



H. Moser & Cie.
VERY RARE

PRESS RELEASE

H. MOSER & CIE. CREATES TWO MODELS EXCLUSIVELY FOR BUCHERER

Neuhausen am Rheinfall, November 28th, 2018

One of H. Moser & Cie.'s long-standing partners, Bucherer shares many values with the Schaffhausen-based Manufacture: both these independent Swiss companies are family-run, and deeply committed to the Swiss Made label and what it represents; both are based in German-speaking Switzerland and were founded in the 19th century (H. Moser & Cie. in 1828 and Bucherer in 1888). To celebrate their shared values and the connections between them, H. Moser & Cie. is now paying tribute to Bucherer by creating the Heritage Bucherer Blue Editions model and the Endeavour Diamonds Bucherer Blue Editions, which are beautiful additions to the Blue Editions collection launched by celebrated retailer in 2016. Available exclusively from Bucherer boutiques, these two timepieces are the fruit of a collaboration based on expertise, professionalism and mutual respect.

Bucherer's Blue Editions collection is characterised by its blue colourway. Like H. Moser & Cie. Bucherer likes to do things its own way, taking a slightly offbeat approach; this is the first time since this exclusive collection was created that the blue colour has been highlighted, not only on the dial or the strap, but also more subtly on the components of the automatic movement, the HMC 200, and the lining of the strap. The balance and its bridge, and the oscillating weight have been specially created in blue, in an elegant and sophisticated reference to Bucherer's iconic colour. Thanks to its sister company Precision Engineering AG, H. Moser & Cie. is a genuine Manufacture with the in-house expertise necessary to design, develop, produce and assemble the highly specialised technical components, such as the balance wheels and hairsprings. This expertise was instrumental in developing the blue surface treatment, adding real depth to the escapement.

"We wanted to create models for Bucherer which were resolutely modern, with a design inspired by Moser timepieces from the early 20th century, in celebration of almost two hundred years of watchmaking", said Edouard Meylan, CEO of H. Moser & Cie. For his part, Patrick Graf, Chief Commercial Officer of Bucherer, is delighted: "We are thrilled to add these two exclusive creations by H. Moser & Cie. to our Blue Editions collection. We are convinced that our customers will be enchanted by these two timepieces, which represent individualism and showcase the finest watchmaking expertise. It is this very rare quality that we want to offer our customers and which makes our Blue Editions unique."

The Heritage Bucherer Blue Editions model is rounded with refined accents, reminiscent of Moser timepieces from the 1900s exhibited at the museum dedicated to Heinrich Moser, founder of H. Moser & Cie., a visionary entrepreneur, industrial pioneer and great traveller. Its steel case features tapered lugs and a notched crown. The classicism of this piece is reinforced by the traditional minute track and the shape of the hands, which are coated with SuperLumiNova® to stand out beautifully against the fumé dial, H. Moser & Cie.'s signature colour.

The brand-new 38 mm case on the Endeavour Diamonds Bucherer Blue Editions –also made from steel – is perfectly proportioned. The bezel is set with diamonds, which are an exquisite detail on the fumé dial of this timeless piece.

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TECHNICAL SPECIFICATIONS

Heritage Bucherer Blue Editions, reference 8200-1200, steel model, fumé dial, caramel-coloured kudu leather strap lined with blue leather

Case

Steel

Diameter: 42.0 mm, Height: 11.1 mm

Sapphire crystal

See-through sapphire crystal case-back

Crown adorned with an "M"

Dial

Fumé with sunburst pattern

Numerals and hands coated with SuperLumiNova®

Movement

HMC 200 automatic calibre

Diameter: 32.0 mm or 14 ^{1/4} lignes

Height: 5.5 mm

Frequency: 21,600 Vib/h

27 jewels

Automatic bi-directional pawl winding system

Oscillating weight engraved with the H. Moser hallmark, and made in a unique blue colour

Power reserve: minimum 3 days

Moser balance and balance bridge made in a unique blue colour, Original Straumann Hairspring®

Finish with Moser stripes

Functions

Hours and minutes

Central seconds

Strap

Hand-stitched caramel-coloured kudu leather with blue leather lining

Steel pin buckle, engraved with the Moser logo

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Endeavour Diamonds Bucherer Blue Editions, reference 1200-1204, steel model, diamond-set bezel, fumé dial, grey alligator leather strap with blue leather lining

Case

Steel, bezel set with 60 brilliant-cut diamonds (1.13 carats)

Diameter: 38.0 mm, Height: 10.3 mm

Sapphire crystal

See-through sapphire crystal case-back

Crown adorned with an "M"

Dial

Fumé with sunburst pattern

Leaf-shaped hands and applique indices

Movement

HMC 200 automatic calibre

Diameter: 32.0 mm or 14 ^{1/4} lignes

Height: 5.5 mm

Frequency: 21,600 Vib/h

27 jewels

Automatic bi-directional pawl winding system

Oscillating weight engraved with the H. Moser hallmark, and made in a unique blue colour

Power reserve: minimum 3 days

Moser balance and balance bridge made in a unique blue colour, Original Straumann Hairspring®

Finish with Moser stripes

Functions

Hours and minutes

Central seconds

Strap

Hand-stitched grey alligator leather with blue leather lining

Steel pin buckle, engraved with the Moser logo



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REFERENCES & PHOTOS

Heritage Bucherer Blue Editions, reference 8200-1200, steel model, fumé dial, caramel-coloured kudu leather strap lined with blue leather



Endeavour Diamonds Bucherer Blue Editions, reference 1200-1204, steel model, diamond-set bezel, fumé dial, grey alligator leather strap with blue leather lining





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H. Moser & Cie. was created by Heinrich Moser in 1828. Based in Neuhausen am Rheinfall, it currently employs around 60 people, has developed 12 in-house calibres to date and produces more than 1,500 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.