

Press release

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Excellence Triptych: Petite Seconde, Régulateur & Chronographe Monopoussoir

LOUIS ERARD: ETERNALLY CONTEMPORARY

Le Noirmont, 30 September 2020

**Excellence Triptych. Timeless design. Forever stylish high-end essence. Unprecedented technical options for this price segment – small seconds, regulator and monopusher chronograph.
A three-act prelude to the new classic collection.**

We never completely reinvent the classic timepiece, but we can give it new meaning. This is perfectly reflected in the Excellence Triptych, the new backbone of the traditional line. Louis Erard could have followed the path of many of its competitors: open up its archives, patiently curated since 1929, pull out an iconic model and update it. But under Manuel Emch's leadership, Louis Erard preferred the path of creation, surrounding itself with the best partners: designer Nicolas Barth Nussbaumer and movement manufacturer Sellita, not to mention all the other suppliers.

The soul of this new family of watches lies in the Jura Mountains, in the small village of Le Noirmont where the brand is based, surrounded by grassy pastures and fir trees. These incredibly distinctive trees inspired the design of the hands and are featured as functional decoration on the crown, in subtle reference to Art Sapin – a variation of Art Nouveau from the Jura.

Each of the three models forming this triptych has its own technical and aesthetic defining features. But they are all built in the same spirit, with common aspects between them, such as a family portrait spanning several generations.

The cases sport the roundness of old pocket watches, although tightened by sapphire crystal, which projects slightly beyond the case, giving the overall piece a highly modern style. The matt silver dials are reminiscent of the elegant simplicity of the 1950s, but revitalised with shifting levels and contrasting finishes: satin-finished, brushed, snailed and diamond-cut. And each detail has been finely crafted, from the typography and metal index to the hand bushings, in order to produce an original, groundbreaking and decidedly contemporary result. All with the natural, sensual touch of the chocolate calf nubuck leather strap.

The Excellence Petite Seconde is the entry-level model (CHF 1,500), identifiable by its counter at 6:00. The Excellence Régulateur (CHF 2,500) sports two distinctive vertical counters – hours at the top, seconds at the bottom – and a large central minute hand. The Excellence Chronographe Monopoussoir (CHF 3,500) completes the trio with its 30-minute counter at 12:00.

Excellence Petite Seconde ref. 34237AA01

Recommended retail price: CHF 1,500.-

Movement	Automatic, Sellita SW261-1 calibre, 3 hands with small seconds at 6:00, 11½", Ø25.60 mm, height: 5.60 mm, 31 jewels, 28,800 VpH (4 Hz), élaboré grade movement, meticulously decorated, special openwork oscillating weight with Louis Erard symbol, around 38 hours of power reserve
Functions	HMS Central hour and minute hands, second hand at 6:00
Case	Polished stainless steel, Ø42 mm, thickness: 12.25 mm, 3 pieces, domed sapphire crystal with anti-reflective treatment on both sides, movement visible through the transparent back, water-resistant up to a pressure of 5 bar (50 m / 165 ft), signature fir tree crown
Dial	Opaline (matt silver) with circular satin-finished area, snailed counter at 6:00 with diamond-cut area, anthracite transfers, glossy silver indexes
Hands	Signature fir tree blue hands
Strap	Chocolate calf nubuck leather with tone-on-tone stitching, polished stainless steel pin buckle

Excellence Régulateur ref. 85237AA21

Recommended retail price: CHF 2,500.-

Movement	Automatic regulator, Sellita SW266-1 calibre, 11½", Ø25.60 mm, height: 5.60 mm, 31 jewels, 28,800 VpH (4 Hz), élaboré grade movement, meticulously decorated, special openwork oscillating weight with Louis Erard symbol, around 38 hours of power reserve
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Functions	HMS Hour hand on counter at 12:00, central minute hand, second hand on counter at 6:00
Case	Polished stainless steel, Ø42 mm, thickness: 12.25 mm, 3 pieces, domed sapphire crystal with anti-reflective treatment on both sides, movement visible through the transparent back, water-resistant up to a pressure of 5 bar (50 m / 165 ft), signature fir tree crown
Dial	Opaline (matt silver), snailed dual counter with diamond-cut area, anthracite transfers, glossy silver indexes
Hands	Signature fir tree blue hands
Strap	Chocolate calf nubuck leather with tone-on-tone stitching, polished stainless steel pin buckle

Excellence Chronographe Monopoussoir ref. 74239AA01

Recommended retail price: CHF 3,500.-

Movement	Automatic monopusher chronograph, Sellita SW500MPCa calibre, 13¼", Ø30.00 mm, height: 7.90 mm, 25 jewels, 28,800 VpH (4 Hz), élaboré grade movement, meticulously decorated, special openwork oscillating weight with Louis Erard symbol, around 48 hours of power reserve
Functions	HMS + chronograph Time: central hour and minute hands Chronograph: central second hand, 30-minute counter at 12:00
Case	Polished stainless steel, Ø43 mm, thickness: 15.70 mm, 3 pieces, domed sapphire crystal with anti-reflective treatment on both sides, movement visible through the transparent back, water-resistant up to a pressure of 5 bar (50 m / 165 ft), signature fir tree push-button crown
Dial	Opaline (matt silver) with circular satin-finished area, snailed counter at 12:00 with diamond-cut area, anthracite transfers, glossy silver indexes
Hands	Signature fir tree blue hands
Strap	Chocolate calf nubuck leather with tone-on-tone stitching, polished stainless steel pin buckle

PHOTOS: https://bit.ly/LE_Excellence_Triptyque

LOUIS ERARD, THE STORY OF A BRAND FOR CONNOISSEURS

Based in the Jura mountains, the birthplace of watchmaking, Louis Erard embodies the values of Swiss mechanics, the tradition that keeps its promises. Combining luxury, timelessness and elegance, this independent brand is renowned for its mechanical watches and, in particular, its iconic regulators. A collection on which the brand, founded by Mr. Louis Erard in 1929, built its reputation.

Continuing the work of its founder and honouring watchmaking tradition, the Maison is reinterpreting the codes in a contemporary language. Louis Erard is now writing the next chapter of the brand's story. Inspired by high-end watchmaking, the brand is strengthening its collection of mechanical timepieces with complications.

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