



Press release – Excellence Petite Seconde Guilloché
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EXCELLENCE PETITE SECONDE GUILLOCHÉ

Louis Erard unveils two new bicolour versions of the complex guilloché pattern. Essence of luxury, yet accessible. And without compromise: all the codes of high watchmaking are present.

The Excellence Petite Seconde, the entry-level model in the Excellence collection redesigned in 2020, needs no introduction. Evolving with the times, it has seen only one modification: the addition of a second case size, 39mm alongside the original 42mm. Over the past four years, it has cemented its status as the quintessential contemporary classic – elegant, reliable, and timelessly distinctive. More than a tool watch, it's a companion watch. A must-have even, by turns discreet or iconoclastic, it has demonstrated its versatility through numerous variations, colors, materials (gemstones, grand feu enamel) as well as capsule creations - with Seconde/Seconde/ and The Horophile.

This year, it returns with two variations on a theme dear to Louis Erard: haute horlogerie finishing. Always with the same motive in mind: to make know-how accessible. Excellence Petite Seconde Guilloché 42mm in anthracite black and Excellence 39 Petite Seconde Guilloché in anthracite blue born of an ancient technique that flourished in the 18th century, championed by luminaries such as Abraham-Louis Breguet and Urban Jürgensen.

This technique, known as guillochage, represents the essence of mechanical decoration, blending dexterity and imagination. Louis Erard has already explored this field with a viscerally contemporary piece of craftsmanship - Excellence Guilloché Main, limited edition, 2021. This time, the aim is to explore the classic side of guilloché, embracing codes from haute horlogerie to create a sophisticated art form that intertwines motifs and colors.

The Excellence Petite Seconde Guilloché duo features a four-part dial. The center catches the eye with its radiant draped pattern, a light trap where the flatness of the dial deepens into evolving waves, growing from the center. A classic effect of flinqué guilloché - traditionally practised manually on a rose engine. This central panel is encircled, a classic transition that leads to the large hour circle, covered with a *panier* motif, finely staggered like scales. A new hoop closes the design, followed by a minute "rail track". The small seconds subdial at 6 o'clock displays the same guilloché patterns in darker tones.

The visual impact of guillochage is further accentuated by two-tone combinations – anthracite tones for the 42mm model, and a blend of anthracite and blue for the 39mm variant.

Remaining true to Louis Erard's ethos, every detail is meticulously crafted, from the signature fir tree hands to the monogrammed crown and Sellita caliber movement. And with its affordable price point, it stands in stark contrast to other manufacturers in this category, making it an accessible luxury timepiece.

Photos available [here](#).

LOUIS ERARD

Excellence Petite Seconde Guilloché 39mm anthracite blue ref. 34248AA21.BVA150 **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: 45.90 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	Blue guilloché style, anthracite ring and seconds counter, Pantone 2C white transfers
Hands	Rhodium-plated signature fir tree hands
Strap	Black grained calf leather with tone-on-tone stitching, black grained calf leather lining, polished stainless steel pin buckle, ergot bars for quick strap change. Dimensions: 20/18mm width, 80/115 mm length



Excellence Petite Seconde Guilloché 42mm anthracite black ref. 34237AA42.BVA170 **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, Ø42 mm, lug width: 22 mm, lug to lug: 49.90 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	Black guilloché style, anthracite ring and seconds counter, Pantone 2C white transfers
Hands	Rhodium-plated signature fir tree hands
Strap	Black grained calf leather with tone-on-tone stitching, black grained calf leather lining, polished stainless steel pin buckle, ergot bars for quick strap change. Dimensions: 22/20mm width, 80/115 mm length





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, 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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