

Worldwide launch - Limited edition  
Fifty Fathoms self-winding watch  
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Cité du Temps, Pont de la Machine  
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## OCEAN BLUE

**Blancpain presents a world-first preview of its new Fifty Fathoms watch in a special limited series of 50. This exclusive edition is clad in a deep blue colour celebrating the inseparable ties binding the Manufacture in Le Brassus to the splendours of the ocean depths. It plays the starring role in an exhibition that is unique in Switzerland and is on show in the *Cité du Temps* in Geneva from January 19<sup>th</sup> to February 28<sup>th</sup> 2009. For the first time ever, the most significant models of this legendary diver's watch – from 1953 to the present day – are united under one roof.**

Faithful to its immediately recognisable design, this new Fifty Fathoms is adorned in subtle shades evoking underwater mysteries. The contrasting numerals, hour-markers and hands coated with a luminescent substance stand out beautifully against the cobalt-blue dial background. Ideal for ensuring readability in all circumstances, this coating is applied to the markings on the bezel and to the graduation of the last 15 minutes. A slightly cambered scratch-resistant sapphire crystal and a unidirectional rotating bezel with a notched raised pattern set the finishing touch to the high-tech face of this elegant sports watch.

The 45 mm-diameter case in white gold, equipped with a crown guard, houses the sturdy Blancpain Calibre 1315 with its five-day power reserve. The sapphire crystal enables one to admire the meticulous finishing of the self-winding movement and its unique oscillating weight engraved with a diving mask motif, yet without compromising the water resistance to 300 metres. This new-look Fifty Fathoms is fitted with a blue sail canvas strap lined with rubber and completed with a white gold pin buckle.

Issued in an exclusive limited edition of 50, this prestigious timepiece comes with a stunning book of art photographs dedicated to the underwater world. This work vividly reflects the qualities of the diver's watch after which it is named and uses cutting-edge printing techniques. These fascinating subaquatic pictures are also on show for the first time in Switzerland, in the *Cité du Temps*, from January 19<sup>th</sup> to February 28<sup>th</sup> 2009.

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