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PRESS RELEASE

SWISS ALP WATCH Zzzz, A MECHANICAL WATCH IN STANDBY MODE

Neuhausen am Rheinfall, May 23rd, 2017

A watch with a rectangular case, with rounded corners, featuring a glossy black dial. At first glance, it could be mistaken for a smartwatch on standby. But look a little closer, and it reveals itself to be a living watch, with a heart and soul: the Swiss Alp Watch Zzzz from H. Moser & Cie. 100% mechanical. 100% Swiss. In this watch, the now iconic model features neither indices nor logo on its dial, proving that true luxury is unmistakable, and immediately identifiable, even without obvious marketing.

Looking like a smartwatch which is powered off or on standby, the Swiss Alp Watch Zzzz from H. Moser & Cie. cultivates this ambiguity in irreverent fashion. Behind its contemporary design lies a 100% mechanical watch. The black dial — stripped not just of any signature, but also of its indices — is strictly minimalist. On this model, there is no interface: the Swiss Alp Watch Zzzz is designed to display the time, something it does beautifully. Seemingly simple, it is anything but.

At the heart of the Swiss Alp Watch Zzzz, the HMC 324 form movement beats with the rhythm of the balance wheel's rotations. In response to the cold electronics of connected watches, H. Moser & Cie. presents the soul of mechanical watchmaking. With a minimum power reserve of 4 days, fully rechargeable by hand, it couldn't be further from the world of the smartwatch.

Alongside the model with a black dial, H. Moser & Cie. is releasing a variation at the opposite end of the scale, featuring the striking and radiant Funky Blue dial; an example of watchmaking yin and yang.

The Swiss Alp Watch Zzzz is available in a limited edition of 20 pieces of each of the two references.



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TECHNICAL SPECIFICATIONS – SWISS ALP WATCH Zzzz

Reference 5324-0207, white gold model, black dial, black alligator leather strap, limited edition of 20 pieces

Reference 5324-0208, white gold model, Funky Blue dial (sky-blue fumé), beige kudu leather strap, limited edition of 20 pieces

Case

Solid 18 carat white gold

Dimensions: 38.2 x 44.0 mm / height: 10.3 mm

Sapphire crystal

See-through sapphire crystal case-back

Crown adorned with an "M"

Engraved with "1 of 20"

Dials

Black or Funky Blue with sunburst pattern

Leaf-shaped hour and minute hands

Movement

Hand-wound HMC 324 Manufacture calibre

Dimensions: 32.0 mm x 36.0 mm, height: 4.8 mm

Frequency: 18,000 Vib/h

27 jewels

Power reserve: minimum 4 days

Moser teeth for all wheels and pinions

Interchangeable Moser escapement

Original Straumann Hairspring® with stabilised Breguet overcoil

Gold escapement wheel and pallet fork

Movement and components hand-finished and decorated

Functions

Hours and minutes

Power reserve indicator on movement side

Straps

Hand-stitched black alligator or beige kudu leather

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



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REFERENCES & PHOTOS

Swiss Alp Watch Zzzz, reference 5324-0207, 18-carat white gold model, black dial, black alligator leather strap, limited edition of 20 pieces

Swiss Alp Watch Zzzz, reference 5324-0208, 18-carat white gold model, Funky Blue dial, beige kudu leather strap, limited edition of 20 pieces





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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.