

PRESS RELEASE

H. MOSER & CIE. PRESENTS THE SWISS ICONS WATCH: FRANKENSTEIN HOMAGE WATCH TO AUTHENTIC WATCHMAKING

Neuhausen am Rheinfall, January 11th, 2018

Swiss mechanical watchmaking owes its longevity and its international renown to its creativity and ability to innovate. It was able to rebuild itself and confront complicated situations, such as the great depression and the quartz crisis, by pooling common strengths, working hard, remaining true to its values, and particularly, remaining true to the product. At the time, little was said but much was done. Today, the opposite is true, often to the detriment of the product. H. Moser & Cie. is paying tribute to the legends of beautiful mechanical watchmaking by presenting the Swiss Icons Watch, a symbol of icons past and present and a safeguard against current excesses.

Since the times of the farmer-watchmakers, artisans have ceaselessly invented, refined and miniaturised, continually improving their precision, reliability and performances. Today, there is an immense chasm between the humility and serenity of the watchmakers who create these watches and the marketing that focuses on glitz and glamour above their products. H. Moser & Cie. is taking a stand against this opportunistic watchmaking: "Many brands, even historical ones, create and produce nothing but substitute substance with artificial hype to stay relevant. Reinforcing their efforts with prestigious events and paying ambassadors who have no links to watchmaking; these tactics are just artifice that serve as smoke and mirrors. It's all about who has the longest history, the most famous celebrity ambassador, or influencer with the most followers. Their efforts are in vain, the essential lies elsewhere: with the product." emphasises Edouard Meylan, CEO of H. Moser & Cie. "We should show our creativity and we should refocus on the product. We need to come back down to earth, roll up our sleeves and create unique ideas. This is the only way that we can make Swiss Made great again."

At the *Salon International de la Haute Horlogerie* 2018 (SIHH), Edouard Meylan is launching the Swiss Icons Watch in support of his point. This unique piece revisits iconic watches from yesterday and today, fusing their various characteristic signatures into one balanced watch. It pays homage to those timepieces that have given Swiss watchmaking its reputation, but also renounces, with irreverent humour, the lack of substance that has characterised certain watchmakers for far too long. The Swiss Icons Watch also houses certain elements that have become H. Moser signatures, including a Funky Blue dial, a double hairspring made from PE5000, a paramagnetic alloy developed by Precision Engineering AG, as well as an interchangeable one-minute flying tourbillon.

The Swiss Icons Watch is a unique piece. It will be presented at the SIHH from January 15th to 19th, 2018. Taking its place in the series of special watches that was inaugurated in 2016 with the Swiss Alp Watch and the Swiss Mad Watch in 2017, the Swiss Icons Watch will be auctioned off after the Salon. The proceeds from the sale will be donated to the *Fondation pour la Culture Horlogère Suisse* (Foundation for Swiss Watchmaking Culture) and will be used to support apprenticeships in the watchmaking professions and to safeguard expertise in the related watchmaking arts and crafts.

The unmistakable H. Moser style of irreverent Haute Horlogerie.

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TECHNICAL SPECIFICATIONS – SWISS ICONS WATCH

Reference 3804-1200, steel model, Funky Blue fumé dial, steel bracelet, unique piece

Case

Steel

Diameter: 43.0 mm/height: 12.6 mm

Sapphire crystal

See-through sapphire crystal case back

Crown adorned with a cabochon sapphire

Dial

Created from two overlaid plates

Funky Blue fumé dial with striped decoration, cut-out numerals with Super-LumiNova®

Blued traditional-shaped hour and minute hands

Movement

Self-winding HMC 804 Manufacture calibre

Diameter: 32.0 mm or 14 ¹/₄ lignes

Height: 5.5 mm

Frequency: 21,600 vibrations/hour

Automatic bi-directional pawl winding system

Oscillating weight in 18-carat red gold with engraved H. Moser & Cie. logo

Power reserve: minimum 3 days

Original paramagnetic double hairspring

Modular one-minute flying tourbillon at 6 o'clock with skeletonised bridges

Functions

Hours and minutes

Bracelet

Steel

Steel folding clasp, engraved with the Moser logo



H. Moser & Cie.
VERY RARE

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REFERENCE & PHOTOS

Swiss Icons Watch, reference 3804-1200, steel model, Funky Blue fumé dial, steel bracelet



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H. Moser & Cie. was created by Heinrich Moser in 1828. Based in Neuhausen am Rheinfall, it currently employs 50 people, has eight of its own calibres and produces 1,200 watches per annum. H. Moser & Cie. manufactures parts such as regulating organs and balance-springs, which are used for its own production as well as to supply its partner companies. H. Moser & Cie. is honoured to have a Moser family member with the company as Honorary Chairman and President of the Heinrich and Henri Moser Foundation. The aim of the Moser Foundation, created by one of Heinrich Moser's descendants, is to keep the family history alive and seek out antique pieces for the Moser Museum, located in Charlottenfels Manor, Heinrich Moser's family home. With its substantial watchmaking expertise and highly acclaimed experience in the sector, MELB Holding holds shares in H. Moser & Cie. and Hautlence. MELB Holding is an independent family group, based in the heart of the legendary Vallée de Joux.