



CARL F. BUCHERER

LUCERNE 1888

PRESS RELEASE

MANERO PERIPHERAL BOUTIQUE EDITION

A LIMITED-EDITION TIMEPIECE TO MARK THE OPENING OF THE
FIRST CARL F. BUCHERER BOUTIQUE IN LUCERNE

Nearly 130 years ago, Swiss entrepreneur Carl F. Bucherer opened a specialty shop for watches and jewelry in Lucerne. Now, Carl F. Bucherer is proud to open an exclusive boutique here, where it all began in 1888 – and to launch an equally exclusive watch to mark the occasion. The Manero Peripheral Boutique Edition, limited to 188 watches, represents the traditional art of watchmaking and the brand’s commitment to embracing its heritage.

History repeats itself, as the saying goes. In 1888, Carl Friedrich Bucherer opened a specialty shop for watches and jewelry in Lucerne. This shop has since grown into an international company, and Carl F. Bucherer has become a well-established and respected watch brand with a global presence. “In view of this amazing success story, I am particularly proud to be opening our new boutique where everything began almost 130 years ago”, comments Sascha Moeri, CEO of Carl F. Bucherer.

Typical Carl F. Bucherer

At the boutique opening, Sascha Moeri presented an exclusive timepiece created expressly to mark this event: the Manero Peripheral Boutique Edition. This model is limited to 188 watches, an allusion to the year in which the company was founded. The number denoting the limited edition as well as the series number of the watch is depicted in a special engraving on the case back. Everything about the watch has been carefully thought through. The Manero Peripheral series strengthens the reputation of Carl F. Bucherer as an innovative watch manufacturer. These watches are driven by the in-house CFB A2050 caliber, which draws its energy from a peripheral rotor – typical of Carl F. Bucherer.

Made of Lucerne

The color of the watch pays homage to the city in which the company was founded. This is instantly recognizable on the meticulously finished blue-galvanized dial, whose sunburst finish makes it shimmer like the surface of Lake Lucerne on a sunny summer’s day. The appliquéd wedge-shaped indices for the hours and lancet-shaped hands are both red-gold-plated, a typical feature of the Manero family. Blue is the main color of Lucerne’s coat of arms, while gold represents the city as a cultural melting pot, a place where tradition is very much alive, and a city that is home to stunning baroque buildings. The striking dial is perfectly complemented by the discreet stainless steel case. It features classically rounded contours and clean-cut angles which, together with the contrast between the polished and matte surfaces, lend it a truly stunning look.



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A Distinctive Manufacture

The Manero Peripheral combines classic design with modern engineering. It is powered by the CFB A2050 caliber, which was launched in 2016 and designed and developed completely in-house. Its movement, which is a modified version of the CFB A2000, is a certified chronometer and features a central hour and minute display, a small-seconds subdial at 6 o'clock, and a date display at 3 o'clock. It also features a tribute to Swiss watchmaking tradition in the form of the Geneva stripes on the movement's bridges and cocks. This automatic movement draws its power from a bidirectional automatic winding system with a PVD-coated peripheral rotor that features the same blue color as the dial. Visible through the sapphire crystal case back, the movement is therefore a further tribute to the city of Lucerne – and to the rich heritage of the Carl F. Bucherer brand.

The Manero Peripheral Boutique Edition is exclusively available in the newly opened boutique in Lucerne and the boutiques in Shanghai and Moscow.

Facts and Figures: Manero Peripheral Boutique Edition

Reference number:	00.10917.08.53.88
Movement:	Automatic, CFB A2050 caliber, chronometer, power reserve 55 hours
Functions:	Date, hour, minute, small seconds
Case:	Stainless steel, water-resistant to 30 m (30 atm), diameter 40.6 mm, height 11.2 mm
Strap:	Louisiana alligator leather, folding pin buckle in stainless steel
Dial:	Blue galvanized with red-gold-plated appliquéd indices
Limited edition:	188 watches

Text and images relating to the Manero Peripheral Boutique Edition can be downloaded from:

<http://media.pprmediarelations.ch/Carl+F+Bucherer/Boutique+Opening+Lucerne/Manero+Peripheral+Boutique+Edition>

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About Carl F. Bucherer

The Carl F. Bucherer name has been synonymous with quality, innovation and passion since 1888. Founded in Lucerne, the Swiss family business has become an internationally renowned global brand characterized by its founder's pioneering spirit and the cosmopolitan esprit of its home. Carl F. Bucherer is one of the few remaining family-owned Swiss watch manufacturers and is now headed in the third generation by Jörg G. Bucherer.

Timepieces and movements are developed and produced in the brand's own workshops in Switzerland. Milestones are the manufacturer's own movement families, which are partly driven by an external rotor – an innovation that Carl F. Bucherer was the first manufacturer to put into series production. With its exclusive watch creations, Carl F. Bucherer epitomizes high-quality Swiss craftsmanship, unmistakable style and detailed sophistication.

Carl F. Bucherer – Made of Lucerne