

Press Release – La Petite Seconde Metropolis Louis Erard x The Horophile
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EMPIRE STATE OF MIND

La Petite Seconde Metropolis Louis Erard x The Horophile - When Louis Erard meets an insider with a passion for fine independent watchmaking, they don't just talk, they create. The result is a new collection base for Louis Erard's 39 mm Petite Seconde: three variations (slate, salmon, tobacco) on a New York-inspired Art Deco style revisited in a resolutely contemporary spirit - neo deco! Limited edition, 178 pieces on all the variations.

"Thank you." For once, why not start at the beginning? Because the Louis Erard x The Horophile collaboration - like all Louis Erard's other collaborations - is a human adventure before being a watch. A meeting of minds at a human level. Two hands reaching out, greeting and thanking one another. And from these encounters, timepieces are born.

As always, this watch has more than just one function; it doesn't just politely tell the time, it carries a message: together we're stronger. This watch is the result of sharing, sharing cultures, views, desires and passions. Louis Erard, who has become a mentor for fine affordable watchmaking in Switzerland under the impetus of its director Manuel Emch. Amr Sindi, better known by his Instagram handle @TheHorophile, marketing consultant to watchmakers and independent producer of limited series. With an added fraternal touch: Manuel Emch and Amr Sindi share a deep friendship spanning over 15 years.

This watch - these watches, in fact, because there are three of them – is conceived as a collection within the collection. "A base on which other special series could be built," says Amr Sindi.

This Metropolis watch is based on the Louis Erard Petite Seconde, classic in its 39 mm steel case, with its "LE" signature crown - the only place where the brand logo appears. Everything else is new, built like a journey between two times, between two centuries, between the Roaring 20s and our own 20s. The result is the invention of a new style: neo-deco, a concatenation of Art deco and the contemporary spirit.

This watch is a tribute in spite of itself: Louis Erard was born into the Art deco fever at its height, in the darkest year of the decade, 1929. It is also a tribute to its home region: the Jura, the Franches-Montagnes, La Chaux-de-Fonds, the birthplace of the fir tree style, the Art deco of the forests, which here takes on a more metropolitan flavour.

The starting point for the design was typography. With one line of research: "Reinterpreting Art deco numerals". Extensive work was carried out, from the selection of the typeface to its final design. The numerals are architectural, open-worked like façade elements. A sophisticated and subtle interplay of lines that has its own visual effect: are the indexes applied or engraved? The small seconds is not indexed, but simply marked with a single dot.

"The design of the dial and hands came next," explains The Horophile. How should the numerals be displayed? Upright? Circular? They will be circular, as if placed on a disc. The disc motif in turn becomes central, worked graphically in two dimensions to emphasise the two time display areas: the large hour-minute dial and the seconds sub-dial. The disc is also worked in three dimensions at the centre of the watch, with a series of concentric gadrooned grooves to give materiality to the dial and catch the light.

The "Empire" baton hands feature a universal heritage motif: the Empire State Building, an Art deco skyscraper emblematic of modernity. Here again, maniacal attention has been paid to detail, to the proportions, floor by floor, from the foundations to the spire, and to the skeletonisation at the centre. The end result is a small, mobile skyline on a pure, logo-free disc.

Now, the colour. Or rather, colours. The design comes in three variations: slate, salmon and tobacco. Three moods, three warmths, three contrasts. 5N red gilded hands and numerals on the anthracite and brown dials, anthracite and black on the salmon dial. The harmony of tones continues on the strap, in grained calfskin: cool brown on the anthracite version, black on the salmon, chocolate on the brown.

This watch is produced in 178 pieces, 3 times 59 pieces plus a unique model for The Horophile.

PHOTOS: <https://bit.ly/LExTheHorophile>

La Petite Seconde Metropolis Louis Erard x The Horophile Slate ref. 34248AA44
Limited series of 178 pieces (59 Slate, 59 Salmon, 59 Tobacco and 1 The Horophile)
Price excl. tax: CHF 2,300.—

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: 45.90mm, 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, caseback engraved with "The Horophile 1 of 178"
Dial	Anthracite, circular satin-finish exterior and counter, gadrooned centre, 5N red gilded transfers
Hands	5N red gilded "Empire" shape (skeletonized stepped baton) hands
Strap	Dark brown grained calf leather with tone-on-tone stitching, black grained calf leather lining, polished stainless steel pin buckle, functional catch spring bars enabling the strap to be changed quickly Dimensions: 20/18 mm width, 80/115mm length
Collaboration	Watch developed in collaboration with The Horophile, limited series of 178 pieces

La Petite Seconde Metropolis Louis Erard x The Horophile Salmon ref. 34248AA64
Limited series of 178 pieces (59 Salmon, 59 Slate, 59 Tobacco and 1 The Horophile)
Price excl. tax: CHF 2,300.—

Dial	Salmon, circular satin-finish exterior and counter, gadrooned centre, black transfers
Hands	Anthracite "Empire" shape (skeletonized stepped baton) hands
Strap	Black grained calf leather with tone-on-tone stitching, black grained calf leather lining, polished stainless steel pin buckle, functional catch spring bars enabling the strap to be changed quickly Dimensions: 20/18 mm width, 80/115mm length

La Petite Seconde Metropolis Louis Erard x The Horophile Tobacco ref. 34248AA66
Limited series of 178 pieces (59 Tobacco, 59 Salmon, 59 Slate and 1 The Horophile)
Price excl. tax: CHF 2,300.—

Dial	Brown, circular satin-finish exterior and counter, gadrooned centre, 5N red gilded transfers
Hands	5N red gilded "Empire" shape (skeletonized stepped baton) hands
Strap	Brown grained calf leather with tone-on-tone stitching, black grained calf leather lining, polished stainless steel pin buckle, functional catch spring bars enabling the strap to be changed quickly Dimensions: 20/18 mm width, 80/115mm length

ABOUT THE HOROPHILE

Born of a lifelong passion for all things horological, The Horophile is Amr Sindi's alter ego; a journey down the rabbit hole of independent and creative watchmaking. Founded in 2013, The Horophile has a mission to turn the spotlight on lesser-known brands and creators while also bringing forth his own aesthetic sensibilities.

A candid voice within the watch-collecting community as well as a behind-the-scenes consultant to numerous watchmakers and independents, The Horophile has collaborated with many brands over the years to reinterpret their models and bring their work to a wider audience with sincerity and conviction.

ABOUT LOUIS ERARD

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, under the impetus of Manuel Emch, the company continues the work of its founder and honours the watchmaking tradition by 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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