



## Coin Watch

### **Three timepieces, two nations, one firm: Corum Coins are back, in a 43-millimetre case**

This really does qualify as a historic creation – for Corum and for watchmaking as a whole. First dreamed up in 1964, the design is so singular that it has had a lasting impact on two consecutive generations of collectors – and presidents! George Bush Sr, Ronald Reagan, Lyndon Johnson, Jimmy Carter, Richard Nixon, and Bill Clinton have all worn the Coin, as have a number of leading figures in art and design, including Andy Warhol.

And now, no fewer than three new models have been unveiled, two of them of American inspiration. The dial of the first is an authentic dollar coin, made from sterling silver. Two blue-tinted steel hands glide over the emblematic eagle of the United States of America, their hue exactly matching that of the Corum name, stencilled on the underside of the crystal, and the colour of the alligator strap.

The second uses a genuine “Double Eagle” coin, made from 22-carat yellow gold. Black hands and a black strap add a touch of contrast. To ensure the beauty of this rare timepiece shines out unimpeded, Corum has chosen to not feature its name on the dial – thus making this Coin even more of a rarity.

These two new watches are powered by a Corum CO 082 automatic caliber, boasting a guaranteed 42-hour power reserve. The first has a sapphire set in its crown; the second, a diamond.

#### **Corum Coin Special Edition**

A 43-millimetre case houses a coin commemorating the anniversary of the creation of the State of Israel – minted in 1973 for the 25th anniversary of the Israeli Declaration of Independence proclaimed by David Ben-Gurion on May 14, 1948. The commemorative Coin is intentionally sober, featuring a silver case encircling the coin – over which two slim, black hands sweep. The same colour has been used for the alligator strap. This piece is also powered by a Corum CO 082 automatic caliber, with a guaranteed 42-hour power reserve.

*“This case structure allows us to use coins from currencies the world over – and makes all sorts of custom options possible,”* concludes Corum’s CEO Jérôme Biard. *“The three new Coin Watches also demonstrate that our Heritage collection is very much alive. Our heritage is not immutable; rather, it is living, creative, and constantly changing. First designed in 1964, these watches remain very much up-to-date – and continue to fuel the enthusiasm of our designers and collectors alike.”*

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