



H. Moser & Cie.
VERY RARE

PRESS RELEASE

H. MOSER & CIE.: EXPERIENCE THE BLUE LAGOON

Neuhausen am Rheinfall, January 15th, 2018

Following on from its Cosmic Green dial, H. Moser & Cie. is introducing Blue Lagoon, the classic turquoise of an island paradise. The Venturer Concept Blue Lagoon is the perfect showcase for this new dial, named in honour of its vibrant colour. It marks the first time that H. Moser & Cie. has offered a Concept version of its 39-mm diameter Venturer case. With neither logo nor indices, the effect is understated. The dial takes pride of place, making a statement of minimalist luxury which is immediately recognisable and unmistakable.

For several years now, H. Moser & Cie. has been reinvigorated and rejuvenated, revisiting collections and giving life to resolutely modern products that appeal to the refined tastes of our clients. H. Moser & Cie. offers understatement with an unusual touch and a hint of provocation. The Schaffhausen-based Manufacture is becoming a watchword for elegant and contemporary watchmaking, creating classic watches that are never dull, elegant with a hint of sexiness, refined with just a hint of irreverence. H. Moser & Cie. creates watches that follow the rules of Haute Horlogerie; traditional without being too proper, with an unmissable aesthetic that looks nothing like a watch your grandfather would wear.

H. Moser & Cie. is also famed for its fumé dials with their refined graded pattern. After Funky Blue and Cosmic Green, the company also launched a red fumé and an innovative Purple Haze fumé. Today, the Blue Lagoon dial joins the Concept series of watches that feature neither indices nor logo.

"Fumé dials are an integral part of our history", explains Edouard Meylan, CEO of H. Moser & Cie. "To connoisseurs, they are instantly recognisable. Over 80% of our models feature a fumé dial; the others have either an argenté dial or, for models in the Heritage collection, an enamelled dial. For the last few months, we have been exploring ways of developing new colours, always with the same desire to offer watches that are traditional yet in keeping with the times".

The Venturer Concept Blue Lagoon is another successful example of this, a true on-trend classic. It is available in white gold or red gold, paired with a beige kudu or brown woven leather strap. Each Venturer Concept Blue Lagoon reference is available in a limited edition of just 20 pieces.

The unmistakable H. Moser style of irreverent Haute Horlogerie.



H. Moser & Cie.
VERY RARE

PRESS RELEASE

TECHNICAL SPECIFICATIONS – VENTURER CONCEPT BLUE LAGOON

Reference 2327-0214, white gold model, Blue Lagoon fumé dial, beige kudu leather strap, limited edition of 20 pieces

Reference 2327-0406, red gold model, Blue Lagoon fumé dial, brown woven leather strap, limited edition of 20 pieces

Cases

18-carat red or white gold, three-part

Diameter: 39.0 mm/height: 11.9 mm

Curved sapphire crystal

See-through sapphire crystal case-back

Crown adorned with an "M"

Engraved on the movement side of the case "1 of 20"

Dial

Blue Lagoon fumé with sunburst pattern

Leaf-shaped hands

Movement

Hand-wound HMC 327 Manufacture calibre

Dimensions: 32.0 mm or 14 ¼ lignes, height: 4.5 mm

Frequency: 18,000 vib/h

29 jewels

Power reserve: minimum 3 days

Moser teeth for all wheels and pinions

Original Straumann Hairspring® with stabilised Breguet overcoil

Functions

Hours and minutes

Power reserve indicator on movement side

Strap

Beige kudu leather or brown woven leather

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



H. Moser & Cie.
VERY RARE

PRESS RELEASE

REFERENCES & PHOTOS

Reference 2327-0214, Venturer Concept Blue Lagoon, white gold model, Blue Lagoon fumé dial, beige kudu leather strap, limited edition of 20 pieces

Reference 2327-0406, Venturer Concept Blue Lagoon, red gold model, Blue Lagoon fumé dial, brown woven leather strap, limited edition of 20 pieces



CONTACT

Nathalie Cobos, T +41 76 319 03 09, 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 55 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.