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## PRESS RELEASE

### **A MINIMALIST SWISS ALP WATCH IN COSMIC GREEN**

Neuhausen am Rheinfall, January 15<sup>th</sup>, 2018

**A watch to tell the time, nothing more: The Swiss Alp Watch Concept Cosmic Green offers no extra applications; there is no means of checking twitter. Instead, it claims its position as a status symbol for 100% Swiss mechanical watches in contrast to smartwatches. H. Moser & Cie. has been designing, developing and producing its Haute Horlogerie timepieces since 1828 and will continue on this path. The Swiss Alp Watch Concept Cosmic Green is available in a limited edition of 20 pieces.**

Joining the H. Moser Concept Series of watches, the Swiss Alp Watch Cosmic Green has a double message. It represents the values of traditional mechanical watchmaking, bringing an irreverent attitude and the slight touch of provocation that has become a signature of the Schaffhausen-based Manufacture. With a nod to the modern design of connected watches, the Swiss Alp Watch Concept Cosmic Green also features a 100% Swiss mechanical movement that guarantees a minimum 4-day power reserve, allowing the wearer to enjoy life, take time for themselves and their family, without an interface and without embellishment. At the same time, the Swiss Alp Watch Concept Cosmic Green embodies the distinctive H. Moser style that proves that luxury is unmistakable even without a logo. With neither indices nor obvious branding, the dial of the Swiss Alp Watch Concept reveals the beauty, radiance and power of the H. Moser Cosmic Green.

With a hand-wound HMC 324 calibre movement, the Swiss Alp Watch Concept Cosmic Green is ready for future generations, no updates necessary. With the simplified, minimalist and refined design, it takes its place as an instrument for measuring time rather than consuming it.

The unmistakable H. Moser style of irreverent Haute Horlogerie.



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### **TECHNICAL FEATURES – SWISS ALP WATCH CONCEPT COSMIC GREEN**

Reference 5324-0210, white gold model, cosmic green fumé dial, 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  
Screw-in crown adorned with an “M”

#### Dial

Cosmic green fumé 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

#### Strap

Stitched and buffed beige kudu leather strap  
18-carat solid white gold pin buckle engraved with the Moser logo



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### REFERENCE & PHOTOS

Swiss Alp Watch Concept Cosmic Green, reference 5324-0210, 18-carat white gold model, cosmic green fumé 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 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.