



H. Moser & Cie.
VERY RARE

PRESS RELEASE

SWISS ALP WATCH ON THE ROCKS

Neuhausen am Rheinfall, March 21st, 2017

The Swiss Alp Watch on the Rocks is a bold statement, evoking images of ice cubes cracking between the teeth. In the manner of a high-calibre jeweller, H. Moser & Cie. has taken a creative approach for this timeless piece, the most exquisite Swiss Alp Watch to date. The dial is set with 232 baguette-cut sapphires, like a screen where every pixel is a sapphire and the sophisticated, ergonomic rectangular case with elegant, rounded corners is set with baguette-cut diamonds. This resolutely disconnected watch, featuring a monochrome interface in a thousand shades of blue, is a promise of time regained: time for yourself, for friends and family, with no filter and no time-consuming tools on your wrist. All with a power reserve of a minimum of 4 days, and fully rechargeable by hand.

The Swiss Alp Watch on the Rocks has a powerful aesthetic, and a timeless appeal. When working on this example of exceptional artistry, H. Moser & Cie. focused on the aesthetic of the square. In fact, the Swiss Alp Watch on the Rocks is completely paved in squares. The choice of a baguette cut for the sapphires and diamonds in this watch lends it an Art Deco air, emphasising the rectangular shape of the case, for an understated design which remains dynamic and modern. The Swiss Alp Watch on the Rocks is proud of its strong character. On the dial, the sapphires are set using an invisible technique, with the different shades blending to create a similar effect to the iconic H. Moser fumé dials. In a feat of technical ingenuity, the rounded sides of the case and crown are set with diamonds in beautiful invisible settings.

At the heart of the Swiss Alp Watch on the Rocks, the HMC 324 form movement beats with the rhythm of the balance wheel's rotations. One thing is certain: the Swiss Alp Watch on the Rocks will provoke intense emotions. It is sure to make an impact, and it will leave no-one unmoved.



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TECHNICAL SPECIFICATIONS – SWISS ALP WATCH ON THE ROCKS

Reference 5324-0202, 18-carat white gold model set with diamonds, dial set with sapphires, black alligator leather strap

Case

18-carat white gold set with 420 baguette diamonds (18.12 carats)

Dimensions: 47.3 x 41.5 mm, height: 11.2 mm

Sapphire crystal

See-through sapphire crystal case-back

Crown set with baguette diamonds and adorned with a rose cut diamond

Dial

Set with 232 baguette sapphires in various shades (17.89 carats)

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 leather

Folding clasp in solid 18-carat white gold, set with diamonds



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REFERENCE & PHOTOS

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CONTACT

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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.