
push-piece opening mechanism



All these models are equipped with the **exclusive Louis Erard in-house Power Reserve** complication.



More information on page 10



- 1. 54 230 AA01**
- Ø40mm
  - Regulator / Power reserve
  - Mechanical hand-winding
  - Movement ETA 7001 RE9 with a Louis Erard in-house complication
  - Width 21mm



- 2. 54 230 AA01 M**
- Ø40mm
  - Regulator / Power reserve
  - Mechanical hand-winding
  - Movement ETA 7001 RE9 with a Louis Erard in-house complication
  - Width 21mm



- 3. 54 230 AA41**
- Ø40mm
  - Regulator / Power reserve
  - Mechanical hand-winding
  - Movement ETA 7001 RE9 with a Louis Erard in-house complication
  - Guilloché stamping dial designed exclusively for Louis Erard
  - Width 21mm





EXCELLENCE

**MATERIAL**  
Stainless steel  
Stainless steel with black PVD coating

**CASEBACK**  
Decorated

**CRYSTAL**  
Anti-reflective sapphire crystal both sides

**WATER-RESISTANCE**  
5 bar (50m)

**STRAP**  
GENUINE LEATHER BLACK CROCO STYLE  
PATTERN  
BDC51 22mm with safety folding clasp with  
push-piece opening mechanism



NUBUCK BEIGE  
BVDN17 22mm with safety black PVD folding  
clasp with push-piece opening  
mechanism



4. **86 236 AA02**
- Ø 42mm
  - Regulator
  - Mechanical automatic
  - Movement Sellita SW 200-1 with complication Dubois-Dépraz 14072
  - Côtes de Genève dial
  - Width 22mm



5. **86 236 AA11**
- Ø 42mm
  - Regulator
  - Mechanical automatic
  - Movement Sellita SW 200-1 with complication Dubois-Dépraz 14072
  - Guilloché stamping dial designed exclusively for Louis Erard
  - Width 22mm

6. **86 236 NN12**
- Ø 42mm
  - Regulator
  - Mechanical automatic
  - Movement Sellita SW 200-1 with complication Dubois-Dépraz 14072
  - Guilloché stamping dial designed exclusively for Louis Erard
  - Width 22mm



EXCELLENCE

MATERIAL  
Stainless steel

CASEBACK  
Decorated

CRYSTAL  
Anti-reflective sapphire crystal both sides

WATER-RESISTANCE  
5 bar (50m)

STRAP  
GENUINE LEATHER BLACK CROCO STYLE  
PATTERN  
BDC51 22mm with safety folding clasp with  
push-piece opening mechanism



NUBUCK BEIGE  
BVDN17 22mm with safety black PVD folding  
clasp with push-piece opening  
mechanism for NN12



7. 80 231 AA01  
– Ø42mm  
– Chrono / Moon phase / Day / Date / Month  
– Mechanical automatic  
– Movement ETA 7751 Valjoux  
– Width 22mm



8. 80 231 AA21  
– Ø42mm  
– Chrono / Moon phase / Day / Date / Month  
– Mechanical automatic  
– Movement ETA 7751 Valjoux  
– Guilloché stamping dial designed  
exclusively for Louis Erard  
– Width 22mm



9. 71 231 AA31  
– Ø42mm  
– Chrono date  
– Mechanical automatic  
– Movement ETA 7753 Valjoux  
– Guilloché stamping dial designed  
exclusively for Louis Erard  
– Width 22mm



10. 71 231 NN32  
– Ø42mm  
– Chrono date  
– Mechanical automatic  
– Movement ETA 7753 Valjoux  
– Guilloché stamping dial designed  
exclusively for Louis Erard  
– Width 22mm



# EXCELLENCE

## MATERIAL

Stainless steel

## CASEBACK

See through

## CRYSTAL

Anti-reflective sapphire crystal both sides

## WATERRESISTANT

5 bar (50m)

## STRAP

GENUINE LEATHER BLACK CROCO STYLE PATTERN

BDC02 21mm with safety folding clasp with push-piece opening mechanis



GENUINE LEATHER CAFÉ MAT CROCO STYLE PATTERN

BDC251 21mm with safety folding clasp with push-piece opening mechanism



GENUINE LEATHER BLACK CROCO STYLE PATTERN

BDC252 21mm with safety folding clasp with push-piece opening mechanism



GENUINE LEATHER BLUE CROCO STYLE PATTERN

BDC255 21mm with safety folding clasp with push-piece opening mechanism



## METAL BRACELET

STAINLESS STEEL

BMA35 21mm with safety folding clasp with push-piece opening mechanism



NEW



11. **81 233 AA22**
- Ø 40mm
  - Mechanical automatic
  - Movement Sellita SW300-1
  - Skeleton decorated movement
  - Width 21mm

NEW



12. **81 233 AA30**
- Ø 40mm
  - Mechanical automatic
  - Movement Sellita SW300-1
  - Skeleton decorated movement
  - Width 21mm

NEW



13. **81 233 AA33**
- Ø 40mm
  - Mechanical automatic
  - Movement Sellita SW300-1
  - Skeleton decorated movement
  - Width 21mm

NEW



14. **81 233 AA35**
- Ø 40mm
  - Mechanical automatic
  - Movement Sellita SW300-1
  - Skeleton decorated movement
  - Width 21mm





## 1931

- A tribute to the foundation date of the Louis Erard company
- This family includes mainly movements with complications
- This line offers gents models only
- For mechanical movements connaisseurs and design lovers



MATERIAL

Stainless steel  
Stainless steel with black PVD coating

CASEBACK

See through

CRYSTAL

Anti-reflective bombed sapphire crystal both sides

WATER-RESISTANCE

5 bar (50m)

STRAP

GENUINE LEATHER CAFÉ MAT CROCO STYLE  
PATTERN

BDC80 20mm with safety folding clasp with  
push-piece opening mechanism

BDC21 21mm with safety folding clasp with  
push-piece opening mechanism



GENUINE LEATHER BLACK CROCO STYLE  
PATTERN

BDC82 20mm with safety folding clasp with  
push-piece opening mechanism

BDC02 21mm with safety folding clasp with  
push-piece opening mechanism



GENUINE LEATHER COGNAC

BVD11 20mm with safety folding clasp with  
push-piece opening mechanism

BVD01 21mm with safety folding clasp with  
push-piece opening mechanism



GENUINE LEATHER BLACK WITH CARBON  
DECORATION

BVA42 21mm with black PVD pin buckle only  
for NN12



- 15. 71 245 NN12**
- Ø 42.5mm
  - Date / Chronograph / Tachymeter / Telemeter scales
  - Mechanical automatic
  - Movement ETA 7753 Valjoux
  - Decorated oscillating weight
  - Width 21mm
  - **Limited Edition 1–200**

- This attractive presentation box is included in the price of the watch and will be delivered with a travel watch box.



- 16. 71 245 AA01**
- Ø 42.5mm
  - Date / Chronograph / Tachymeter / Telemeter scales
  - Mechanical automatic
  - Movement ETA 7753 Valjoux
  - Decorated oscillating weight
  - Width 21mm



- 17. 71 245 AA02**
- Ø 42.5mm
  - Date / Chronograph / Tachymeter / Telemeter scales
  - Mechanical automatic
  - Movement ETA 7753 Valjoux
  - Decorated oscillating weight
  - Width 21mm

**MATERIAL**  
Stainless steel

**CASEBACK**  
See through

**CRYSTAL**  
Anti-reflective bombed sapphire crystal both sides

**WATER-RESISTANCE**  
5 bar (50m)

**STRAP**  
BLACK CALF STRAP PERFORATED WITH MOCCA GOLD INSIDE  
BVA44 20mm with pin buckle






Louis Erard combines forces with British Supercar Manufacturer ULTIMA. Both companies share the same core principles: precision, engineering, outstanding design.

- This cooperation results in two Limited Edition's:
- The Mechanical Chrono, 1-70 (sold-out)
  - The Mechanical Small Second, 1-100

The exclusive designs recall the black and gold colours of the Ultima Evolution car.



- 
- 18. 33 226 AA32**

  - Ø 40mm
  - Small second / Date
  - Mechanical automatic
  - Movement Sellita SW 260-1
  - Decorated oscillating weight
  - Width 20mm
  - **Limited Edition 1–100**

– This attractive presentation box is included in the price of the watch and will be delivered with a travel watch box.



**MATERIAL**  
Stainless steel

**CASEBACK**  
See through

**CRYSTAL**  
Anti-reflective bombed sapphire crystal both sides

**WATER-RESISTANCE**  
5 bar (50m)

**STRAP**  
GENUINE LEATHER BLACK  
BVA12      20mm with pin buckle  
BVA02      21mm with pin buckle



GENUINE LEATHER GREY CROCO STYLE PATTERN  
BDC85      20mm with safety folding clasp with push-piece opening mechanism  
BDC36      21mm with safety folding clasp with push-piece opening mechanism



GENUINE LEATHER BLUE CROCO STYLE PATTERN  
BDC84      20mm with safety folding clasp with push-piece opening mechanism  
BDC37      21mm with safety folding clasp with push-piece opening mechanism



- 19.      78 225 AA22**  
– Ø 42.5mm  
– Day / Date / Chronograph  
– Mechanical automatic  
– Movement ETA 7750 Valjoux  
– Decorated oscillating weight  
– Width 21mm  
– **Limited Edition 1– 500**



- 20.      66 226 AA22**  
– Ø 40mm  
– Date / Small second  
– Mechanical automatic  
– Movement Sellita SW-290-1  
– Decorated oscillating weight  
– Width 20mm  
– **Limited Edition 1– 500**



- 21.      78 225 AA25**  
– Ø 42.5mm  
– Day / Date / Chronograph  
– Mechanical automatic  
– Movement ETA 7750 Valjoux  
– Decorated oscillating weight  
– Width 21mm

MATERIAL  
Titanium

CASEBACK  
See through

CRYSTAL  
Anti-reflective bombed sapphire crystal both sides

WATER-RESISTANCE  
10 bar (100m)

STRAP  
BLACK NYLON WITH BLACK LEATHER LINING  
BATT02      22mm with titanium pin buckle



BATT05      22mm with titanium pin buckle



NEW



- 22.      78 240 TS02**
- Ø 44mm
  - Date / Chronograph
  - Mechanical automatic
  - Movement ETA 7750 Valjoux
  - Guilloché stamping dial
  - Superluminova on hands and appliques
  - Decorated oscillating weight
  - Width 22mm

NEW



- 23.      78 240 TS05**
- Ø 44mm
  - Date / Chronograph
  - Mechanical automatic
  - Movement ETA 7750 Valjoux
  - Guilloché stamping dial
  - Superluminova on hands and appliques
  - Decorated oscillating weight
  - Width 22mm



<b>MATERIAL</b> Stainless steel Stainless steel with red PVD coating	
<b>CASEBACK</b> See through	
<b>CRYSTAL</b> Anti-reflective bombed sapphire crystal both sides	
<b>WATER-RESISTANCE</b> 5 bar (50m)	

<b>STRAP</b> GENUINE LEATHER CAFÉ MAT CROCO STYLE PATTERN	
BDC80	20mm with safety folding clasp with push-piece opening mechanism
BRC80	20mm with safety red PVD folding clasp with push-piece opening mechanism



GENUINE LEATHER BLUE CROCO STYLE PATTERN	
BDC84	20mm with safety folding clasp with push-piece opening mechanism
BRC84	20mm with safety red PVD folding clasp with push-piece opening mechanism



**24. 69 219 AA11**  
– Ø 40mm  
– Date  
– Mechanical automatic  
– Movement Sellita SW200-1  
– Decorated oscillating weight  
– Width 20mm



**25. 69 219 AA15**  
– Ø 40mm  
– Date  
– Mechanical automatic  
– Movement Sellita SW200-1  
– Decorated oscillating weight  
– Width 20mm



**26. 69 219 PR11**  
– Ø 40mm  
– Date  
– Mechanical automatic  
– Movement Sellita SW200-1  
– Decorated oscillating weight  
– Width 20mm



**27. 69 219 PR15**  
– Ø 40mm  
– Date  
– Mechanical automatic  
– Movement Sellita SW200-1  
– Decorated oscillating weight  
– Width 20mm

**MATERIAL**  
Stainless steel  
Stainless steel with red PVD coating

**CASEBACK**  
See through

**CRYSTAL**  
Anti-reflective bombed sapphire crystal

**WATER-RESISTANCE**  
5 bar (50m)

**STRAP**  
GENUINE LEATHER BROWN CROCO STYLE  
PATTERN  
BEP01      20mm with pin buckle  
BRP01      20mm with red PVD pin buckle



GENUINE LEATHER GREY CROCO STYLE  
PATTERN  
BEP02      20mm with pin buckle



GENUINE LEATHER BLUE CROCO STYLE PATTERN  
BEP03      20mm with pin buckle



GENUINE LEATHER BLACK CROCO STYLE  
PATTERN  
BEP04      20mm with pin buckle



**28.                    47 217 AA42**  
- Ø 40mm  
- Small second  
- Mechanical hand-winding  
- Movement ETA / Peseux 7001  
- Width 20mm



**29.                    47 217 PR51**  
- Ø 40mm  
- Small second  
- Mechanical hand-winding  
- Movement ETA / Peseux 7001  
- Width 20mm



**30.                    47 217 AA55**  
- Ø 40mm  
- Small second  
- Mechanical hand-winding  
- Movement ETA / Peseux 7001  
- Width 20mm



## SPORTIVE

- Sport-chic in its most attractive form
- High performance and precision built in a solid case
- Mechanical, powerful, sporty, youthful, classical
- This line is designed for those who find fulfilment in movement and activity





SPORTIVE

MATERIAL

Stainless steel  
Stainless steel with black PVD coating  
Stainless steel with red PVD coating  
Stainless steel with red and black PVD coating

CASEBACK

See through

CRYSTAL

Extra domed sapphire crystal box

WATER-RESISTANCE

5 bar (50m)

STRAP

GENUINE LEATHER CAFÉ MAT CROCO STYLE PATTERN

BDC151 20mm with safety folding clasp with push-piece opening mechanism  
BDCR151 20mm with red PVD safety folding clasp with push-piece opening mechanism



GENUINE LEATHER BLACK CROCO STYLE PATTERN

BDC152 20mm with safety folding clasp with push-piece opening mechanism  
BDCN152 20mm with safety black PVD folding clasp with push-piece opening mechanism  
BDCR152 20mm with red PVD safety folding clasp with push-piece opening mechanism



GENUINE LEATHER BLUE CROCO STYLE PATTERN

BDC155 20mm with safety folding clasp with push-piece opening mechanism



METAL BRACELET

STAINLESS STEEL

BMA29 20mm with safety folding clasp with push-piece opening mechanism



31. 78 109 AA31  
- Ø 44mm  
- Day / Date / Chronograph  
- Tachymeter ceramic insert  
- Mechanical automatic  
- Movement ETA 7750 Valjoux  
- Superluminova on hands and appliques  
- Decorated oscillating weight  
- Width 20mm



32. 78 109 AA01 M  
- Ø 44mm  
- Day / Date / Chronograph  
- Tachymeter ceramic insert  
- Mechanical automatic  
- Movement ETA 7750 Valjoux  
- Superluminova on hands and appliques  
- Decorated oscillating weight  
- Width 20mm



35. 78 109 AA01  
- Ø 44mm  
- Day / Date / Chronograph  
- Tachymeter ceramic insert  
- Mechanical automatic  
- Movement ETA 7750 Valjoux  
- Superluminova on hands and appliques  
- Decorated oscillating weight  
- Width 20mm



36. 78 109 AA02 M  
- Ø 44mm  
- Day / Date / Chronograph  
- Tachymeter ceramic insert  
- Mechanical automatic  
- Movement ETA 7750 Valjoux  
- Superluminova on hands and appliques  
- Decorated oscillating weight  
- Width 20mm



37. 78 109 NA22  
- Ø 44mm  
- Day / Date / Chronograph  
- Tachymeter ceramic insert  
- Mechanical automatic  
- Movement ETA 7750 Valjoux  
- Superluminova on hands and appliques  
- Decorated oscillating weight  
- Width 20mm



33. 78 109 NB12  
- Ø 44mm  
- Day / Date / Chronograph  
- Tachymeter ceramic insert  
- Mechanical automatic  
- Movement ETA 7750 Valjoux  
- Superluminova on hands and appliques  
- Decorated oscillating weight  
- Width 20mm



34. 78 109 PR12  
- Ø 44mm  
- Day / Date / Chronograph  
- Tachymeter ceramic insert  
- Mechanical automatic  
- Movement ETA 7750 Valjoux  
- Superluminova on hands and appliques  
- Decorated oscillating weight  
- Width 20mm



38. 78 109 AA35  
- Ø 44mm  
- Day / Date / Chronograph  
- Tachymeter ceramic insert  
- Mechanical automatic  
- Movement ETA 7750 Valjoux  
- Superluminova on hands and appliques  
- Decorated oscillating weight  
- Width 20mm



39. 78 109 AA35 M  
- Ø 44mm  
- Day / Date / Chronograph  
- Tachymeter ceramic insert  
- Mechanical automatic  
- Movement ETA 7750 Valjoux  
- Superluminova on hands and appliques  
- Decorated oscillating weight  
- Width 20mm



SPORTIVE

MATERIAL  
Stainless steel

CASEBACK  
See through

CRYSTAL  
Anti-reflective bombed sapphire crystal both sides

WATER-RESISTANCE  
10 bar (100m)

STRAP  
GENUINE LEATHER BLACK CROCO STYLE  
PATTERN  
BDC152      20mm with safety folding clasp with  
push-piece opening mechanism



GENUINE LEATHER BLUE CROCO STYLE PATTERN  
BDC155      20mm with safety folding clasp with  
push-piece opening mechanism



GENUINE LEATHER COGNAC  
BVD18      20mm with safety folding clasp with  
push-piece opening mechanism



METAL BRACELET  
STAINLESS STEEL  
BMA48      20mm with safety folding clasp with  
push-piece opening mechanism



NEW



- 40.      69 108 AA02**
- Ø 42mm
  - Date
  - Mechanical automatic
  - Movement Sellita SW200-1
  - Superluminova on hands and appliques
  - Decorated oscillating weight
  - Width 20mm

NEW



- 41.      69 108 AA02 M**
- Ø 42mm
  - Date
  - Mechanical automatic
  - Movement Sellita SW200-1
  - Superluminova on hands and appliques
  - Decorated oscillating weight
  - Width 20mm

NEW



- 42.      69 108 AA05**
- Ø 42mm
  - Date
  - Mechanical automatic
  - Movement Sellita SW200-1
  - Superluminova on hands and appliques
  - Decorated oscillating weight
  - Width 20mm

NEW



- 43.      69 108 AA05 M**
- Ø 42mm
  - Date
  - Mechanical automatic
  - Movement Sellita SW200-1
  - Superluminova on hands and appliques
  - Decorated oscillating weight
  - Width 20mm

SPORTIVE

**MATERIAL**  
Stainless steel  
Stainless steel with black PVD coating

**CASEBACK**  
Decorated

**CRYSTAL**  
Extra domed sapphire crystal box

**WATER-RESISTANCE**  
20 bar (200m)

**STRAP**  
**BLACK LEATHER STRAP – ORANGE STITCHES AND EDGE**  
BVD57 20mm with safety folding clasp with push-piece opening mechanism  
BVDN57 20mm with safety black PVD folding clasp with push-piece opening mechanism



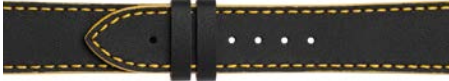
**BLACK LEATHER STRAP – WHITE STITCHES**  
BVD52 20mm with safety folding clasp with push-piece opening mechanism  
BVDN52 20mm with safety black PVD folding clasp with push-piece opening mechanism



**BLACK LEATHER STRAP – BLUE STITCHES AND EDGE**  
BVD55 20mm with safety folding clasp with push-piece opening mechanism



**BLACK LEATHER STRAP – YELLOW STITCHES AND EDGE**  
BVD58 20mm with safety folding clasp with push-piece opening mechanism



**METAL BRACELET**  
**STAINLESS STEEL**  
BMA29 20mm with safety folding clasp with push-piece opening mechanism



44. 69 107 AA02 M  
– Ø44mm  
– Date  
– Mechanical automatic  
– Movement Sellita SW200-1  
– Superluminova on hands and appliques  
– Rotating bezel  
– Screw down crown  
– Width 20mm



45. 69 107 AA02  
– Ø44mm  
– Date  
– Mechanical automatic  
– Movement Sellita SW200-1  
– Superluminova on hands and appliques  
– Rotating bezel  
– Screw down crown  
– Width 20mm



46. 69 107 AA05  
– Ø44mm  
– Date  
– Mechanical automatic  
– Movement Sellita SW200-1  
– Superluminova on hands and appliques  
– Rotating bezel  
– Screw down crown  
– Width 20mm



47. 69 107 NN12  
– Ø44mm  
– Date  
– Mechanical automatic  
– Movement Sellita SW200-1  
– Superluminova on hands and appliques  
– Rotating bezel  
– Screw down crown  
– Width 20mm



48. 69 107 NN17  
– Ø44mm  
– Date  
– Mechanical automatic  
– Movement Sellita SW200-1  
– Superluminova on hands and appliques  
– Rotating bezel  
– Screw down crown  
– Width 20mm





## HÉRITAGE CLASSIC

- First price range in mechanical collection
- Family offering less models with complications
- For consumers looking for Swiss Tradition, classic and long lasting design at very accessible prices
- Available with mechanical and quartz movements



# HÉRITAGE CLASSIC

**MATERIAL**  
Stainless steel  
Stainless steel with red PVD coating

**CASEBACK**  
See through

**CRYSTAL**  
Anti-reflective bombed sapphire crystal both sides

**WATER-RESISTANCE**  
5 bar (50m)

**STRAP**  
GENUINE LEATHER BROWN  
BVA01 20mm with pin buckle  
BVR01 20mm with red PVD pin buckle



GENUINE LEATHER CAFÉ MAT CROCO STYLE  
PATTERN  
BAAC80 20mm with pin buckle  
BARC80 20mm with red PVD pin buckle



GENUINE LEATHER BLACK CROCO STYLE  
PATTERN  
BAAC82 20mm with pin buckle  
BARC82 20mm with red PVD pin buckle



**METAL BRACELET**  
STAINLESS STEEL  
BMA87 20mm with safety folding clasp with  
push-piece opening mechanism for  
60 287 + 69 287  
BMA88 20mm with safety folding clasp with  
push-piece opening mechanism for  
72 288



STAINLESS STEEL - MESH  
BMA08 20mm with folding clasp



**49. 78 289 AA21**  
- Ø43mm  
- Date / Chronograph  
- Mechanical automatic  
- Movement ETA 7750 Valjoux  
- Guilloché stamping dial  
- Width 20mm



**50. 78 289 AA31 MIL**  
- Ø43mm  
- Date / Chronograph  
- Mechanical automatic  
- Movement ETA 7750 Valjoux  
- Guilloché stamping dial  
- Width 20mm



**53. 69 287 PR31**  
- Ø41mm  
- Date  
- Mechanical automatic  
- Movement Sellita SW200-1  
- Guilloché stamping dial  
- Width 20mm



**54. 69 287 AA21**  
- Ø41mm  
- Date  
- Mechanical automatic  
- Movement Sellita SW200-1  
- Guilloché stamping dial  
- Width 20mm



**55. 69 287 AA31 M**  
- Ø41mm  
- Date  
- Mechanical automatic  
- Movement Sellita SW200-1  
- Guilloché stamping dial  
- Width 20mm



**51. 60 287 AA51**  
- Ø41mm  
- Open work at 12 o'clock  
- Mechanical automatic  
- Movement Sellita SW200-1  
- Guilloché stamping dial  
- Width 20mm



**52. 60 287 PR51**  
- Ø41mm  
- Open work at 12 o'clock  
- Mechanical automatic  
- Movement Sellita SW200-1  
- Guilloché stamping dial  
- Width 20mm



**56. 72 288 AA31**  
- Ø41mm  
- Day / Date  
- Mechanical automatic  
- Movement ETA 2836-2  
- Guilloché stamping dial  
- Width 20mm



**57. 72 288 AA31 M**  
- Ø41mm  
- Day / Date  
- Mechanical automatic  
- Movement ETA 2836-2  
- Guilloché stamping dial  
- Width 20mm



**58. 72 288 AA21**  
- Ø41mm  
- Day / Date  
- Mechanical automatic  
- Movement ETA 2836-2  
- Guilloché stamping dial  
- Width 20mm



# HÉRITAGE CLASSIC

**MATERIAL**  
Stainless steel  
Stainless steel with red PVD coating

**CASEBACK**  
See through

**CRYSTAL**  
Anti-reflective bombed sapphire crystal both sides

**WATER-RESISTANCE**  
5 bar (50m)

**STRAP**  
GENUINE LEATHER BROWN  
BVA01 20mm with pin buckle  
BVR01 20mm with red PVD pin buckle



GENUINE LEATHER CAFÉ MAT CROCO STYLE  
PATTERN  
BAAC80 20mm with pin buckle  
BARC80 20mm with red PVD pin buckle



GENUINE LEATHER BLACK CROCO STYLE  
PATTERN  
BAAC82 20mm with pin buckle  
BARC82 20mm with red PVD pin buckle



**METAL BRACELET**  
STAINLESS STEEL  
BMA87 20mm with safety folding clasp with push-piece opening mechanism for 69 287  
BMA88 20mm with safety folding clasp with push-piece opening mechanism for 72 288



STAINLESS STEEL - MESH  
BMA08 20mm with folding clasp



**59. 78 289 AA01 MIL**  
- Ø43mm  
- Date / Chronograph  
- Mechanical automatic  
- Movement ETA 7750 Valjoux  
- Superluminova in hands  
- Width 20mm



**60. 78 289 AA02**  
- Ø43mm  
- Date / Chronograph  
- Mechanical automatic  
- Movement ETA 7750 Valjoux  
- Superluminova in hands  
- Width 20mm



**62. 72 288 AA01 M**  
- Ø41mm  
- Day / Date  
- Mechanical automatic  
- Movement ETA 2836-2  
- Superluminova in hands  
- Width 20mm



**63. 72 288 AA02**  
- Ø41mm  
- Day / Date  
- Mechanical automatic  
- Movement ETA 2836-2  
- Superluminova in hands  
- Width 20mm



**64. 72 288 PR11**  
- Ø41mm  
- Day / Date  
- Mechanical automatic  
- Movement ETA 2836-2  
- Superluminova in hands  
- Width 20mm



**61. 69 287 AA01**  
- Ø41mm  
- Date  
- Mechanical automatic  
- Movement Sellita SW200-1  
- Superluminova in hands  
- Width 20mm



**65. 69 287 AA02**  
- Ø41mm  
- Date  
- Mechanical automatic  
- Movement Sellita SW200-1  
- Superluminova in hands  
- Width 20mm



**66. 69 287 PR11**  
- Ø41mm  
- Date  
- Mechanical automatic  
- Movement Sellita SW200-1  
- Superluminova in hands  
- Width 20mm



# HÉRITAGE CLASSIC

**MATERIAL**  
Stainless steel  
Stainless steel with red PVD coating

**CASEBACK**  
See through  
8mm see through for 67 258

**CRYSTAL**  
Anti-reflective sapphire crystal both sides for 266  
Anti-reflective sapphire crystal

**WATER-RESISTANCE**  
5 bar (50m)

**STRAP**  
GENUINE LEATHER BLACK CROCO STYLE PATTERN  
BDC82 20mm with safety folding clasp with push-piece opening mechanism  
BRC82 20mm with red PVD safety folding clasp with push-piece opening mechanism  
BDC02 21mm with safety folding clasp with push-piece opening mechanism



GENUINE LEATHER CAFÉ MAT CROCO STYLE PATTERN  
BDC80 20mm with safety folding clasp with push-piece opening mechanism  
BRC80 20mm with red PVD safety folding clasp with push-piece opening mechanism  
BDC21 21mm with safety folding clasp with push-piece opening mechanism



**METAL BRACELET**  
STAINLESS STEEL  
BMA05 21mm with safety folding clasp with push-piece opening mechanism



STAINLESS STEEL - MESH  
BMA08 20mm with folding clasp



**67. 69 266 AA11**  
- Ø40mm  
- Date  
- Mechanical automatic  
- Movement Sellita SW200-1  
- Width 20mm



**68. 69 266 AA12**  
- Ø40mm  
- Date  
- Mechanical automatic  
- Movement Sellita SW200-1  
- Width 20mm



**71. 69 266 AA21 MIL**  
- Ø40mm  
- Date  
- Mechanical automatic  
- Movement Sellita SW200-1  
- Width 20mm



**72. 69 266 AA22**  
- Ø40mm  
- Date  
- Mechanical automatic  
- Movement Sellita SW200-1  
- Width 20mm



**73. 69 266 PR21**  
- Ø40mm  
- Date  
- Mechanical automatic  
- Movement Sellita SW200-1  
- Width 20mm



**69. 60 266 AA41**  
- Ø40mm  
- Open work at 12 o'clock  
- Mechanical automatic  
- Movement Sellita SW200-1  
- Width 20mm



**70. 60 266 PR41**  
- Ø40mm  
- Open work at 12 o'clock  
- Mechanical automatic  
- Movement Sellita SW200-1  
- Width 20mm



**74. 67 258 AA21 M**  
- Ø40mm  
- Day / Date  
- Mechanical automatic  
- Movement ETA 2834-2  
- Width 21mm



**75. 67 258 AA22**  
- Ø40mm  
- Day / Date  
- Mechanical automatic  
- Movement ETA 2834-2  
- Width 21mm





## HÉRITAGE SPORT

- More sportive design with no compromise on elegance
- Pair watches available
- Large offer for ladies, especially with diamonds



# HÉRITAGE SPORT

**MATERIAL**  
Stainless steel  
Two-tone stainless steel and red PVD coating

**CASEBACK**  
Ø8mm see through

**CRYSTAL**  
Anti-reflective bombed sapphire crystal

**WATER-RESISTANCE**  
5 bar (50m)

**METAL BRACELET**  
STAINLESS STEEL  
BMA57 20mm with safety folding clasp with  
push-piece opening mechanism clasp



TWO-TONE STAINLESS STEEL AND RED PVD  
COATING  
BMA58 20mm with safety folding clasp with  
push-piece opening mechanism



NEW



**76. 69 101 AA105 M**  
– Ø 40mm  
– Date  
– Mechanical automatic  
– Movement Sellita SW200-1  
– Superluminova on hands and appliques  
– Width 20mm

NEW



**78. 69 101 AB115 M**  
– Ø 40mm  
– Date  
– Mechanical automatic  
– Movement Sellita SW200-1  
– Superluminova on hands and appliques  
– Width 20mm

NEW



**77. 69 101 AA109 M**  
– Ø 40mm  
– Date  
– Mechanical automatic  
– Movement Sellita SW200-1  
– Superluminova on hands and appliques  
– Width 20mm

NEW



**79. 69 101 AB119 M**  
– Ø 40mm  
– Date  
– Mechanical automatic  
– Movement Sellita SW200-1  
– Superluminova on hands and appliques  
– Width 20mm



# HÉRITAGE SPORT

**MATERIAL**  
Stainless steel  
Two-tone stainless steel and red PVD coating

**CASEBACK**  
8mm see through

**CRYSTAL**  
Anti-reflective bombed sapphire crystal

**WATER-RESISTANCE**  
5 bar (50m)

**METAL BRACELET**  
STAINLESS STEEL  
BMA19 20mm with safety folding clasp with push-piece opening mechanism



TWO-TONE STAINLESS STEEL AND RED PVD COATING  
BMA21 20mm with safety folding clasp with push-piece opening mechanism



**80. 69 101 AA31 M**  
- Ø 40mm  
- Date  
- Mechanical automatic  
- Movement Sellita SW200-1  
- Superluminova on hands and appliques  
- Width 20mm



**81. 69 101 AA32 M**  
- Ø 40mm  
- Date  
- Mechanical automatic  
- Movement Sellita SW200-1  
- Superluminova on hands and appliques  
- Width 20mm



**82. 69 101 AA35 M**  
- Ø 40mm  
- Date  
- Mechanical automatic  
- Movement Sellita SW200-1  
- Superluminova on hands and appliques  
- Width 20mm



**83. 69 101 AB71 M**  
- Ø 40mm  
- Date  
- Mechanical automatic  
- Movement Sellita SW200-1  
- Superluminova on hands and appliques  
- Width 20mm



**84. 69 101 AB72 M**  
- Ø 40mm  
- Date  
- Mechanical automatic  
- Movement Sellita SW200-1  
- Superluminova on hands and appliques  
- Width 20mm



**85. 69 101 AB75 M**  
- Ø 40mm  
- Date  
- Mechanical automatic  
- Movement Sellita SW200-1  
- Superluminova on hands and appliques  
- Width 20mm



HÉRITAGE QUARTZ





# HÉRITAGE QUARTZ

**MATERIAL**  
Stainless steel  
Stainless steel with red PVD coating

**CASEBACK**  
Full

**CRYSTAL**  
Anti-reflective sapphire crystal

**WATER-RESISTANCE**  
5 bar (50m)

**STRAP**  
GENUINE LEATHER CAFÉ MAT CROCO STYLE  
PATTERN  
BDC101      21mm with pin buckle  
BRC101      21mm with red PVD pin buckle



GENUINE LEATHER NAVY BLUE CROCO STYLE  
PATTERN  
BDC102      21mm with pin buckle  
BRC102      21mm with red PVD pin buckle



GENUINE LEATHER GREY CROCO STYLE  
PATTERN  
BDC103      21mm with pin buckle



**METAL BRACELET**  
STAINLESS STEEL  
BMA38      21mm with safety folding clasp with  
push-piece opening mechanism



**86.      13 900 PR11**  
– Ø 42mm  
– Date / Chronograph  
– Quartz  
– Movement Ronda 5030.D  
– Width 21mm



**88.      13 900 AA03**  
– Ø 42mm  
– Date / Chronograph  
– Quartz  
– Movement Ronda 5030.D  
– Width 21mm



**89.      13 900 AA03 M**  
– Ø 42mm  
– Date / Chronograph  
– Quartz  
– Movement Ronda 5030.D  
– Width 21mm



**90.      13 900 AA11**  
– Ø 42mm  
– Date / Chronograph  
– Quartz  
– Movement Ronda 5030.D  
– Width 21mm



**87.      13 900 PR15**  
– Ø 42mm  
– Date / Chronograph  
– Quartz  
– Movement Ronda 5030.D  
– Width 21mm



**91.      13 900 AA15**  
– Ø 42mm  
– Date / Chronograph  
– Quartz  
– Movement Ronda 5030.D  
– Width 21mm



**92.      13 900 AA15 M**  
– Ø 42mm  
– Date / Chronograph  
– Quartz  
– Movement Ronda 5030.D  
– Width 21mm

# HÉRITAGE QUARTZ

**MATERIAL**  
Stainless steel  
Two-tone stainless steel and red PVD coating

**CASEBACK**  
Full

**CRYSTAL**  
Anti-reflective sapphire crystal

**WATER-RESISTANCE**  
5 bar (50m)

**STRAP**  
GENUINE LEATHER CAFÉ MAT CROCO STYLE  
PATTERN  
BDC101 21mm with pin buckle



GENUINE LEATHER GREY CROCO STYLE  
PATTERN  
BDC103 21mm with pin buckle



**METAL BRACELET**  
STAINLESS STEEL  
BMA38 21mm with safety folding clasp with  
push-piece opening mechanism



TWO-TONE STAINLESS STEEL AND RED PVD  
COATING  
BMA40 21mm with safety folding clasp with  
push-piece opening mechanism



**93. 14 910 AA11 M**  
– Ø 42mm  
– Day / Date / Moon phase  
– Quartz  
– Movement Ronda 706.1  
– Width 21mm



**94. 14 910 AA03**  
– Ø 42mm  
– Day / Date / Moon phase  
– Quartz  
– Movement Ronda 706.1  
– Width 21mm



**95. 14 910 AB11 M**  
– Ø 42mm  
– Day / Date / Moon phase  
– Quartz  
– Movement Ronda 706.1  
– Width 21mm



# HÉRITAGE QUARTZ

**MATERIAL**  
Stainless steel  
Stainless steel with red PVD coating

**CASEBACK**  
Full

**CRYSTAL**  
Anti-reflective sapphire crystal

**WATER-RESISTANCE**  
5 bar (50m)

**STRAP**  
GENUINE LEATHER CAFÉ MAT CROCO STYLE  
PATTERN  
BEP101 20mm with pin buckle  
BRP101 20mm with red PVD pin buckle



GENUINE LEATHER NAVY BLUE CROCO STYLE  
PATTERN  
BEP102 20mm with pin buckle  
BRP102 20mm with red PVD pin buckle



**METAL BRACELET**  
STAINLESS STEEL  
BMA39 20mm with safety folding clasp with  
push-piece opening mechanism



NEW



**96. 15 920 PR31**  
– Ø 40mm  
– Date  
– Quartz  
– Movement Ronda 517  
– Width 20mm

NEW



**97. 15 920 PR35**  
– Ø 40mm  
– Date  
– Quartz  
– Movement Ronda 517  
– Width 20mm

NEW



**98. 15 920 AA31**  
– Ø 40mm  
– Date  
– Quartz  
– Movement Ronda 517  
– Width 20mm

NEW



**100. 15 920 AA35**  
– Ø 40mm  
– Date  
– Quartz  
– Movement Ronda 517  
– Width 20mm

NEW



**99. 15 920 AA31 M**  
– Ø 40mm  
– Date  
– Quartz  
– Movement Ronda 517  
– Width 20mm

NEW



**101. 15 920 AA35 M**  
– Ø 40mm  
– Date  
– Quartz  
– Movement Ronda 517  
– Width 20mm

HÉRITAGE  
QUARTZ

**MATERIAL**  
Stainless steel  
Stainless steel with red PVD coating

**CASEBACK**  
Full

**CRYSTAL**  
Anti-reflective sapphire crystal

**WATER-RESISTANCE**  
5 bar (50m)

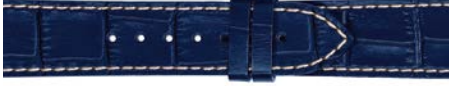
**STRAP**  
GENUINE LEATHER BLACK CROCO STYLE  
PATTERN  
BEP100 20mm with pin buckle



GENUINE LEATHER CAFÉ MAT CROCO STYLE  
PATTERN  
BEP101 20mm with pin buckle  
BDC101 21mm with pin buckle  
BRC101 21mm with red PVD pin buckle



GENUINE LEATHER NAVY BLUE CROCO STYLE  
PATTERN  
BEP102 20mm with pin buckle  
BDC102 21mm with pin buckle  
BRC102 21mm with red PVD pin buckle



**METAL BRACELET**  
STAINLESS STEEL  
BMA39 20mm with safety folding clasp with  
push-piece opening mechanism  
BMA38 21mm with safety folding clasp with  
push-piece opening mechanism



NEW



**102. 17 921 AA21**  
– Ø 40mm  
– Date  
– Quartz  
– Movement Ronda 515  
– Width 20mm

NEW



**103. 17 921 AA25**  
– Ø 40mm  
– Date  
– Quartz  
– Movement Ronda 515  
– Width 20mm

NEW



**106. 18 901 AA20**  
– Ø 42mm  
– Date / Chronograph  
– Quartz  
– Movement Ronda 5030.D  
– Width 21mm

NEW



**107. 18 901 AA20 M**  
– Ø 42mm  
– Date / Chronograph  
– Quartz  
– Movement Ronda 5030.D  
– Width 21mm

NEW



**108. 18 901 PR20**  
– Ø 42mm  
– Date / Chronograph  
– Quartz  
– Movement Ronda 5030.D  
– Width 21mm

NEW



**104. 17 921 AA22**  
– Ø 40mm  
– Date  
– Quartz  
– Movement Ronda 515  
– Width 20mm

NEW



**105. 17 921 AA22 M**  
– Ø 40mm  
– Date  
– Quartz  
– Movement Ronda 515  
– Width 20mm

NEW



**109. 18 901 AA25**  
– Ø 42mm  
– Date / Chronograph  
– Quartz  
– Movement Ronda 5030.D  
– Width 21mm

NEW



**110. 18 901 AA25 M**  
– Ø 42mm  
– Date / Chronograph  
– Quartz  
– Movement Ronda 5030.D  
– Width 21mm

NEW



**111. 18 901 PR25**  
– Ø 42mm  
– Date / Chronograph  
– Quartz  
– Movement Ronda 5030.D  
– Width 21mm





HÉRITAGE  
LADIES



# HÉRITAGE LADIES – FLOWER PATTERNS

**MATERIAL**  
Two-tone stainless steel and red PVD coating

**CASEBACK**  
Ø8mm see through

**CRYSTAL**  
Anti-reflective bombed sapphire crystal

**WATER-RESISTANCE**  
5 bar (50m)

**METAL BRACELET**  
TWO-TONE STAINLESS STEEL AND RED PVD COATING  
BMA20 15mm with folding clasp with safety folding clasp with push-piece opening mechanism



- 112. 20 100 AB73 M**
- Ø 30mm
  - Date
  - Mechanical automatic
  - Movement ETA 2671
  - Superluminova on hands and appliques
  - Width 15mm



- 113. 20 100 AB83 M**
- Ø 30mm
  - Date
  - Mechanical automatic
  - Movement ETA 2671
  - Superluminova on hands and appliques
  - Dial with 8 diamonds, full cut, 0.05 carat
  - Width 15mm



- 114. 20 100 AB84 M**
- Ø 30mm
  - Date
  - Mechanical automatic
  - Movement ETA 2671
  - Superluminova on hands and appliques
  - White mother-of-pearl dial with 8 diamonds, full cut, 0.05 carat
  - Width 15mm



- 115. 20 100 SB84 M**
- Ø 30mm
  - Date
  - Mechanical automatic
  - Movement ETA 2671
  - Superluminova on hands and appliques
  - White mother-of-pearl dial with 8 diamonds, full cut, 0.05 carat
  - Bezel set with 62 diamonds, full cut, 0.31 carat, Top Wesselton, SI-P1
  - Width 15mm



# HÉRITAGE LADIES – GUILLOCHÉ

**MATERIAL**  
Two-tone stainless steel and red PVD coating

**CASEBACK**  
Ø8mm see through

**CRYSTAL**  
Anti-reflective bombed sapphire crystal

**WATER-RESISTANCE**  
5 bar (50m)

**METAL BRACELET**  
TWO-TONE STAINLESS STEEL AND RED PVD COATING  
BMA20 15mm with safety folding clasp with push-piece opening mechanism



**116. 20 100 AB55 M**  
– Ø 30mm  
– Date  
– Mechanical automatic  
– Movement ETA 2671  
– Superluminova on hands and appliques  
– Width 15mm



**118. 20 100 AB51 M**  
– Ø 30mm  
– Date  
– Mechanical automatic  
– Movement ETA 2671  
– Superluminova on hands and appliques  
– Width 15mm



**119. 20 100 AB61 M**  
– Ø 30mm  
– Date  
– Mechanical automatic  
– Movement ETA 2671  
– Superluminova on hands and appliques  
– Dial with 8 diamonds, full cut, 0.05 carat  
– Width 15mm



**120. 20 100 AB63 M**  
– Ø 30mm  
– Date  
– Mechanical automatic  
– Movement ETA 2671  
– Superluminova on hands and appliques  
– Dial with 8 diamonds, full cut, 0.05 carat  
– Width 15mm



**117. 20 100 SB55 M**  
– Ø 30mm  
– Date  
– Mechanical automatic  
– Movement ETA 2671  
– Superluminova on hands and appliques  
– Bezel set with 62 diamonds, full cut, 0.31 carat, Top Wesselton, SI-P1  
– Width 15mm



**121. 20 100 SB51 M**  
– Ø 30mm  
– Date  
– Mechanical automatic  
– Movement ETA 2671  
– Superluminova on hands and appliques  
– Bezel set with 62 diamonds, full cut, 0.31 carat, Top Wesselton, SI-P1  
– Width 15mm



**122. 20 100 SB61 M**  
– Ø 30mm  
– Date  
– Mechanical automatic  
– Movement ETA 2671  
– Superluminova on hands and appliques  
– Dial with 8 diamonds, full cut, 0.05 carat  
– Bezel set with 62 diamonds, full cut, 0.31 carat, Top Wesselton, SI-P1  
– Width 15mm



**123. 20 100 SB63 M**  
– Ø 30mm  
– Date  
– Mechanical automatic  
– Movement ETA 2671  
– Superluminova on hands and appliques  
– Dial with 8 diamonds, full cut, 0.05 carat  
– Bezel set with 62 diamonds, full cut, 0.31 carat, Top Wesselton, SI-P1  
– Width 15mm

# HÉRITAGE LADIES

**MATERIAL**  
Two-tone stainless steel and red PVD coating

**CASEBACK**  
Ø8mm see through

**CRYSTAL**  
Anti-reflective bombed sapphire crystal

**WATER-RESISTANCE**  
5 bar (50m)

**METAL BRACELET**  
TWO-TONE STAINLESS STEEL AND RED PVD COATING  
BMA20 15mm with safety folding clasp with push-piece opening mechanism



**124. 20 100 AB29 M**  
– Ø30mm  
– Date  
– Mechanical automatic  
– Movement ETA 2671  
– Superluminova on hands and appliques  
– Black mother-of-pearl dial  
– Width 15mm



**125. 20 100 SB29 M**  
– Ø30mm  
– Date  
– Mechanical automatic  
– Movement ETA 2671  
– Superluminova on hands and appliques  
– Black mother-of-pearl dial  
– Bezel set with 62 diamonds, full cut, 0.31 carat, Top Wesselton, SI-P1  
– Width 15mm



**126. 20 100 AB24 M**  
– Ø30mm  
– Date  
– Mechanical automatic  
– Movement ETA 2671  
– Superluminova on hands and appliques  
– White mother-of-pearl dial  
– Width 15mm



**127. 20 100 SB24 M**  
– Ø30mm  
– Date  
– Mechanical automatic  
– Movement ETA 2671  
– Superluminova on hands and appliques  
– White mother-of-pearl dial  
– Bezel set with 62 diamonds, full cut, 0.31 carat, Top Wesselton, SI-P1  
– Width 15mm



# HÉRITAGE LADIES

**MATERIAL**  
Two-tone stainless steel and red PVD coating

**CASEBACK**  
Ø8mm see through

**CRYSTAL**  
Anti-reflective bombed sapphire crystal

**WATER-RESISTANCE**  
5 bar (50m)

**METAL BRACELET**  
TWO-TONE STAINLESS STEEL AND RED PVD COATING  
BMA50 15mm with safety folding clasp with push-piece opening mechanism



NEW



- 128. 20 100 SB137 M**
- Ø 30mm
  - Date
  - Mechanical automatic
  - Movement ETA 2671
  - Blue mother-of-pearl dial with 11 diamonds, full cut, 0.07 carat
  - Bezel set with 62 diamonds, full cut, 0.31 carat, Top Wesselton, SI-P1
  - Superluminova on hands and appliques
  - Width 15mm

NEW



- 129. 20 100 SB138 M**
- Ø 30mm
  - Date
  - Mechanical automatic
  - Movement ETA 2671
  - Green mother-of-pearl dial with 11 diamonds, full cut, 0.07 carat
  - Bezel set with 62 diamonds, full cut, 0.31 carat, Top Wesselton, SI-P1
  - Superluminova on hands and appliques
  - Width 15mm

NEW



- 130. 20 100 AB100 M**
- Ø 30mm
  - Date
  - Mechanical automatic
  - Movement ETA 2671
  - Superluminova on hands and appliques
  - Width 15mm

NEW



- 133. 20 100 AB110 M**
- Ø 30mm
  - Date
  - Mechanical automatic
  - Movement ETA 2671
  - Superluminova on hands and appliques
  - Dial with 11 diamonds, full cut, 0.07 carat
  - Width 15mm

NEW



- 131. 20 100 AB102 M**
- Ø 30mm
  - Date
  - Mechanical automatic
  - Movement ETA 2671
  - Superluminova on hands and appliques
  - Width 15mm

NEW



- 134. 20 100 AB112 M**
- Ø 30mm
  - Date
  - Mechanical automatic
  - Movement ETA 2671
  - Superluminova on hands and appliques
  - Dial with 11 diamonds, full cut, 0.07 carat
  - Width 15mm

NEW



- 132. 20 100 AB109 M**
- Ø 30mm
  - Date
  - Mechanical automatic
  - Movement ETA 2671
  - Superluminova on hands and appliques
  - Width 15mm

NEW



- 135. 20 100 AB119 M**
- Ø 30mm
  - Date
  - Mechanical automatic
  - Movement ETA 2671
  - Superluminova on hands and appliques
  - Dial with 11 diamonds, full cut, 0.07 carat
  - Width 15mm



## ROMANCE

- The Romance line distinguish itself by timeless models for a feminine public, looking for refinement
- Collection equipped with quartz movements





ROMANCE  
4 SEASONS

#5watchesin1

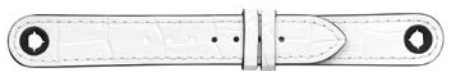
**MATERIAL**  
Stainless steel  
Stainless steel and red PVD coating

**CASEBACK**  
Full

**CRYSTAL**  
Anti-reflective sapphire crystal

**WATER-RESISTANCE**  
5 bar (50m)

**5 STRAPS ARE INCLUDED IN THE PRICE OF THE WATCH**  
1 GENUINE LEATHER STRAP CROCO STYLE – WHITE (BAAC71 WITH PIN BUCKLE / BARC71 WITH RED PVD PIN BUCKLE)



1 GENUINE LEATHER STRAP CROCO STYLE – LIME GREEN (BAAC79 WITH PIN BUCKLE / BARC79 WITH RED PVD PIN BUCKLE)



1 GENUINE LEATHER STRAP VARNISHED – RED (BAAC78 WITH PIN BUCKLE / BARC78 WITH RED PVD PIN BUCKLE)



1 GENUINE LEATHER DOUBLE TOUR STRAP – GOLDBROWN (BRDT30 WITH PIN BUCKLE / BPDT30 WITH RED PVD PIN BUCKLE)



1 STAINLESS STEEL BRACELET - MESH (BMA44)



OR 1 STAINLESS STEEL WITH RED PVD COATING BRACELET - MESH (BMA45)



**OPTIONAL - TO ORDER SEPARATELY**  
GENUINE LEATHER STRAP CROCO STYLE – BLACK  
BAAC72 WITH PIN BUCKLE  
BARC72 WITH RED PVD PIN BUCKLE



THE ROMANCE 4 SEASONS WILL BE DELIVERED IN A SPECIAL GIFT BOX WITH ADDITIONAL TRAVEL POUCH



**136. 19 830 AA01**  
– Ø 30mm  
– Quartz  
– Movement Ronda 782  
– 5 straps included



**137. 19 830 AA14**  
– Ø 30mm  
– Quartz  
– Movement Ronda 782  
– White mother-of-pearl dial with 12 diamonds, single cut, 0.09 carat  
– 5 straps included



**138. 19 830 PR01**  
– Ø 30mm  
– Quartz  
– Movement Ronda 782  
– 5 straps included



**139. 19 830 PR24**  
– Ø 30mm  
– Quartz  
– Movement Ronda 782  
– White mother-of-pearl dial with 12 diamonds, single cut, 0.09 carat  
– 5 straps included

# ROMANCE

**MATERIAL**  
Two-tone stainless steel and red PVD coating

**CASEBACK**  
Full

**CRYSTAL**  
Anti-reflective bombed sapphire crystal

**WATER-RESISTANCE**  
5 bar (50m)

**METAL BRACELET**  
TWO-TONE STAINLESS STEEL AND RED PVD COATING

BMA26	15mm with safety folding clasp with push-piece opening mechanism
BMA27	16mm with safety folding clasp with push-piece opening mechanism



**140.**      **10 800 AB40 M**  
– Ø30mm  
– Date  
– Quartz  
– Movement Ronda 785  
– Width 15mm



**141.**      **10 800 SB40 M**  
– Ø30mm  
– Date  
– Quartz  
– Movement Ronda 785  
– Bezel set with 60 diamonds, full cut, 0.30 carat, Top Wesselton, SI-P1  
– Width 15mm



**142.**      **11 810 AB40 M**  
– Ø33mm  
– Date  
– Quartz  
– Movement Ronda 705  
– Width 16mm



**143.**      **11 810 SB40 M**  
– Ø33mm  
– Date  
– Quartz  
– Movement Ronda 705  
– Bezel set with 66 diamonds, full cut, 0.33 carat, Top Wesselton, SI-P1  
– Width 16mm



# ROMANCE

**MATERIAL**  
Stainless steel and red PVD coating

**CASEBACK**  
Full

**CRYSTAL**  
Anti-reflective bombed sapphire crystal

**WATER-RESISTANCE**  
5 bar (50m)

**STRAP**  
GENUINE LEATHER WHITE CROCO STYLE  
PATTERN  
BRCA1      15mm with red PVD pin buckle  
BRCB1      16mm with red PVD pin buckle



GENUINE LEATHER BLACK CROCO STYLE  
PATTERN  
BRCA5      15mm with red PVD pin buckle  
BRCB5      16mm with red PVD pin buckle



GENUINE LEATHER GOLD BROWN  
BRCA10      15mm with red PVD pin buckle  
BRCB10      16mm with red PVD pin buckle



**145.**      **11 810 PR40**  
– Ø33mm  
– Date  
– Quartz  
– Movement Ronda 705  
– Width 16mm



**146.**      **11 810 PS40**  
– Ø33mm  
– Date  
– Quartz  
– Movement Ronda 705  
– Bezel set with 66 diamonds, full cut,  
0.33 carat, Top Wesselton, SI-P1  
– Width 16mm



**144.**      **10 800 PS40**  
– Ø30mm  
– Date  
– Quartz  
– Movement Ronda 785  
– Bezel set with 60 diamonds, full cut,  
0.30 carat, Top Wesselton, SI-P1  
– Width 15mm

# ROMANCE

### MATERIAL

Stainless steel  
Two-tone stainless steel and red PVD coating

### CASEBACK

Full

### CRYSTAL

Anti-reflective bombed sapphire crystal

### WATER-RESISTANCE

5 bar (50m)

### STRAP

GENUINE LEATHER BLACK VARNISHED CROCO  
STYLE PATTERN  
BDCA7 15mm with pin buckle



### METAL BRACELET

STAINLESS STEEL  
BMA23 15mm with safety folding clasp with  
push-piece opening mechanism



TWO-TONE STAINLESS STEEL AND RED PVD  
COATING

BMA26 15mm with safety folding clasp with  
push-piece opening mechanism



- 147. 10 800 AB29 M**
- Ø 30mm
  - Date
  - Quartz
  - Movement Ronda 785
  - Black mother-of-pearl dial with 11 diamonds, single cut, 0.067 carat
  - Width 15mm



- 148. 10 800 SB29 M**
- Ø 30mm
  - Date
  - Quartz
  - Movement Ronda 785
  - Black mother-of-pearl dial with 11 diamonds, single cut, 0.067 carat
  - Bezel set with 60 diamonds, 0.30 carat, Top Wesselton, SI-P1
  - Width 15mm



- 149. 10 800 AB24 M**
- Ø 30mm
  - Date
  - Quartz
  - Movement Ronda 785
  - White mother-of-pearl dial with 11 diamonds, single cut, 0.067 carat
  - Width 15mm



- 150. 10 800 SB24 M**
- Ø 30mm
  - Date
  - Quartz
  - Movement Ronda 785
  - White mother-of-pearl dial with 11 diamonds, single cut, 0.067 carat
  - Bezel set with 60 diamonds, 0.30 carat, Top Wesselton, SI-P1
  - Width 15mm



- 151. 10 800 AA19 M**
- Ø 30mm
  - Date
  - Quartz
  - Movement Ronda 785
  - Black mother-of-pearl dial with 11 diamonds, single cut, 0.067 carat
  - Width 15mm



# ROMANCE

## MATERIAL

Stainless steel

## CASEBACK

Full

## CRYSTAL

Anti-reflective bombed sapphire crystal

## WATER-RESISTANCE

5 bar (50m)

## STRAP

GENUINE LEATHER WHITE CROCO STYLE PATTERN

BDCA1 15mm with pin buckle



GENUINE LEATHER BLACK CROCO STYLE PATTERN

BDCA5 15mm with pin buckle



GENUINE LEATHER BLACK VARNISHED CROCO STYLE PATTERN

BDCA7 15mm with pin buckle



GENUINE LEATHER GOLD BROWN

BDCA10 15mm with pin buckle



## METAL BRACELET

STAINLESS STEEL

BMA23 15mm with safety folding clasp with push-piece opening mechanism



**152.** **10 800 AA01 M**  
- Ø 30mm  
- Date  
- Quartz  
- Movement Ronda 785  
- Width 15mm

## NOTES