

Press release – Excellence Petite Seconde Couleurs
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THE COLOURS OF TIME

Louis Erard extends the range of one of the flagship models of its Excellence collection, the Petite Seconde, with three colours inspired by the codes of contemporary high-end watchmaking: midnight blue, purple and ice blue. In a new 39 mm steel case.

This Petite Seconde (small second) is definitely only small in name. And it is far from second best. It could even be considered the opposite, because this Petite Seconde has become the flagship of fine watchmaking in the Louis Erard's style. Manuel Emch, Director of Louis Erard, decided to give it another distinguishing feature: colour. After the silver and terracotta versions, the watch is stepping into high-end pop colours.

This model, equipped, as its name suggests, with a small second, housed in its fitted dial located at six o'clock, therefore continues its path in the world of colours, with three new variations of dials and straps: midnight blue, purple and ice blue. A series accompanied by the new Excellence case, aesthetically reworked and refined — and still completed with its signature components, signature fir tree crown and hands.

Midnight blue marks the return of a great classic. A colour that has become the long-standing travelling companion of prestige watchmaking, which is obviously part of the long history of Louis Erard, and which now returns to the heart of the collection, on a dark blue grained calf leather strap with tone-on-tone attachment points, and its blue grained calf leather lining, now a classic of the House.

The colour purple is a subtle reminder that contemporary watchmaking, even if it remains centred on its values of durability, is also made up of trends and sometimes allows itself to go beyond its normal codes. Purple, enhanced by the contrast of polished hands and indexes, embodies this ability to reinvent oneself. This colour came from the top of the range; Louis Erard makes it accessible. The watch is finished with a purple grained calf leather strap with tone-on-tone attachment points and blue grained calf leather lining.

The third colour has also become a rallying point for high-end and even very high-end watches: ice blue. A flashy colour to which Louis Erard adds its touch of harmony, with a hint of colour on the dark blue and polished hands, an ice blue grained calf leather strap with dark blue attachment points and its lining in blue grained calf leather. Here again, Louis Erard takes up the challenge of proving that the codes of luxury should not remain perched on unaffordable segments.

So these three colours go beyond colour. They are indeed a message, the confirmation that fine watchmaking, however strict it may be in terms of quality of execution and reliability, knows no limits in its creativity. To which Louis Erard adds a third dimension: accessibility. Not just in terms of price, but also in terms of watchmaking content.

These three new models of the Louis Erard Excellence Petite Seconde are available in a 39-millimetre case, retail price 2,222 Swiss francs. In limited series of between 100 and 150 pieces per year.

PHOTOS: <https://bit.ly/LE-PS-Couleurs>

Excellence Petite Seconde Bleu Nuit ref. 34248AA05
Recommended retail price: CHF 2,222

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 black lacquered 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, Ø39 mm, lug width: 20 mm, lug to lug: 45.90 mm, thickness: 12.82 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 midnight blue with circular satin-finished zone, snailed counter at 6 o'clock with diamond-cut zone, white transfers, glossy silver indexes
Hands	Rhodium-plated signature fir tree hands
Strap	Midnight blue grained calf leather with tone-on-tone attachment points, blue grained calf leather lining, polished stainless steel pin buckle, functional catch spring bars enabling the strap to be changed quickly Dimensions: 20/18mm width, 80/115 mm length

Excellence Petite Seconde Violette ref. 34248AA06
Recommended retail price: CHF 2,222

Dial	Matt purple with circular satin-finished zone, snailed counter at 6 o'clock with diamond-cut zone, white transfers, glossy silver indexes
Strap	Purple grained calf leather with tone-on-tone attachment points, blue grained calf leather lining, polished stainless steel pin buckle, functional catch spring bars enabling the strap to be changed quickly Dimensions: 20/18mm width, 80/115 mm length

Excellence Petite Seconde Bleu Glacier ref. 34248AA08
Recommended retail price: CHF 2,222

Dial	Matt ice blue with circular satin-finished zone, snailed counter at 6 o'clock with diamond-cut zone, anthracite transfers, glossy blue indexes
Hands	Polished blue signature fir tree hands
Strap	Ice blue grained calf leather with dark blue attachment points, blue grained calf leather lining, polished stainless steel pin buckle, functional catch spring bars enabling the strap to be changed quickly Dimensions: 20/18mm 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 métiers d'art 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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