



*H. Moser & Cie.*  
VERY RARE

PRESS RELEASE

## **TRADITIONAL TECHNIQUES IN A MINIMALIST STYLE: H. MOSER & CIE. PRESENTS THE ENDEAVOUR CONCEPT GUILLOCHÉ COLLECTION**

Neuhausen am Rheinfall, January 16<sup>th</sup>, 2017

**Renowned for the beauty of the dials it creates, H. Moser & Cie. has reinterpreted the famed sunburst pattern featured on its fumé dials and is unveiling a new model that honours tradition and craftsmanship: the Endeavour Concept Guilloché Limited Edition, with a dial engraved by a skilled guilloché craftsman. Combining expertise and a modern touch, H. Moser & Cie. has created a contemporary model with an understated, minimalist design that remains true to the Concept Series philosophy: no logos, no indices.**

The Endeavour Concept Guilloché Limited Edition from H. Moser & Cie. draws inspiration from a late-19<sup>th</sup> century pocket watch that was created by Heinrich Moser, the founder of the company. Reproducing the subtle guilloché work on this historic watch was a task that could only be undertaken by a master guilloché craftsman. The absence of both logo and indices emphasises the beauty and exquisite design of the dial on this watch, which forms part of the Concept Series. In contrast to the increasingly elaborate watchmaking available today, H. Moser & Cie. has chosen to forgo the typical marketing and let the watch and its creators speak for themselves, once again proving that true luxury is unmistakable and needs no artifice.

The Endeavour case in rose or white gold — available with or without a diamond-set bezel — amplifies the effect of the guilloché design, bringing the vibrant sky-blue colour to life. The strap in alligator leather for the rose gold model and in satin for the white gold model uses the same colour palette, creating a contemporary, monochrome effect. The rose gold model is limited to 10 pieces, while the white gold model with a diamond-set bezel is not limited, adding a sensual, seductive note to the H. Moser & Cie. collection.

As with all new models produced from January 1<sup>st</sup>, 2017, this watch will not feature the Swiss Made label on the dial as the Schaffhausen-based Manufacture, whose creations are over 95% Swiss, does not consider the label sufficiently rigorous.



*H. Moser & Cie.*  
VERY RARE

## PRESS RELEASE

### **TECHNICAL SPECIFICATIONS – ENDEAVOUR CONCEPT GUILLOCHÉ LIMITED EDITION**

Reference 1321-0117, rose gold model, sky-blue engraved dial, blue alligator leather strap, limited edition of 10 pieces.

Reference 1321-0218, white gold model, sky-blue engraved dial, blue satin strap, diamond-set bezel.

#### Case

18-carat rose or white gold, three-part, available in white gold with a diamond-set bezel

Diameter: 38.8 mm, height: 9.8 mm

Sapphire crystal

See-through sapphire crystal case-back

Crown adorned with an "M"

Engraved on the movement side of the case with "1 of 10"

#### Dial

Sky-blue engraved dial

Leaf-shaped hands

#### Movement

In-house, hand-wound, mechanical HMC 321 calibre

Diameter: 32.0 mm or 14 ¼ lignes, height: 4.8 mm

Frequency: 18,000 Vib/h

28 jewels

Power reserve: minimum 3 days

Moser teeth for all wheels and pinions

Original Straumann Hairspring® with stabilised Breguet overcoil

Interchangeable Moser escapement

#### Functions

Hours and minutes

Power reserve indicator on movement side

#### Strap

Hand-stitched blue alligator leather or blue satin strap

18-carat solid rose or white gold pin buckle engraved with the Moser logo



*H. Moser & Cie.*  
VERY RARE

PRESS RELEASE

REFERENCE & PHOTOS – ENDEAVOUR CONCEPT GUILLOCHÉ LIMITED EDITION

Reference 1321-0117, rose gold model, sky-blue engraved dial, blue alligator leather strap, limited edition of 10 pieces.



Reference 1321-0218, white gold model, sky-blue engraved dial, blue satin strap, diamond-set bezel.



Heritage pocket watch from the H. Moser & Cie. collection, late 19<sup>th</sup> century





*H. Moser & Cie.*  
VERY RARE

## PRESS RELEASE

### CONTACT

Nathalie Cobos, T +41 76 319 03 09, [press@h-moser.com](mailto:press@h-moser.com)

### H. MOSER & CIE.

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.