

H. Moser & Cie.

PRESS KIT

BASELWORLD 2013



H. Moser & Cie.

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INTRODUCTION

In 2013, H. Moser & Cie. is greatly looking forward to Baselworld, bolstered with entrepreneurial energy and new developments that continue to build on the company's established values. The company, called "the little pearl of Schaffhausen" by connoisseurs of fine watchmaking, now has a 50-strong personnel, owns six of its own calibres and completely masters its own design process with the support of its R&D department, a technical department for movements and cases and an integrated assembly workshop.

A reinforced team has been appointed to head up H. Moser & Cie. Its ambitions are clear: to develop H. Moser & Cie. as a benchmark brand and manufacture, whilst retaining the elegance and subtlety that has been integral to its success to date. In the long term, I hope we will become an alternative to the big watchmaking brands, while bringing a touch of ingenuity.

I am particularly proud to be taking part in this great challenge. Thanks to the teams in place, who have been able to keep us on course while the restructured management has been set up, we are presenting a wonderful 2013 collection, built on the expertise of the H. Moser & Cie. brand.

I would like to take this opportunity to thank all the staff at this magnificent company.

Edouard Meylan
CEO, H. Moser & Cie.





HISTORY

Born on 1805 into the large family of the Schaffhausen town watchmaker, Heinrich Moser emigrated to St. Petersburg in 1827 to make his mark there as a watchmaker. Few would have guessed he would soon be a leader in the watch industry. The name H. Moser & Cie. stood for quality and elegant craftsmanship then as it does today.

As an ambitious and visionary watchmaker, Heinrich Moser decided to set up business in distant Russia. Imperial Russia at that time was regarded as a market with excellent potential and a sound trading base for watches. To prepare for this challenge, Heinrich Moser used his free time to build watches and tools that would facilitate his start-up in business. He had the equivalent in today of around 2,000 Swiss francs in cash at the time of his departure from Switzerland in November 1827. With these beginnings, the roots of the entrepreneurial and ingenious approach at H. Moser & Cie. were established.

Heinrich Moser's constant quest for quality was crowned with success. Within just a few years, he was selling elegantly crafted, high quality watches in his own boutiques in St. Petersburg, Moscow, Nizhny Novgorod and Kiev as well as through independent retailers in the Russian Empire and along the Silk Road in Central Asia, Persia and China. He supplied the Imperial Court and the Russian military forces. Historic pieces from this time with elaborate engravings are a testament to this heritage. Only 15 years after founding his company, Heinrich Moser was the undisputed market leader in the Russian watch industry. He returned to his home town of Schaffhausen as a prosperous watch manufacturer and entrepreneur at the end of 1848.

In addition to watchmaking, Heinrich Moser's life following his return to Switzerland was characterized by other projects combined with restless entrepreneurial creativity. With his pioneering spirit, he initiated the transformation of the previously sleepy town of Schaffhausen into a dynamic industrial location through ventures in water utilities, wagon factories, regional railways and the Swiss watch industry.



H. Moser & Cie.

Today, Heinrich Moser may be remembered by visiting the Charlottenfels manor, the family home that he built near Schaffhausen. The manor today is open to the public and houses the Moser Family Museum.

Today's watches bearing the name H. Moser & Cie. are available from a select international network of authorised retailers.





NOMAD – DUAL TIME

Nomad: this is the name of the new model created by the house of Moser which will be unveiled at Baselworld 2013. This timepiece is evocative of distant horizons, inspiring an urge to travel and to dream. Featuring two time zones, the elegantly refined look of the Nomad sets it apart, opting for a sober display and optimum readability.

Within the now emblematic Moser case, whose flanks exhibit freely formed surfaces with alternating polished and satin finishes, the Moser HMC 346 automatic movement drives the Nomad model. On the dial, silver-plated in the rose gold version and ardoise in the platinum model, appliqué indexes mark the passage of time. In addition to the hour and minute hands, a delicately faceted third hand - smaller and red - indicates the hour in the second time zone. Adjustable in one-hour increments at any time of day, this coloured hand may also be hidden under the hour hand if the watch owner does not need the dual time zone function. This brilliant touch adds a dash of dynamism to the classic look of the watch.

With this creation, the watchmakers at H. Moser & Cie. opted for simplicity: simplicity in terms of aesthetics, and also the mechanism, enabling adjustment of the second time zone hour. Thanks to the patented Double Pull Crown system, the adjustment may be made using the crown, without any risk of inadvertently stopping the watch or altering the primary time. Out of the same concern for simplicity, there is an AM-PM indicator at 12 o'clock. Linked to the wearer's primary time zone, this indicator changes from white to black in a fraction of a second, at precisely 12 noon, and then from black to white at midnight, thanks to a spring that stores up energy for approximately eight hours, without affecting the rate at which the watch runs. This makes it easy to keep in touch with your home time, which may be read in the conventional way.

Off-centre at six o'clock is a sub-dial framing the seconds hand, reminiscent of the look of traditional pocket watches. The direct-drive hand on this dial marches steadfastly through the seconds to mark the passage of time.



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Equipped with a sapphire crystal, the transparent case-back reveals the in-house manufactured automatic calibre HMC 346, one of the largest on the market with a diameter of 34 mm, so that you may admire the imposing oscillating rotor made from 18-carat gold adorned with the Moser company coat of arms, which has been used for more than 185 years. The great inertia of this rotor, combined with a very large barrel, provides a minimum power reserve of 72 hours, a remarkable performance for an automatic watch of this size. The calibre HMC 346 is equipped with an in-house H. Moser & Cie. escapement module.

As a final refinement, the strap is made from hand-stitched alligator, brown for the rose gold model, and black for the platinum version. It is equipped with a pin buckle for absolute comfort. The Nomad Dual Time will fuel the dreams of experienced travellers, and spark the urge for discovery in those more settled.

Technical features

NOMAD – Dual Time

References

346.133-005, rose gold model, silver-plated dial, brown strap

346.134-003, platinum model, ardoise dial, black strap

Cases

18-carat rose gold or 950 platinum, three-part

Diameter: 40.80 mm

Height: 10.97 mm

Curved sapphire crystal

See-through sapphire crystal case back

Screw-in crown adorned with an “M”

Dials

Lacquered silver-plated or ardoise with sun pattern ground finish

Appliqué indexes

18-carat rose gold or 950 platinum hands

Red hand for second time zone

Window with AM-PM indicator at 12 o'clock

Sub-dial with seconds hand at 6 o'clock



H. Moser & Cie.

Movement

In-house automatic calibre HMC 346

Oscillating weight made from 18-carat gold, with engraving of the Moser company coat of arms

Diameter: 34 mm or 15 lignes

Height: 6.50 mm

Frequency: 18,000 vib/h

29 jewels

Power reserve: minimum 72 hours

Double Pull Crown mechanism

Hacking seconds

Automatic pawl winding

Moser teeth for all wheels and pinions

Interchangeable Moser escapement

Original Straumann® hairspring with stabilised Breguet overcoil

Pallet fork and escapement wheel made from gold

Movement and components hand-finished and decorated

Functions

Hour and minute

AM-PM indicator

Second time zone display

Off-centre seconds hand

Strap

Hand-stitched brown or black alligator

Solid 18-carat rose gold or 950 platinum pin buckle, with engraved Moser logo





MAYU – NEW FOR 2013

The classic H. Moser & Cie. model boasts new dials and new materials, offering up a feast for the eyes. The collection, which bears the name of Heinrich Moser's first wife, comprises 7 models: these are variations on the theme of finesse.

Refinement and elegance are the watchwords of the Mayu model. With its case 38.8 mm in diameter and 9.3 mm thick, this watch is perfectly balanced, providing wearability suitable both for men and women. The harmonious design of its dial, exhibiting alternating appliqué and transfer baton indexes, lends it a classic aura, an impression reinforced by the off-centre large seconds hand, reminiscent of pocket watches of the period, with the oversized numeral 12, and by the large hands.

In 2013, H. Moser & Cie. presents three new Mayu: a red gold model with an all-new dial; a rose gold model featuring the famous fumé dial; and a model in white gold with a new silver-plated dial. The Mayu is available in platinum, rose gold and white gold; and this year, red gold is given the place of honour, with a remarkable entry to the Mayu collection. To refine the flamboyant gleam of the first new model, an all-new dial has been introduced to the range by the H. Moser & Cie. watchmakers. Red-gold-coloured, this dial enhances the beauty of the red gold case and brings touches of light. The strap also shines, with the brown alligator leather exuding a subtle brilliance.

The second new model has another brand new feature, watch enthusiasts will be delighted to find the rose gold model boasting the famous Moser fumé dial, previously reserved for the palladium version. The association of the warm tones of the case with the smoky gleam of the dial lends the piece an unexpected depth and rich contrast.





Finally, a new dial in a more brilliant, immaculate white brings an additional touch of light to the third new model, in white gold. This silver-plated dial creates the impression that this piece is much larger than it is.

Visible through the sapphire back fitted on the case, the in-house manufactured hand-wound HMC 321 movement is the beating heart of the beautiful Mayu. Equipped with a large barrel, it provides remarkable endurance, ensuring a power reserve of at least 72 hours. On the watch back, there is a power reserve indicator on the movement, to ensure that the movement is sufficiently wound to offer the best possible precision. The Mayu collection represents the successful marriage between an elegant look and cutting-edge technology.

Technical features

MAYU – NEW FOR 2013

References

321.131-021, red gold model, red-gold-coloured dial, brilliant brown strap

321.503-022, rose gold model, fumé dial, brown strap

321.503-020, white gold model, silver-plated dial, black strap

Cases

5N red gold, 18-carat rose gold or 18-carat white gold, three-part

Diameter: 38.8 mm

Height: 9.30 mm

Curved sapphire crystal

See-through sapphire crystal case back

Screw-in crown adorned with an “M”

Dials

Red-gold-coloured, fumé or silver-plated with sun pattern ground finish

Transfer and appliqué indexes

18-carat red gold, rose gold or white gold hands

Sub-dial with seconds hand at 6 o'clock



H. Moser & Cie.

Movement

In-house hand-wound calibre HMC 321

Diameter: 32 mm or 14 lignes

Height: 4.80 mm

Frequency: 18,000 vib/h

27 jewels

Power reserve: minimum 72 hours

Hacking seconds

Moser teeth for all wheels and pinions

Interchangeable Moser escapement

Original Straumann® hairspring with stabilised Breguet overcoil

Pallet fork and escapement wheel made from gold

Movement and components hand-finished and decorated

Functions

Hour and minute

Off-centre seconds hand

Power reserve indicator on movement side

Strap

Hand-stitched brilliant brown, matt brown or black alligator

Solid 18-carat red gold, rose gold or white gold pin buckle, with engraved Moser logo





MONARD – NEW FOR 2013

The 5 models of the Monard collection is to be enriched in 2013 by 2 new versions of this watch, a symbol of timeless beauty. Giving a place of honour to rose gold and white gold, together with new dials, the H. Moser & Cie. watchmakers are adding diversity to this colourful collection, and bringing out the full glory of this model, which bears the name of one of Moser's master watchmakers.

A classic watch par excellence, the Monard embodies refined simplicity. Featuring three tapering leaf-shaped hands, a dial adorned with baton appliqué indexes and underlined with the Moser signature, outwardly this model is very traditional. But this very sober look conceals a high-flying in-house manufactured movement, bringing together a number of technical innovations. The hand-wound calibre 343 driving the Monard is equipped with a hacking seconds system, so that the watch time may be set accurately to the second. Equipped with Moser teeth bevel wheels, the efficiency of this movement is optimised, ensuring a longer lifetime. Friction is also minimised, thanks to the escapement wheel and pallet fork made from solid gold, and hardened so as to obtain extremely smooth surfaces. Finally, the double barrel fitted on this watch provides a minimum power reserve of 7 days, which is displayed on an indicator visible on the movement side.

The Monard case has a total diameter of 40.8 mm, with a height of 10.85 mm. It has a three-part design. This year, two new versions will be added to the Monard collection: the white gold model, with an all-new silver-plated dial that revels in the reflections of its sun pattern decorative finish, while the emblematic Moser fumé dial adds an astounding touch to the rose gold version, transcending the classic look of the piece.

With this new palette of colours, the H. Moser & Cie. watchmakers are playing on the full range of emotions, to add to the enjoyment of collectors.





Technical features

MONARD – NEW FOR 2013

References

343.505-020, white gold model, silver-plated dial, black strap

343.505-022, rose gold model, fumé dial, brown strap

Cases

18-carat rose gold or white gold, three-part

Diameter: 40.8 mm

Height: 10.85 mm

Curved sapphire crystal

See-through sapphire crystal case back

Screw-in crown adorned with an “M”

Dials

Silver-plated or fumé with sun pattern ground finish

Appliqué indexes

18-carat rose gold or white gold hands

Centre direct-drive hand

Movement

In-house hand-wound calibre HMC 343

Diameter: 34 mm or 15 lignes

Height: 5.80 mm

Frequency: 18,000 vib/h

28 jewels

Power reserve: minimum 7 days

Hacking seconds

Double barrel

Moser teeth for all wheels and pinions

Interchangeable Moser escapement

Original Straumann® hairspring with stabilised Breguet overcoil

Pallet fork and escapement wheel made from gold

Movement and components hand-finished and decorated

Functions

Hour and minute

Centre seconds hand

Power reserve indicator on movement side

Strap

Hand-stitched brown or black alligator

Solid 18-carat rose gold or white gold buckle, with engraved Moser logo





MOSER PERPETUAL 1 – NEW FOR 2013

By opting to unite its masterpiece, the Moser Perpetual 1, in rose gold, with its iconic fumé dial, the house of Moser is bringing together two iconic pieces, in a marriage of absolute beauty and elegance; this new creation has secured a legendary status.

Unlike most watches equipped with the perpetual calendar function, the understated appearance and the extreme readability of its dial ensure the Moser Perpetual 1 stands out. The H. Moser & Cie. watchmakers have achieved the feat of simplifying the extremely complex appearance of the perpetual calendar mechanism. In the three o'clock position, the date is visible through the oversized window, while the month is indicated by the small hand with an arrow, mounted on the centre of the dial. In an ingenious and inspired touch, the 12 baton appliqué hour indexes also represent the months of the year, making any other indication superfluous. The leap year cycle is displayed on the movement side, visible through the sapphire case back. The H. Moser & Cie. watchmakers have combined this complication with an off-centre small seconds at six o'clock, as well as a power reserve indicator with retrograde hand at 9 o'clock. The faceted leaf-shape hands, long and tapering, add to the elegance of the watch. The result is a highly understated piece, with perfect balance and readability.

Inside its round case, 40.8 mm in diameter and 11.05 mm thick, the Moser Perpetual 1 is equipped with the in-house manufactured hand-wound calibre HMC 341. With its double barrel providing a minimum 7-day power reserve, this high-performance durable movement is equipped with the Double Pull Crown system, which enables the date to be set with effortless ease, with no risk of altering the time setting. Furthermore, the date change at midnight or the end of the month takes place instantaneously, within a fraction of a second, jumping directly to the correct numeral.

In case of manual date settings using the crown, there is a safety mechanism protecting the sensitive parts of the movement, enabling the date to be adjusted forward or backward, even





during the automatic date change, a notoriously delicate moment. This means the watch wearer need not fear damaging the movement or altering the perpetual calendar mechanism setting. This special feature distinguishes the HMC 341 movement from other calibres on the market.

In 2013, the H. Moser & Cie watchmakers are introducing the fumé dial with the rose gold version. A subtle blend of power and softness, this unexpected association enhances the Moser Perpetual 1 collection.

Technical features

MOSER PERPETUAL 1 – NEW FOR 2013

Reference

341.501-022, rose gold model, fumé dial, brown strap

Case

18-carat rose gold, three-part

Diameter: 40.8 mm

Height: 11.05 mm

Curved sapphire crystal

See-through sapphire crystal case back

Screw-in crown adorned with an “M”

Dial

Fumé with sun pattern ground finish

Appliqué indexes

18-carat rose gold hands

Small arrow-shaped centre hand

Sub-dial with seconds hand at 6 o'clock



H. Moser & Cie.

Movement

In-house hand-wound calibre HMC 341

Diameter: 34 mm or 15 lignes

Height: 5.80 mm

Frequency: 18,000 vib/h

28 jewels

Power reserve: minimum 7 days

Hacking seconds

Double barrel

Moser teeth for all wheels and pinions

Interchangeable Moser escapement

Original Straumann® hairspring with stabilised Breguet overcoil

Pallet fork and escapement wheel made from gold

Movement and components hand-finished and decorated

Functions

Hour and minute

Date

Perpetual calendar

Power reserve indicator

Off-centre seconds hand

Leap year cycle indicator on movement side

Strap

Hand-stitched brown alligator

18-carat rose gold folding buckle, with engraved Moser logo



H. Moser & Cie.

REFERENCES & PHOTOS



Nomad Rose gold Silver-plated Dial_346.133-005_001



Nomad Rose gold Silver-plated Dial_346.133-005_002



Nomad Platinum Ardoise Dial_346.134-003_001



Nomad Platinum Ardoise Dial_346.134-003_002



Mayu Red gold
Red-gold-coloured Dial_321.131-021_001



Mayu Red gold
Red-gold-coloured Dial_321.131-021_002



Mayu Rose gold
Fume Dial_321.503-022_001



Mayu Rose gold
Fume Dial_321.503-022_002



Mayu White gold
Silver-plated Dial_321.503-020_001



Mayu White gold
Silver-plated Dial_321.503-020_002



Monard Rose gold Fume Dial_343.505-022_001



Monard Rose gold Fume Dial_343.505-022_002



Monard White gold Silver-plated dial_343.505-020_001



Monard White gold Silver-plated dial_343.505-020_002



Perpetual 1 Rose gold Fume Dial_341.501-022_001



Perpetual 1 Rose gold Fume Dial_341.501-022_002