



NEW ACADEMIA STEEL GRANDE DATE AND HORA MUNDI

To celebrate the tenth anniversary of its Manufacture, DeWitt is demonstrating its innovative side by launching the very first steel version of its iconic Academia timepiece in a limited series of 200 in 2013.

With a young, contemporary and trendy feel, the New Academia Steel updates the DeWitt DNA with an avant-garde "sporty-chic" design, targeting a young, dynamic clientele, passionate about watches.

The New Academia Steel meets the very highest standards of finish adopted by the DeWitt Manufacture: satin-finished, polished and chamfered surfaces. This high-quality work can be seen through the sapphire crystal case back, also revealing a delicate DeWitt rotor.

Featuring the famous DeWitt imperial column motif and with the exclusive notched bezel of the Academia, the model either comes with a sleek steel strap, a first for the watchmaker, or a resolutely contemporary rubber strap.

There are also two small "W" signatures on the crown and on the buckle.

There are two equally avant-garde ways of telling the time on offer, with the Grande Date and Hora Mundi versions of the dials, crafted in their entirety at the Manufacture and illustrating once again DeWitt's watchmaking excellence.

The New Academia Steel celebrates the anniversary of the DeWitt Manufacture with all the artistry and expertise of the great Swiss tradition of watchmaking.