

Press release – Excellence Petite Seconde Terracotta
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Excellence Petite Seconde Terracotta - This time, Louis Erard kept both feet firmly planted on the ground. In the land of the Jura, where the house has its roots and from which it has drawn its inspiration for this natural-coloured version of the Excellence Petite Seconde model. With a first: case available in 39 mm, in addition to the traditional 42 mm.

Natural colours. Matt textures. The new version of the Excellence Petite Seconde lives up to its name: Terracotta. A combination of the warmth of the south and the softness of a Franches-Montagnes trail, home of Louis Erard watches. A long-awaited evolution, the Excellence Petite Seconde Terracotta is available in two sizes, the traditional 42 mm case and its refined 39 mm counterpart. In a limited production of approximately 100 pieces per year by reference.

The model is in line with the natural materials used in the Excellence triptych, in particular the use of stone, aventurine, lapis lazuli and malachite dials. It is no longer a question of stone, but of earth, of terracotta. A choice reminiscent of certain classic creations of the 1950s, but in a very contemporary vintage rendering, which once again underlines Louis Erard's desire to mix genres and make fine watchmaking accessible, under the artistic direction of Manuel Emch.

Variations of semitones and shades. No shine, no burst of light breaks the muffled accords. The monochrome dial brings out the subtleties of the design, contrasting the circular satin finish on the fine grain of the centre and minute track sections. Highlighting of the snailed seconds counter at 6 o'clock.

There is no highlighting neither on the hands, nor on the indexes, which cast their delicate shadows on the dial like a forest in the softness of a white sun. The signature fir tree hands are treated in anthracite grey and polished. Matching transfers and indexes, also in anthracite grey.

The watch is completed with a dark brown Baranil calf leather strap. With polished stainless steel pin buckle and functional catch spring bars enabling the strap to be changed quickly.

Excellence Petite Seconde Terracotta, available in 42 mm and 39 mm. Retail price: CHF 1,950.

PHOTOS: https://bit.ly/LE_Terracotta

Excellence Petite Seconde Terracotta 42mm ref. 34237AA07

Recommended retail price: CHF 1,950

Movement	Automatic, Sellita SW261-1 calibre, 3 hands with small seconds at 6 o'clock, 11½", Ø25.60 mm, height: 5.60 mm, 31 jewels, 28.800 VpH (4Hz), élaboré grade movement, special openworked oscillating weight with Louis Erard symbol, approx. 38 hours of power reserve
Functions	HMS Central hour and minute hands, second hand at 6 o'clock
Case	Polished stainless steel, Ø42 mm, lug width: 22 mm, lug to lug: 49.60 mm, thickness: 12.25 mm, 3 pieces, domed sapphire crystal with anti-reflective treatment on both sides, movement visible through the transparent caseback, water-resistant up to a pressure of 5 bars (50 m/165 ft), signature fir tree crown
Dial	Matt terracotta with circular satin-finished zone, snailed counter at 6 o'clock with diamond-cut area, anthracite transfers, glossy anthracite indexes
Hands	Polished anthracite signature fir tree hands
Strap	Dark brown Baranil calf leather with beige stitching, polished stainless steel pin buckle, functional catch spring bars enabling the strap to be changed quickly Dimensions: 22/20 mm width, 80/115 mm length

Excellence Petite Seconde Terracotta 39mm ref. 34238AA07**Recommended retail price: CHF 1,950**

Case	Polished stainless steel, Ø39 mm, lug width: 20 mm, lug to lug: 46.48 mm, thickness: 12.25 mm, 3 pieces, domed sapphire crystal with anti-reflective treatment on both sides, movement visible through the transparent caseback, water-resistant up to a pressure of 5 bars (50 m/165 ft), signature fir tree crown
Strap	Dark brown Baranil calf leather with beige stitching, polished stainless steel pin buckle, functional catch spring bars enabling the strap to be changed quickly Dimensions: 20/18 mm width, 80/115 mm length

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.

Today, continuing the work of its founder and honouring the watchmaking tradition, the Maison is reinterpreting the codes in a contemporary language, revisiting its artistic crafts and opening up its field of expression through collaborations and exchanges of know-how. Louis Erard continues to set itself apart from mass-market brands. Inspired by high-end watchmaking, the brand draws on its values to enhance its mechanical timepieces.

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