



*H. Moser & Cie.*  
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PRESS RELEASE

## **SIMPLE, EFFECTIVE, UNDERSTATED, AUTHENTIC: THE ENDEAVOUR PERPETUAL CALENDAR PURITY FROM H. MOSER & CIE.**

Neuhausen am Rheinfall, February 28<sup>th</sup>, 2017

**Complexity made simple: this is the philosophy of the H. Moser & Cie. Endeavour Perpetual Calendar – undoubtedly the purest, most ingenious and most practical perpetual calendar available. The Endeavour Perpetual Calendar Purity sees the Schaffhausen-based Manufacture pursue its carefully thought-out approach which foregoes branding, focusing on the refined understatement of this model. Available in a limited edition of 50 pieces, with a new 42 millimetre case enhanced by a dynamic, sculpted design, the Endeavour Perpetual Calendar Purity is the ultimate expression of minimalism and purity, with no logo on the dial and the simplicity of double indices. This watch radiates a timeless beauty, proving that true luxury needs no unnecessary adornment.**

An iconic piece, the Endeavour Perpetual Calendar from H. Moser & Cie. is renowned for its complex movement, but also for its absolute simplicity. Without multiple sub-dials or an illegible date disc: the indices show not only the hours, but also the months, using a small central hand. A very large date window at 3 o'clock with a new date design and a power reserve indicator at 9 o'clock complete the piece, making it the most legible and easy-to-set watch available, as it can be adjusted forwards or backwards at any time of day. The HMC 800 calibre is housed in a new Endeavour case, whose lines have been adapted to increase the diameter beyond the 40.8 mm model. Measuring 42 mm, this case has a more dynamic look while still resting elegantly on the wrist thanks to its curved case-back.

The Endeavour Perpetual Calendar Purity pushes H. Moser's minimalist philosophy even further: the dial has indices only at 12 and 6 o'clock and there is no visible logo or brand name. With its magnificent and mysterious midnight-blue fumé dial, this model remains immediately recognisable, proving that true luxury is unmistakable, even without ostentatious branding.

Finally, as with all new models produced from January 1<sup>st</sup>, 2017, this watch will not feature the Swiss Made label on the dial as the Schaffhausen-based Manufacture, whose creations are over 95% Swiss, does not consider the label sufficiently rigorous.



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### **TECHNICAL SPECIFICATIONS – ENDEAVOUR PERPETUAL CALENDAR PURITY**

Reference 1800-0200, white gold model, midnight-blue fumé dial, black alligator leather strap with red leather lining, limited edition of 50 pieces

#### Case

18-carat white gold, three-part  
Diameter: 42.0 mm, height: 11.9 mm  
Curved sapphire crystal  
See-through curved sapphire crystal case-back  
Crown adorned with an "M"  
Engraved on the movement side of the case with "1 of 50"

#### Dial

Midnight-blue fumé with sunburst pattern  
Leaf-shaped hands and applique indices  
Month indicated with a small arrow-shaped centre hand  
Big date display

#### Movement

Hand-wound HMC 800 Manufacture calibre  
Diameter: 34.0 mm or 15 lignes, height: 6.3 mm  
Frequency: 18,000 Vib/h  
32 jewels  
Power reserve: minimum 7 days  
Hacking seconds  
Double barrel  
Interchangeable Moser escapement  
Original Straumann Hairspring® with stabilised Breguet overcoil  
Pallet fork and escapement wheel made from gold  
Movement and components hand-finished and decorated

#### Functions

Perpetual calendar with very large date window and month display via the small central hand  
Hours and minutes  
Offset seconds dial with hacking seconds function at 6 o'clock  
Power reserve indicator on dial at 9 o'clock  
Leap year cycle indicator on movement side and adjustment push-button  
Double Pull Crown mechanism

#### Strap

Hand-stitched black alligator leather strap, red leather lining  
18-carat solid white gold folding clasp engraved with the Moser logo



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### REFERENCE & PHOTOS

Reference 1800-0200, Endeavour Perpetual Calendar Purity, white gold model, midnight-blue fumé dial, black alligator leather strap with red leather lining, limited edition of 50 pieces.

Photos: [H. Moser Press Website](#)



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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.