

*Masterpiece
Collection*



MAURICE LACROIX

Switzerland

Tomorrow's Classics

Masterpiece Collection

by

Maurice Lacroix

By Gisbert L. Brunner, Gabriela von Malaisé


MAURICE LACROIX
Switzerland
Tomorrow's Classics

Maurice Lacroix S.A.

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Editorial



Dr. Peter Brunner
Chairman of the Board, Maurice Lacroix.

“Timeless’ is not only the title of this book, with which we would like to properly introduce you to our Masterpiece Collection. Rather, Timeless is our central concept, yet also our commitment – which we take seriously and which we face every day.”

All models of our Masterpiece Collection – whether those that have left their mark on this high-quality collection since the beginning, such as the Cinq Aiguilles, or new creations, such as the Double Rétrograde – must meet our ultimate requirement of being timeless. What we seek after is timelessness both in their design, which should continue to give pleasure to their owners over many years, but also – and primarily – in their quality, materials, and craftsmanship. It is our express goal to create genuine masterworks of timekeeping with lasting value, which will still be enjoyed by future generations. In a nutshell: “Tomorrow’s Classics” by Maurice Lacroix!

With this book, we would like to give you some insight into our work and show you the passion behind every single watch in the Masterpiece Collection, in fact, behind even the smallest detail. Whether equipped with strictly limited, historical movements or with the newest Swiss calibres and attractive yet functional complications – these mechanical masterpieces are our pride and joy. And our pride is justified because each Masterpiece is evidence of our watchmaking skills and diligence we apply to the development, creation, and production of these high-quality timepieces.

For more than a decade now, the name Masterpiece Collection has been synonymous with exclusive, mechanical watch treasures that should be part of every collection. During this time, we have steadily evolved – as have our watches. But we have not reached the end of our development yet. We will continue to provide excitement with watches that fully deserve to carry the name “Masterpiece by Maurice Lacroix”. This book therefore is not a final retrospective, but a current snapshot of a collection that inspires watch aficionados worldwide.

Dr. Peter Brunner

The Coming and Going of Time



A Question of Philosophy

Everything is subject to the change of time. Even time itself. Or the instruments displaying it. In 1975, for example – the year Maurice Lacroix was founded – much fondness existed for electronic watches. Yet the quartz watch was never able to completely oust its mechanical counterpart. Today, mechanically ticking watch movements are again highly popular as ultimate expressions of traditional craftsmanship with aficionados and people looking for something exceptional. New developments and innovative models also are proving again and again that mechanical movements with their rich tradition are far from the end of their more than 600 years of history.

The Masterpiece Collection by Maurice Lacroix has been a significant contribution to the renaissance of mechanical watches. In 1983 and 1984, the young brand began to acquire rare, historic watch movements that had not been manufactured for a long time. Specially finished and lovingly decorated, these limited calibre treasures from the heyday of mechanical watchmaking garnered new respect with Masterpiece Collection models. As these original movements were strictly limited, these Masterpieces reflect the utmost in authenticity and attractiveness.

However, our exclusive collection consists mostly of contemporary mechanical movements painstakingly finished by hand and provided with customised, sophisticated additional mechanisms, such as calendars, retrograde displays, or alarms, which all give expression to the passion and high requirements of Maurice Lacroix.

The timepieces of the Masterpiece Collection are both practical tools and attractive jewellery: From artistically manufactured movements with delightful complications, sophisticated, carefully designed dials and hands, and distinct yet elegant cases to comfortable watchbands – every detail adds to the uniqueness of these Masterpieces of traditional watchmaking art.

In defiance of all trends of the zeitgeist, mechanical watches will never be unfashionable. Those with a pronounced sense of value consider the results of skilful handicraft a promising investment that can be passed on to future generations. There are plenty of reasons not to trust precious, irretrievable time to just any timepiece except a Masterpiece by Maurice

Lacroix. With its Masterpiece Collection, Maurice Lacroix crafts time-keeping classics with passion and much attention to detail – a matchless synergy of excellent design, perfect craftsmanship, precious materials and masterful finishing.

Tradition of a Young Brand

When Desco von Schulthess AG, an internationally operating company, launched its first watch models under the name Maurice Lacroix in 1975, it was able to draw on its long experience in this industry: The company with its long tradition, founded in 1889 in Zurich, had represented well-known Swiss watch brands since 1946, especially in the Far East. In the early 1960s, the parent company of Maurice Lacroix purchased a business for assembling watches in Saignelégier. Here, in the heart of the Swiss Jura mountains, high-quality timepieces were produced for several name brands of watches, which carried the private label signatures on dial, case, and movement. Thanks to its know-how gained from decades of building high-quality watches, it was only a small step for Desco von Schulthess to create its own brand.

Over the centuries, to the credit of the pioneering spirit and perfectionism of its watchmakers, Switzerland has earned a one-of-a-kind reputation. Maurice Lacroix is committed to uphold this tradition and high standard of watchmaking craftsmanship. For more than 25 years, Maurice Lacroix watches have been manufactured in the company's own state-of-the-art workshops in Saignelégier. Here, all factors critical to the successful production of excellent watches converge: watchmaking know-how, skilled craftsmanship, industrial know-how, technological capability, and, not least, a pronounced sense of quality. All models are designed with great attention to detail and are developed with passion and precision. Each new watch must undergo a rigorous process of studies, drawings, prototypes, technical certifications, and quality tests before reaching the desired maturity.

As one of only a few brands of Swiss watches, Maurice Lacroix also manufactures its own cases in Saignelégier, non-compromising in matters of functionality and design.





Maurice Lacroix assembly workshop in Saignelégier, in the Swiss Jura mountains.

For us, a tradition of craftsmanship is just as important as innovation, high-tech, and state-of-the-art materials. Tomorrow's Classics, which may consist of up to 500 individual parts, are therefore assembled in our own studios by expert, well-trained, and experienced employees. Permanent product testing hereby assures the high level of quality to which Maurice Lacroix is devoted.

Since its founding, Maurice Lacroix is counted among the fastest growing Swiss watch brands, and the company has received high praises for its outstanding quality products from all around the world. Today, timepieces by Maurice Lacroix are available at more than 4,000 selected points of sale in more than 45 countries. In spite of rapid changes within the company during the last quarter century, one thing has always remained the same: an awareness of our long watchmaking tradition, skilled craftsmanship and passion, as well as a love for design, perfection, and exclusive materials.

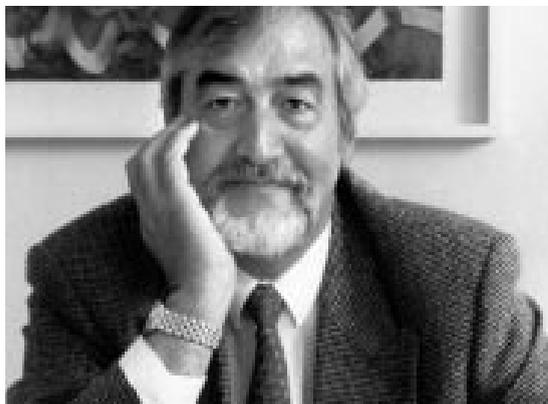
Maurice Lacroix Timeline

- 1961 Establishment of assembly workshop in Saignelégier by Desco von Schulthess AG. Production of private labels.
- 1975 Launch of first Maurice Lacroix model in Austria.
- 1976 Launch of brand in Spanish market.
- 1980 Establishment of distribution company in Germany.
- 1980/81 Launch of brand in Australia.
- 1983–87 Expansion of international distribution network (Switzerland: 1983, Netherlands: 1986, Great Britain: 1987).
- 1989 Purchase of case manufacturing plant in Saignelégier. Ongoing investments have made this production site one of the most modern facilities of the industry today.
- 1989/90 Maurice Lacroix is launched in Japan, Hong Kong, Singapore, Malaysia, and Thailand.
- 1990 Launch in Saudi Arabia. Beginning of brand build-up in the Near and Middle East.
- 1994/95 Investment of several million Swiss francs in modernization and expansion of the own manufacturing plant in Saignelégier.
- 1995 Opening of Maurice Lacroix USA.
- 1999 Expansion and renovation of the case manufacturing plant in Saignelégier. This increases production capacity and further improves quality.
- 2001 As of October 1, Maurice Lacroix S.A. is an independent legal entity. Assembly workshop is further expanded with the help of substantial investments.
- 2002 Maurice Lacroix is one of the most successful newcomers among Swiss watch brands and is the established market leader in the upper medium-price segment in Germany. The brand is available in over 4,000 selected specialty stores in more than 45 countries worldwide. Approximately 150,000 timepieces are produced annually at the Saignelégier workshop.



A World of Its Own





René Baumann
Watch Designer and Product Head at Maurice Lacroix.

When René Baumann joined Desco von Schulthess AG in 1964, he welcomed the opportunity to work for a small, yet exceptionally dynamic and innovative company where he would assume a wide range of responsibilities.

His experience in negotiating component purchases with vendors, invoicing, selling private label products, and visiting with dealers and importers throughout Europe and the Far East served him well when he was entrusted with product development in 1973. As a watch designer, he created the first Maurice Lacroix watches for the Austrian, German, Spanish, and Italian markets. Ever since, all models carrying the Maurice Lacroix name have crossed his desk, giving him a crucial hand in shaping the image of the young brand. The numerous awards for the models of the Masterpiece Collection launched successfully in 1990 highlight his sophisticated sense for attractive design and unusual timepieces.

“My work on the Masterpiece Collection requires my full commitment and attention. Often, my first thoughts in the morning are about my ticking masterpieces, and sometimes they are still on my mind as I fall asleep.”

The Man Behind the Masterpiece Collection

René Baumann, Watch Designer and Product Head at Maurice Lacroix, about his fascination with mechanical timekeeping

“Time is one of the most valuable resources of our lives. Fascinated by the long tradition of Swiss watchmaking craftsmanship, and in particular by mechanical watches, it has long been my dream – or rather, my vision – to create mechanical timepieces of lasting value that continue to bring joy to their owners.

Mechanical timekeeping – not least because it can be understood visually, down to the smallest details – has always attracted me. Just look through a watchmaker’s loupe and take the time to observe the busy movements of a hand-wound watch. You’ll understand what I am talking about. All actions and movements are visible and absolutely logical. Nothing gets in the way, there are no extra or superfluous parts. These watches truly appear as small wonders to the eye.



Today, mechanical movements are my passion. My work on the Masterpiece Collection requires my full commitment and attention. Often, my first thoughts in the morning are about my ticking masterpieces, and sometimes they are still on my mind as I fall asleep at night.”

Pioneer with Tradition

“The Masterpiece Collection started with my desire to preserve the traditional watchmaking art on the one hand and to strengthen it within Maurice Lacroix, and to successfully bring together classic and modern elements with own products on the other hand.

The right moment for this had come by the mid-80s. At that time, we were offered a one-time opportunity to purchase remaining stocks of mechanical movements that had not been produced for a long time. With these movements, we were able to issue special series that gained much attention, for example the Regulator with power reserve indicator and interesting hand-wound chronographs. Of course, these models with rare historic calibres by Unitas and Valjoux have long been sold out and are therefore hot collector’s items. The purchasers of these rarities are to be envied. These watches are unquestionably ‘bargains’! Their movements are truly one of a kind – naturally making our wrist watches equipped with them one-of-a-kind items also.

For me, a finely crafted, decorated, and finished mechanical movement is comparable to a masterpiece painting in its beauty and attraction. This is how the name Masterpiece came about for these exclusive watches. At a time when quartz watches were extremely popular, Maurice Lacroix not only showed courage and much sensitivity to customer’s wishes with its Masterpiece Collection, but also played an important role in the renaissance of mechanical watches.

Since 1990, our emphasis, in addition to historic calibres, is primarily on modern movements equipped with attractive and practical additional functions. What comes to mind is our watch with five hands, the Cinq



Aiguilles. It was one of our first own developments and very instrumental in shaping the face of the Masterpiece Collection. This wrist watch has a hand for each function – for indicating hours, minutes, seconds, weekday, and date. Maybe this remarkable construction

is not an absolute necessity, but it is extremely interesting in any case. It also offers many design possibilities. To facilitate reading, this Masterpiece uses hands with different shapes and lengths that are perfectly matched to each other and to the unique dial.”

The Watch – a Complete Work of Art

“For me, the attraction of a mechanical movement is increased even more when it is lovingly finished. This means, for example, blued screws, Geneva stripes – the so called Côtes de Genève – or perlage. The attractive surface decoration is pleasing to the eye, especially since it is done by hand and therefore has certain irregularities. It is because of these irregularities that the decoration is so attractive! This hand-finish makes each watch of the



Masterpiece Collection unique. I personally make sure that no computer-controlled perlage machines are used for our movements. Although it is now possible to program irregularities and

have them cut automatically with computer control today, the difference will be obvious to any expert.

In addition to the movement, the dial continues to be an ongoing challenge. This small disk embodies the appearance of a watch, and I am convinced that Maurice Lacroix has a lasting influence on the culture of dial design. There are many dial options: Different hands, numerals or guilloché engraving are small details that add up to a new watch. Our most important principle here is also handiwork. In return, we gladly accept that not all dials will be 100% identical – this is our tribute to our tradition of manual production. Our success confirms that we are right. Many watch lovers choose Maurice Lacroix watches especially because of our complex dials crafted and decorated by hand.

The same applies for our manually blued steel hands that contrast with our silver dials. These hands come ‘alive’ because of their irregularities that are unavoidable with handiwork even with the greatest of care.



Especially in times of unlimited mass production, watch connoisseurs appreciate details like this.

Maurice Lacroix also pioneered a detail with the Masterpiece Collection not to be underestimated: The cases of mechanical wrist watches of the 1970 were closed like oysters. Even the most carefully finished movements ticked away in hiding. To see them, the caseback first had to be pried off,

often resulting in scratches or nicks. I wanted to offer an unhindered view into the mechanical processes at any time and therefore used see-through backs even with the first models of our Masterpiece Collection. The fact that see-through backs are now practically a standard feature of mechanical timepieces validates my earlier considerations.

Even more captivating are skeleton movements that hide almost nothing from the viewer. At Maurice Lacroix, we have been very successful in using open movements by Peseux and Unitas since the mid-80s.”

Always Ready for Surprises

“Collectors worldwide appreciate our efforts to always introduce something new and extraordinary into the market. For example our Calendrier Rétrograde – with its retrograde display developed exclusively for the Masterpiece Collection, this is one of the most spectacular wrist watches by Maurice Lacroix. Or the unique Flyback Annuaire, the first wrist watch to combine the legendary flyback function with a convenient one year calendar and large date.

In 2003, we reached another milestone: The complications for our Double Rétrograde were the first to have been developed completely in-house, demanding a high degree of skills, knowledge and patience from our technicians and watchmakers. We are therefore particularly proud of our completely successful new Masterpiece.

Yet even now, I am able to pledge that the Masterpiece Collection has not reached the end of its development with this new milestone. To the contrary: We are just getting started! Our own design department in Saignelégier is developing interesting complications that will excite watch lovers.



Looking back over an exciting thirty years at Maurice Lacroix, it strikes me that the development of new watches takes up more and more time. Requirements and complexity continue to increase also. From the initial idea through design, the first prototypes, tool manufacturing to production – six months to two years may pass to develop a new watch. For some models, this intensive process takes even longer! Yet time has never respected rushed results, and won’t do so in the future. Never rush a good thing.”

Rarities and Collector's Items: the Masterpiece Museum ———

Each Masterpiece is a classic and coveted by collectors today. There is an even greater demand for our strictly limited Masterpieces with historic mechanical movements, which all have found proud owners already. Naturally, they are limited to only a few hundred watches per series. The Masterpiece Museum by Maurice Lacroix in Saignelégier is a still small, yet first-rate museum that showcases true rarities: Wrist watches with calibres whose names cause the hearts of connoisseurs to beat faster, for example the Venus 188, Valjoux 23, Valjoux 72C or FHF 29. They have long since been sold out and cannot be reproduced any longer because the manufacture of these ticking jewels has been stopped irrevocably.

To mention just one example: The Masterpiece Collection chronograph classic with the legendary 13-line calibre 23 by Valjoux, introduced in 1916, of which only 220 copies existed in yellow gold. Only approximately 125,000 raw movements of this calibre with its excellent quality, which was used by almost all renowned watch manufacturers for their chronographs, were produced by 1974. The Masterpiece Collection model also includes movements of the series equipped with the first shock protection.



Original Valjoux 23 movement.

In this mechanical oeuvre, the three chronograph functions (start, stop, zero) are controlled with a pivoted ratchet wheel. Aficionados recognise the high-quality Valjoux calibres not only because of the typical appearance of the various levers, yokes, springs, and wheels, but because of the ratchet wheel itself. It has a total of nine columns, i.e. more than comparable products by competitors.



ML 83 calibre based on the Valjoux classic.

A World of Its Own

The Valjoux 23 does not have any calendar indicators, however. In 1946, the technicians filled this gap with the Valjoux 72C calibre. With this movement, small windows in the dial made it possible to read weekday and month. The date is indicated by the tip of a centre hand. Months with less than 31 days required manual correction, and the month indicator needed to be advanced by hand.

The chronograph mechanism shows the 72C calibre to be a typical Valjoux product. Watch and escapement are connected by a horizontal gear clutch. Functions are controlled by the mentioned ratchet wheel with nine columns. This calibre was produced until 1974. Then an important chapter of Swiss chronograph history came to an end. Maurice Lacroix took it a step further, however – in the form of lovingly finished remaining stocks of this important classic.

Of another timepiece of the Masterpiece Collection, 425 pink gold cases and only 125 with platinum case were available for collectors. This wrist watch contains a masterpiece: The chronograph calibre 188 of renowned raw movement manufacturer Venus SA, founded in 1924 in Moutier in the Canton Berne.

Admittedly, the Venus 188 calibre did not have a ratchet wheel. Yet this is not necessarily the measure of all things. A cam, pivoting when a button is pressed, is able to perform his functions just as well. Apart from this, this calibre, which was setting a new direction at the end of the 1940s, features all characteristics of classic chronographs: A horizontal wheel clutch and large balance with a frequency of 18,000 semi-oscillations per hour or 2.5 Hz, which enabled exact $\frac{1}{5}$ second stops. A counter measured intervals up to 30 minutes.



Original Venus 188 movement.



The Venus 188, finished by Maurice Lacroix.

A World of Its Own

Among today's connoisseurs, there is also a high demand for these models of the collection equipped with the 13 line hand-wound **Unitas 6376** calibre whose beginning goes back to the 1930s. Unitas produced this successful raw movement from 1978 to 1985, with general sales being stopped already in 1984. Since then, the 6376 has become a rare find, especially if it was finely finished and decorated, as was the case with the ML 50, ML 53, and ML 56 calibres by Maurice Lacroix.

The special characteristics of this movement include the relatively large Glucydur balance, a relatively slow frequency (21,600 semi-oscillations per hour) and small seconds at the "6". It is however unable to boast of an extremely flat design. However, this mechanical jewel is definitely reliable, robust, and accurate.



The original FHF 29 movement.

Maurice Lacroix was able to breathe new life into 800 movements of the legendary barrel-shaped **FHF 29 calibre** ($8\frac{3}{4}$ –12 lines) by Fabrique d'Horlogerie Fontainemelon from the 1930s by using it in another Masterpiece model. The ML 35 calibre within this

collector's item has a high-quality Glucydur coiled balance wheel with a leisurely frequency of 18,000 semi-oscillations per hour (2.5 Hz). Pallet and escape wheel are made from polished steel. The angled bridges are decorated with the famous Côtes de Genève. The minute movements can be observed through the sapphire crystal of the caseback, which is attached by four screws.

The outward appearance is kept in the style of the 1930s: Rectangular steel case and Roman numerals. The dial of massive silver draws attention because of several surface textures. The exclusive embossing requires utmost precision and a custom-produced punching tool. Blued steel hands perfectly harmonise with the dial spanned by an elegant dome of sapphire crystal. This is an extraordinary timepiece that proves the dedication and love exhibited by our Maurice Lacroix watchmakers towards their work.

The Making of – a Watch is Born



220 pieces available, completely sold out: Chronograph with Valjoux 23 calibre in yellow gold.



Lovingly decorated, the FHF 29 calibre is given new honours at Maurice Lacroix.



A Masterpiece through and through: The limited Masterpiece with Venus 188 chronograph calibre.



This exclusive Masterpiece by Maurice Lacroix is based on the 1930s FHF 29 calibre.



The steel version of the Masterpiece with the Unitas 6376 calibre was limited to 400 pieces worldwide.



From First Idea ...

The examination of mankind's original need for beauty and harmony is a central theme at Maurice Lacroix, making each new watch a challenge – to achieve a successful connection between function, quality, and aesthetics.

At the beginning of it all is a creative act and an idea. However, transforming this idea into a functioning microcosm of hundreds of parts is very time-consuming. The designer creates the watch face, considering every detail, no matter how small: The dial with its various numerals and index marks. Matching hands. Case or watchband. After all, even future generations want to enjoy a Masterpiece.

Once the idea has been put to paper, state of the art technologies come into play. Forging a bridge between originality and creativity on the one hand, and diligence and precision on the other hand. Using 3D simulations, the watch is designed in its entirety and its parts and is visualised for the first time down to the smallest detail. Only in this way can it be ensured that the watch is aesthetically pleasing and technically feasible.



In this phase, special attention is paid to the case. Its form will give the watch its characteristic appearance later on. Since Maurice Lacroix produces its own cases, it is able to realise ideas more quickly and to guarantee highest quality.

With its Chrono Globe and Réveil Globe models, Maurice Lacroix broke new ground in 2002 by introducing a new case design. The cases protecting the two watches have been rounded, as if to follow the form of the globe that gave both watches their name. Right angles are nowhere to be found. When viewed from the side, especially the generous curve on both sides and the watchband joints that are located far down are notable. Because of this balanced profile, the cases ergonomically nestle against almost all wrists in a perfect fit and ensure exemplary comfort in spite of their substantial measurements. All in all, this case is extremely complicated with respect to design and craftsmanship: Its production requires a total of approximately 300 different work steps!

... to Finished Watch

Naturally, the greatest attention at Maurice Lacroix is paid to the inner workings of a new watch. It is necessary to find the suitable movement for a Masterpiece, to develop appropriate and attractive complications, and, in particular, to ensure a smooth operation of the movement as a whole.

Each development is preceded by extensive research: What are the possibilities? Are there interesting new additional functions? Or are there some that are rarely used? In which way can existing complications be modified so the collector is offered something unique and new?

As you would expect, the key to a timepiece is its watch movement. A Masterpiece by Maurice Lacroix always embodies ultimate precision and quality. This means that only base calibres of the highest quality will be considered for the Masterpieces.

But this alone is not sufficient for Maurice Lacroix! The selected movements then are further improved – whenever possible – with components of the highest quality. This is not simply a matter of luxury, but is necessary so that a watch with complications will function smoothly and

The Watchmaker – Giving Live to a Watch —————

Roland Berger, Watchmaker and Technical Development Manager at Maurice Lacroix, on the craft of the watchmaker and the development of new watches



Roland Berger
Watchmaker and Technical Development Manager.

“For me, the work of the watchmaker is something very valuable: His work is needed to breathe life into the lifeless substance of the movement, making it into a functioning mechanism. Only the skilled craftsmanship of an expert watchmaker will transform a watch into a living artwork appreciated by collectors and watch lovers.

Naturally, there would be no Masterpiece Collection by Maurice Lacroix without watchmakers. The watchmaker’s job has a long tradition, especially for us here, in the Swiss Jura. Maurice Lacroix recognises and supports the value of this tradition. It is this

tradition, after all, that makes our Masterpieces so attractive.

I myself have not only been trained as a watchmaker, but also as an engineer. My curiosity and interest in ticking movements always have driven me to understand watch mechanisms even better and to understand new interactions. My desire is to personally contribute to making each individual watch something special while fully utilising all possibilities of the watchmaking craft. At Maurice Lacroix, I was able to make this dream a reality with the Masterpiece Collection. My work ranges from the search for ideas regarding unusual additional functions, the selection of suitable movements, the technical development of the complications, production of a first prototype, control of the function, and possible improvement of the watch precision to the decision of which decorations will adorn a movement. The Masterpiece Collection naturally is by no means the work of a single person – it is supported by a motivated and experienced team that is used to working together.”



The fine spiral-wound resetting springs of the retrograde mechanism of the Double Rétrograde are set individually by hand.

Recognising Trends and Carrying Them Out

“Our challenge is to always offer something new, something contemporary – be it a special type of decoration, a new or previously rarely used complication, or another additional function for an already known calibre. Maurice Lacroix was, for example, one of the first watch brands to interpret the Côtes de Genève in a circular shape. The two retrograde displays of the Double Rétrograde are also unique. On the one hand, they function with a coiled spring, which is very unusual. On the other hand, one of the two displays shows a second time zone, which is also extremely rare. This is a challenge that requires our entire experience to come to bear, but which we are happy to face again and again!

For the future, several trends are projected for the Masterpiece Collection. For example, we will include even more complicated additional functions in our program. Watch lovers have every reason to get excited even now! We will also develop new complications more often in-house. The complications for the Double Rétrograde were developed completely by our own team already.

Apart from these trends, our Masterpieces will however remain typical Maurice Lacroix watches: Classic, traditional timekeepers with one or more complications that can be identified by their distinctive cases. Because we believe that each Masterpiece reflects the spirit of Maurice Lacroix. And we will continue to be true to this spirit in the future. We will also be faithful to the valuable work of the watchmaker, for it is he who brings life to our ideas and designs. A watch always can be developed without a computer, but never without an experienced watchmaker!”

“With my contribution, I want to make every watch into something special.”



The cases are manufactured in Maurice Lacroix' own production.

From a Rough Piece of Metal to a Sophisticated Case —

Once a new watch has successfully completed the development phase, it goes into production. Only few watchmakers produce their own cases. Maurice Lacroix is one of them. About 150,000 to 180,000 cases are produced in Saignelégier each year. Like the finished watches, these cases must fulfil the highest quality requirements.

Depending on the specific model, up to 500 work steps are necessary until a rough piece of metal is transformed into a finely polished, water-resistant case. While forces in a magnitude of several hundred tons are used to punch out the steel blank, finely measured hand work is needed for the polishing or satinising of the individual components. The case production uses high-technology and innovative techniques. However, the finished cases are always examined closely with a loupe by trained, critical eyes and are rejected if even the smallest defects are detected.

Once they have been produced, the cases are assembled with their crown, seals, and sapphire crystal and are then subjected to a first water-resistance test. Only those cases that exactly meet our standards will then be marked with the Maurice Lacroix signature and engraved with key technical information and their unique serial number on the caseback.

Fine Craftsmanship

For more than 25 years, the precious timepieces by Maurice Lacroix are produced with utmost precision and perfection by experienced watchmakers in our watchmaking facility in Saignelégier in the heart of the Swiss Jura.



Traditional craftsmanship is the necessary ingredient for finishing and assembling of the movements.

A Masterpiece by Maurice Lacroix receives its distinctive appearance only through its carefully selected components. From dial to crown, all parts undergo a thorough technical and aesthetic inspection before they are used in the production process.

Where the fine finishing work and the assembly of sometimes microscopically small movement parts is concerned, the experienced hand of the watchmaker as well as the profound knowledge passed on from one watchmaker generation to the next are still much in demand. The setting of the hands also requires a trained eye and sensitivity.

Even where the use of machines would be possible, for example for decorating the movements, Maurice Lacroix relies exclusively on the handiwork of reliable specialists. We believe that only manual craftsmanship ensures the desired quality. The famous Côtes de Genève, interpreted by Maurice Lacroix as one of the first watch brands in circular shape, the attractive perlage, blued screw heads or profiled steel parts are conspicuous results of the skilled craftsmanship of certified watchmakers.

The movements of the Masterpiece Collection then are crowned with an engraved, gold-plated Maurice Lacroix logo, the calibre name, and other important information about the movement. Only then are they carefully inserted into the case. Once the winding stem and an appropriate crown have been attached, the caseback is attached with small screws. Only after the watch has passed even the most meticulous tests of its timekeeping precision and water-resistance, it is finally fitted with its high-quality watchband.

Last But Not Least

Quality is not a catchword for Maurice Lacroix. Controls and tests are a natural part of each work step. Only a watch that has passed all tests with style deserves the Masterpiece name.

Even before the watchmaker starts to assemble a watch, every part is carefully checked with respect to quality and aesthetic aspects. While a large number of parts combines to form a functioning whole, both the trained human eye and modern technology continue to evolve as a result of maintaining strict quality guidelines.

To determine whether the watch will resist water to the desired degree, not one but two tests are performed: In the first test, the case is tested immediately after its production, without movement, in a container of water. After the pressure in this container has been increased over three minutes to at least 44 psi (3 atm), the case is removed from the water, heated to about 113°F (45°C) and quickly cooled to approximately 68°F (20°C) again. If water steam forms below the crystal, the case has not passed its test and must be remanufactured.

Later, the complete watch is tested in a pressure testing device. It is first placed into the first chamber of the device and is then exposed to an air pressure of 44 to 147 psi (3 to 10 atm), depending on the specific model. After this, the watch is placed into a second chamber, in which a vacuum is generated. If the pressure in the watch chamber decreases, the watch is not air-tight. Extremely sensitive instruments not only detect a leak, but also perform a quantitative measurement. If a watch is not air-tight, it will not be water-resistant either!

Before its precision is tested, each watch is set with the help of a radio clock. At Maurice Lacroix, the precision of each mechanical watch with complications is adjusted at five different positions (crown left, crown top, crown bottom, dial top, dial bottom). Precision and functions are tested once after the Masterpieces have been fully wound, and again after 24 hours. Once the water-resistance has been tested, the watch is fully rewound and its power reserve is closely observed over a period of 40 hours. This means that the final control of Masterpiece watches lasts at least a total of five days.



At Maurice Lacroix, quality control is more than a catchword.

*A Masterpiece by Maurice Lacroix –
More Than the Sum of Its Parts*



A Masterpiece by Maurice Lacroix – More Than the Sum of Its Parts

Uninterrupted Top Performance

Not too long ago, there were no alternatives to mechanical wrist watches. The careful winding of the watch and setting of the hands was a normal part of the morning ritual. It was only in the late 1960s to early 1970s that serious competition surfaced for the mechanical movement: Quartz watches, which no longer demanded constant attention, threatened to take the place of the mechanical movement. However, watch aficionados not willing to forego the quiet, charming ticking remained faithful to mechanical movements. Today, the more traditional mechanical timepieces have regained the appreciation of many watch lovers and are again very popular.

While the mechanical watch movement – probably the oldest machine known to mankind – has been continuously improved during the past centuries, its function has remained practically unchanged up to the present time: Constantly rotating components divide continuously flowing time into defined units.

In the process, a watch movement provides unimaginable top performance: Even $\frac{5}{1,000,000,000}$ of one horsepower are sufficient to maintain the oscillations of the balance, i.e. the regulating element of a mechanical watch. Its associated hairspring contracts and expands its fine windings more than 160 million times per year. With a frequency of up to 28,800 semi-oscillations per hour, the escapement, which transmits small impulses of energy within the watch movement, causes the train of wheels to move forward 691,200 times per day. During a period of four years, this amounts to more than a billion energy impulses, corresponding approximately to six times the number of the beats of the human heart for this period.

The wrist watch works 24 hours per day, for months and years. Compared to this performance, the maintenance required to ensure its smooth functioning is small: The movement should be checked by a competent watchmaker every four years who will clean all components, replace damaged parts, lubricate this unique microcosm, and check the smooth interaction of the ensemble.

Strong impacts against the crown or pushpiece, aging of the sealing material, as well as severe temperature changes affect even the tightest of cases. The result: Water is able to penetrate and damages the valuable movement. We therefore recommend an annual water-resistance test.

In return, a Masterpiece by Maurice Lacroix will reward you by providing decades of reliability and precision.



Delicate heavy labourers. Day by day, a watch provides top performance.

*A Masterpiece by Maurice Lacroix –
More Than the Sum of Its Parts*

A Special Kind of Microcosm

A watchmaker takes full satisfaction in shaping a living sculpture of dead metal, applying laws of mechanics to divide energy into precisely defined units, and in this way creating a mechanical timepiece. To produce these Masterpieces, Maurice Lacroix uses both classic historic watch movements and contemporary mechanical movements, all manufactured in Switzerland. When received at Maurice Lacroix, these calibres are “raw” in the truest sense of the word.

To ensure that these movements meet the quality standards Maurice Lacroix demands for its high-quality collection, each one of them is carefully optimised, modified, and lovingly decorated according to traditional criteria by hand, for example with Côtes de Genève, false settings, and blued steel screws. Naturally, only components of the highest quality are used for a Masterpiece. But what makes the Masterpieces so fascinating are their additional mechanisms – moon phase or power reserve indicators, flyback function, retrograde indication or large date display, to name but a few.

All mechanical watches receive the required energy from a main spring that is wound in the barrel. The train of wheels transmits the main spring’s power in very precisely measured impulses to balance and hairspring, enabling them to continuously move back and forth. The escapement prevents the unbraked turning of the train of wheels, resulting in the unwinding of the main spring within just a few seconds. Another one of its functions is to ensure with the help of tiny energy impulses that the watch will not stop. Without a continuous resupply of energy, balance and hairspring, the most sensitive part of the movement, would quickly cease their movements again. With its oscillations, the exactly matched pair divides uniformly flowing time into precisely defined units. Since the harmonic collaboration of the oscillation and escapement system is the basis of any mechanical timekeeping, Maurice Lacroix uses only components of the highest quality for these systems.



From raw movement to finished, intricately hand-decorated Maurice Lacroix calibre.

A Masterpiece by Maurice Lacroix – More Than the Sum of Its Parts

The train of wheels furthermore has the important task of measuring the number of balance oscillations and transmitting them to the dial train, and thus to the hands. The dial train located below the dial generates the slow rotation of the hands over the dial, so that, for example, the hours hand rotates once about its own axis every 12 hours.

The hairspring is wound either automatically or manually by turning the winding crown. As early as 1770, Abraham-Louis Perrelet built a self-winding pocket watch that came very close to fulfilling the ancient dream of a perpetual motion machine. Through an intelligent main spring mechanism, a pendulum-like weight supplied energy whenever the watch was moved. However, this pocket watch, which was mostly carried in the vest or jacket pocket was not moved sufficiently to ensure a reliable winding – Perrelet’s design was not yet ready for practical use.

The use of automatic winding only became practical with the advent of wrist watches. A centrifugal mass, also called a rotor, and a small gear system utilise the regular arm movements of a wearer to generate energy. Due to gravity, the rotor, with its centre of gravity at the very outside edge, is always pulled into the lowest possible position.

Both types of winding have their advantages. While the automatically wound movement is more convenient and is generally more precise since the turning moment of the main spring is kept essentially constant, the daily contact with a cherished hand-wound wrist watch while gently turning its crown has an irresistible attraction, which many watch lovers are unwilling to do without.



A Masterpiece’s attractions mostly stem from its complications. These are developed especially for the exclusive collection and assembled in our studios.

Pretty Complicated _____

Every single detail contributes to the high-quality, exclusive appearance of a Masterpiece by Maurice Lacroix. The fascination with these mechanical watches mainly stems from their additional functions, the so-called complications, developed for this exclusive collection and assembled in our own studios. While alarms, calendars, date and moon phase indicators have existed for almost as long as there have been timepieces, chronographs were developed in the 19th century in response to sport events and industrialization where the uncomplicated measurement of brief time intervals was desired. With the expansion of railroads and telecommunications in the early 20th century, the indication of world time zones became fashionable. These functions, as well as large date, retrograde displays, or power reserve indications, demanded considerable skills and many years of experience from the watchmaker.

All of these sophisticated mechanisms can be found in the Masterpiece Collection of wrist watches. Sometimes these mechanisms are used alone, sometimes combined with others, but always in such a way that their whole, true to the philosophy of Maurice Lacroix, always is more than the sum of their parts.

A Masterpiece by Maurice Lacroix – More Than the Sum of Its Parts

Beauty and Protection

The case fulfils several important functions at the same time. It protects the sensitive movement from impacts, dust, and moisture and also is responsible for the individualised form and overall aesthetic appearance of a watch.

As one of only a few Swiss watch brands, Maurice Lacroix manufactures its cases in its own plant in Saignelégier. This permits an unbroken quality control chain, quick response to market demands, and especially a close cooperation between watch designer and case production specialists.

The cases for the Masterpiece Collection take their protective function very serious. They are water-resistant to a pressure of at least 44 psi (3 atm), which corresponds to a diving depth of 30 meters. Sporty cases are even able to resist the wet element up to a depth of 50 meters.

Maurice Lacroix also pays the greatest attention to case design. To ensure that a watch appears balanced, the case must match its character – a classic moon phase watch requires a different shape than a sporty chronograph. In an intensive development process, new ideas are tested for their feasibility and are manufactured to strict quality guidelines.

Not least, the type of material used is important. Only stainless steel, stainless steel/gold 18K 750, gold 18K 750, or platinum are used for the Masterpiece Collection. For all Masterpieces, steel is steel, and gold is gold – anything else is not an option for these exclusive Maurice Lacroix watches.

Thanks to its own case production, “Swiss made” is more than a label with proven respectability and quality for Maurice Lacroix, but guarantees the production of first-class watches and the direct fulfilment of the highest design and craftsmanship requirements day after day.



The dial – unmistakable and sensational.

An Unmistakable Appearance

Since nothing else affects the appearance and expression of a watch as much as its dial, Maurice Lacroix dedicates utmost attention and a manifest love for detail to the unique face of its Masterpieces.

Up to 70 different work steps, mostly performed meticulously by hand, are necessary before Maurice Lacroix is content with an elaborate dial. The punching out of the blank, guilloché engraving, printing, and application of index marks and numerals demand both sensitivity and experience. One slip of the tool is enough to ruin the entire work. Up to twelve enamel layers and repeated printing of the numerals provide the dial with an appearance of additional depth and unmistakable character.

A dial may consist of several different elements, such as numerals or symbols, index marks, diamonds, windows for indicating weekday, date, month, or moon phase. It may be polished, embossed, guilloché-engraved, or printed with colour. The design options for a dial are almost endless! Yet Maurice Lacroix has only one goal in mind for its Masterpiece Collection: The perfect harmony of the dial – made of solid silver for the exclusive Masterpieces – and of the watch as a whole.

A Masterpiece by Maurice Lacroix – More Than the Sum of Its Parts



The blued hands designed especially for the Jour et Nuit not only facilitate the reading of the watch but also give it an exceptionally elegant appearance.

Time Indicator _____

Restlessly, the hands rotate in front of the dial to express the fleeting nature of time. As small as they may be – the “hands of time” play an important role in the appearance of a watch.

Their length, proportions, and shape must perfectly match the style of the dial. It is for this reason, that even the drafting of these small, yet exceedingly important parts and the selection of the material to be used for them has an importance in the slow development process of a new watch model that cannot be underestimated. Some hands were custom-designed by Maurice Lacroix especially for the Masterpiece Collection, for example the double-armed hours hand of the Jour et Nuit.

Yet it is not only the creation of an outward appearance, but also the manufacturing of the hands – starting with the punching out of the blanks, the embossing, bevelling with diamonds, and finishing – that takes time and requires considerable skill.

A typical feature of the Masterpiece Collection consists of its blued steel hands. These hands are heated in a small pan to approximately 300°C over a flame until its surface turns first light yellow, and then successively straw yellow, brown, and the desired blue colour. This process, which also tempers the stainless steel, takes several minutes and requires a high degree of competence. If the hands are exposed to the heat just a few seconds too long, the hand is completely destroyed. The inimitable blue not only looks exceptionally elegant, but also contrasts very well with the silver dials, thus improving the readability of the time.



The see-through caseback of sapphire crystal allows an unhindered view of the movement.

Invisible Treasure _____

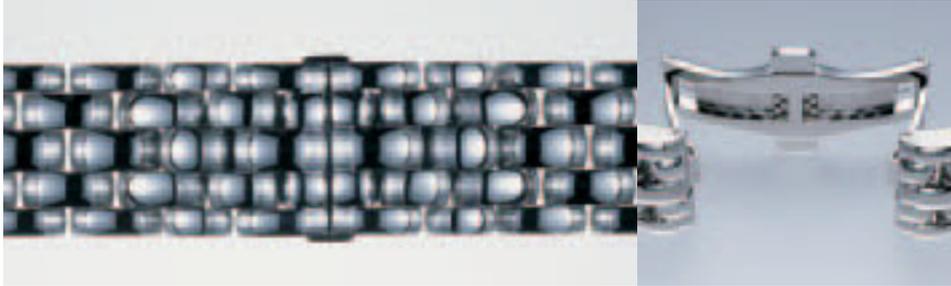
The crystal – essentially invisible, yet extremely important. Not only does it permit the necessary reading of the time – it also ensures that each watch keeps its true face.

To fulfil this difficult task, the Masterpiece Collection watches are equipped with sapphire crystal with a hardness of 9 Mohs. This crystal is so hard that only a diamond is able to scratch it!

Each lens for our Masterpieces is cut by an expert from a solid block of synthetic sapphire. Then each crystal is polished with diamond powder to crystal-clear perfection that will last practically forever. In the Maurice Lacroix production facility, these little treasures are then fitted carefully and with utmost precision into the cases.

Since there is nothing to hide in the wrist watches of the Masterpiece Collection and, quite to the contrary, Maurice Lacroix is proud of the quality of all of the components of its movements, all models have a see-through caseback of sapphire crystal that allows an unhindered view of the movement – the mechanical treasure.

*A Masterpiece by Maurice Lacroix –
More Than the Sum of Its Parts*



Metal...

A Matter of Personal Taste _____

No doubt: A watchband must be safe and comfortable. Yet it should match the quality and design of the watch it adorns. The watchbands used for the models of the Masterpiece Collection again confirm that these watches are manufactured only from the best materials.

The outstanding, high-quality watchbands available are made from leather or metal. The decision of which kind of material to choose for a watchband depends on personal taste and the individual wearing and using a watch. Athletically inclined watch lovers and swimmers prefer bracelets made from stainless steel or a combination of stainless steel and gold. In a long process, the individual links are polished to perfection – mostly by hand – and connected to form a whole bracelet. These watchbands are characterised by a high degree of comfort, unmistakable style, and a long life.



... or leather.

Leather straps, which are in no way inferior in quality to their metal counterparts, radiate elegance and high value. They are comfortable to wear and flexibly envelop the wrist. Only matt, hand-sewn straps of the finest materials, such as Louisiana croco leather, are used for Masterpiece Collection watches. Maurice Lacroix strictly ensures that all reptile leather that is used is marketed with a certificate ensuring that no endangered animals have been used.

Maurice Lacroix also takes great pride in its clasps. The most important attributes for these clasps are smoothness, safety, and easy operation. Both metal as well as leather watchbands of the Masterpiece Collection are outfitted with a sophisticated folding clasp.

Models of the Masterpiece Collection





One of a Kind: the Double Rétrograde —————

Watchmakers, it is said, are by and large a rather inventive kind of people. How else would they have been able to think of such a wealth of novel mechanisms, different time displays and complications, and perfect the wheel watch in this way. The nice thing about it is that this imaginative guild has by far not run out of ideas at the beginning of the 21st century.

The best proof for this is the small, yet exceptionally creative team of developers of Maurice Lacroix. In 2003, it presented a wrist watch absolutely unique in its type, a creation that is an eye-catching reminiscence of earlier generations that committed their innovative work to mechanically measured and kept time.

The most current result of this creation, infused by a spirit of the extraordinary, is called the “Double Rétrograde”, a name that already lifts the veil over this secret somewhat. This promising name did not come about by chance. It unmistakably indicates that this exclusive timekeeper has a total of two retrograde (i.e. resetting) indications.

Maurice Lacroix will gladly admit that it did in no way invent this type of display. It is no longer possible to unambiguously determine when and where exactly some clever person came up with this idea. It is however certain that even in the late 17th century pocket watches were available, in which an hour hand moved over a segment of a circle during the course of half a day, and reset itself to the starting position once it reached the end of its scale. This type of indication is found more often in watches of the early 19th century. In the early 20th century, this fascinating principle was given new life by Record Watch Co. of Tramelan in the Swiss Jura mountains. Its successful “Sector Watch”, an unusual pocket watch with retrograde hours and minute hands, caused much stir.

Double Rétrograde

There are just 10 kilometres between Tramelan and Saignelégier, which the watchmakers of Maurice Lacroix today call home. This means that the preservation of this retrograde display is also very close to our hearts geographically.

Yet Maurice Lacroix certainly would not be Maurice Lacroix if the technologically and optically equally interesting system simply would have been transported to the present for the Double Rétrograde. Technical Development Manager Roland Berger and his colleagues under no circumstances could and wanted to be satisfied with this. They therefore spent approximately two years to design a complex indication mechanism consisting of a total of 131 parts, which had never existed before in this configuration.

With the help of this mechanism, the silver dial of this imposing wrist watch, with a case diameter of 43 millimetres, displays in addition to hours, minutes, and seconds in a separate dial at the “9” also the following important information: the remaining power reserve of the intricately finished, hand-decorated hand-wound movement ML 100 (based on the Unitas 6497-1 calibre) at the “3” and the resetting date at the “6”. This is complemented with a very special feature, an individually adjustable and settable 24-hour display for a second time zone at the “12”, also in retrograde form. This tremendously convenient indication helps globetrotters and long-distance callers to easily resolve any uncertainties related to different time zones. By pressing the button near the “2”, cosmopolitans are able to select any time zone worldwide, which is then retained by the reliable movement and displayed with a slim, snaking hand.

Naturally, the overall watch is again more than simply the sum of its parts in this case also. In the newest Masterpiece by Maurice Lacroix, the different assemblies, their craftsmanship, and functional cooperation deserve to be appreciated separately though. When constructing the overall 6.30 millimetre high microcosm of the movement, its creators paid equal attention to reliability, precision, and appearance. The mechanism for the two resetting indications was designed so that the daily or hourly escapement takes place with the lowest expenditure force possible. The spiral-wound resetting springs have a thickness of only $\frac{1}{100}$ of a millimetre. Every single one of them is set – similar to a balance spring – by hand

personally by Roland Berger with the greatest of care, both flat as well as concentrically. The quick-correct springs are $\frac{1}{10}$ millimetre thick and do not require any less attention for their adjustment. To ensure its proper function, many of the escapement components are polished completely by hand. This complex, very rare mechanism also allows Maurice Lacroix to have hands move across liberally sized segments of 120° each, which permits scales that are easy to read.

There are also many other factors that speak for the high-quality watchmaking value created by Maurice Lacroix. This watch – in addition to a version in pink gold, also available as a limited edition of only 99 watches with a case made from approximately 75 grams of platinum each – features a total of 50 jewels, gold-plated false settings, decoration of plate, bridges, and cocks with hand perlage or manually attached circular Côtes de Genève, blued screw heads, winding wheels with iridescent engraving. An especially valuable feature of the platinum case is the fine guilloché painstakingly crafted by hand in the traditional style. Together with its fine spiral, the large Glucydur coiled balance wheel performs 18,000 semi-oscillations per hour. Even today, this classic balance frequency can be rightfully considered a watchmaking rarity.

Maurice Lacroix is especially proud of the fact that the sophisticated complications below the solid silver dial – as always, lovingly designed and crafted with extreme care – are from its own development team. In other words, the watchmakers in Saignelégier developed the additional functions completely themselves. And this is a first for Maurice Lacroix. As is the entire Double Rétrograde. Which makes this new Masterpiece also the start of a new era for this relatively young Swiss watch brand.

Double Rétrograde

- Movement** Hand-decorated mechanical, hand-wound movement ML 100, based on the Uritas 6497-1 calibre, 50 jewels, blued steel screws, Incabloc shock protection, polished steel pallet and escapement wheel, Triois precision adjustment, Glucydur coiled balance wheel, Nivarox-1 balance spring, Nivaflex-1 main spring.
- Functions** Retrograde 24-hour indicator for second time zone, retrograde date indicator, power reserve indicator, small seconds.
- Case** Pink gold 18K 750 or platinum 950 with fine guilloché; slightly domed sapphire crystal with anti-reflective coating on inside, screwed caseback with sapphire crystal; water-resistant to 30 m.
- Dial** Solid silver 925, silver-coloured; hands and index marks of blued steel.
- Watchband** Genuine Louisiana croco leather.
- Edition** Numbered edition in pink gold 18K 750; platinum 950 edition limited to 99 watches, with certificate.



ML 100 calibre. Behind both of its retrograde indicators lies a highly sophisticated and extremely rare mechanism that uses spiral-wound resetting springs.

*Models of the Masterpiece Collection –
Calendrier Rétrograde*



Perfection in the Tiniest Detail: the Calendrier Rétrograde —

There are many ways for indicating hours and minutes. Best known is the one where the centre-arranged hands rotate in front of the dial, and their position relative to each other indicates the exact time. The advantage of this traditional indication is its excellent readability, even in unfavourable lighting conditions. Not least because of this, Maurice Lacroix uses this classic analog arrangement of hour and minute hands for most wrist watches. This also applies to the exclusive Masterpiece Calendrier Rétrograde.

No matter how you look at this watch, it was created by true artists. It captivates with its balanced proportions, and with a case diameter of 43 mm and a height of 11.5 mm conveys unmistakable technical authority. Given the exemplary design of its silver dial, there can be no doubt that the Calendrier Rétrograde is a “complicated” timepiece.

Naturally, no contemporary wrist watches should lack date indication, as it is almost as important in daily life as the time indication itself. In the case of the Calendrier Rétrograde, the watchmakers were not content with a simple indication using normal hands or a window date. In this artistic, handcrafted treasure, the tip of an elegant hand, located next to the “10” moves over a 130° circular segment over the course of a month. Once it arrives at the end of the field, it instantly is set back to its starting position. The widely spaced arrangement of the corresponding numerals ensures optimum readability. This highly complex retrograde date indicator developed exclusively for the Masterpiece Collection gave this watch its name. Like all models with simple calendars, the Calendrier Rétrograde also requires a manual correction in months with less than 31 days, which is quickly accomplished using a small button on the outside of the case.

Calendrier Rétrograde

The power reserve function of the Calendrier Rétrograde also uses a sector indication and fulfils two functions at once: Analogous to the petrol gauge in cars, it shows the power reserve in hours, letting the wearer know how much time is available before the energy of the hand-wound movement will run out and when a rewinding is required in order to maintain the turning movement of the main spring as constantly as possible. With its location near the “2”, this indicator, together with the small seconds at “6”, also provides the dial with its pleasantly symmetrical appearance.

Conclusion: The reading of time, date, and power reserve with the beautifully shaped, carefully sized and (in case of the silver dial) blued steel hands is a true pleasure. Naturally, so is the view through the see-through back of the ML 76 mechanical, hand-wound movement, based on the 16½-line Uvemas 6498-1 pocket watch calibre (36.5 mm) produced since 1967. Its complex modifications and lovingly crafted finishes reveal the great passion for craftsmanship demonstrated by the Maurice Lacroix watchmakers. All surfaces have been carefully finished, and screw heads shine in a deep blue.

With its sum of extraordinary characteristics, the Calendrier Rétrograde represents a level of quality rarely found today, which includes even the smallest detail. Our designers and watchmakers deliberately did not limit themselves to outward appearance. Instead, their ambition was to create a complete piece of watchmaking art that deserves the sophisticated name of Calendrier Rétrograde in all aspects, and whose unequalled inner and outer values will fill its owners with pride.



1



2



3

- 1 Case and crown of stainless steel. Silver dial, black with black Arabic numerals and index marks.
- 2 Case, crown, and clasp of pink gold 18K 750. Silver dial, silver-coloured with blued Arabic numerals and index marks. Blued steel hands.
- 3 Case and crown of stainless steel/pink gold 18K 750. Silver dial, silver-coloured with blued Arabic numerals and index marks. Blued steel hands.

*Models of the Masterpiece Collection –
Calendrier Rétrograde*

- Movement** Hand-decorated mechanical, hand-wound movement ML 76, based on the Uitas 6498-1 pocket watch calibre, 33 jewels, blued steel screws, Incabloc shock protection, polished steel pallet and escapement wheel, Triovis precision adjustment, Glucydur coiled balance wheel, Nivarox-1 balance spring, Nivaflex-1 main spring.
- Functions** Retrograde date indicator, power reserve indicator, small seconds.
- Case** Stainless steel, stainless steel/pink gold 18K 750 or pink gold 18K 750; sapphire crystal, anti-reflective coating on inside on some models, screwed caseback with sapphire crystal; water-resistant to 30 m.
- Dial** Solid silver 925, silver-coloured or black; blued hands, Arabic numerals and index marks on some models.
- Watchband** Genuine Louisiana croco leather with folding clasp.
- Edition** Numbered, with certificate.



The ML 76 calibre. The highly complex and exclusively for the Masterpiece Collection developed mechanism of the retrograde date indicator.



Truly Exclusive: the Flyback Annuaire _____

The year of the ancient Roman calendar was too short – by an entire ten days. To correct this, Gaius Julius Caesar initiated a calendar reform. The Julian calendar, which became effective in 46 B.C., was based on calculations of Greek astronomer and geographer Hipparchos of Nicaea, who had determined the length of the sun year at 365 days, 5 hours, and 55 minutes. To be able to accommodate the fragments of one day in the calendar, the normal sun year from then on consisted of months with different lengths and 365 days. The missing six hours must be compensated every four years with a leap day. The Roman Senate rewarded Caesar’s accomplishment by renaming his birth month, Quintilis, Julius.

In the year 8 A.D., the emperor Augustus, Caesar’s adopted son and political heir, was similarly rewarded. As an expression of thanks for capturing Alexandria and defeating his opponents – Antonius and Cleopatra – in the month Sextilis of 31 B.C., this month from then on was called Augustus. But while Caesar’s July had 31 days, the month named in honour of Augustus was only 30 days long, making him jealous. As a result, the Senate without further ado changed the distribution of days: From then on, August also had 31 days. The last month of the year at that time, February, was short in any case, but was further reduced to 28 or 29 days.

The Julian calendar was replaced in 1582 by the Gregorian calendar, named after Pope Gregory XIII. This calendar took into account the correctly calculated length of the median sun year.

The Masterpiece Flyback Annuaire with one-year calendar is able to accommodate both the Julian as well as the Gregorian calendar. Although chronographs with date indicator have been available since the 1940s, most of them required a manual date correction at the end of each month with less than 31 days. In contrast, the innovative, fully mechanical escapement for controlling the large date of the Flyback Annuaire knows exactly whether the month shown in the window between “4” and “5” has 30 or 31 days. A correction is necessary only once a year – at the end of February. This correction is made with the crown.

Flyback Annuaire

Its convenient one-year calendar is by far not the only special feature of this watchmaking masterpiece. Rather, this unique type of watch combines requirements reaching far back into our history with more modern requirements: During the 1930s, pilots demanded a special form of chronograph. In standard stop watches, one button is used to start and stop, another to zero the corresponding hands. A new restart required an intermediate stop. For easier navigation, pilots wanted to be able to simultaneously stop, reset, and restart the chronograph by pushing a single button just once.

Thanks to creative watchmakers, they received what they wished for: Where usually three operations were necessary, a single operation of the button is all that is required in the legendary flyback function! This so-called “retour-en-vol” technology allows the chronograph hand to reset to the starting position and immediately continue to measure. No restart is necessary any longer after zeroing.

While this complicated mechanism has been almost forgotten due to modern flight instruments, Maurice Lacroix has breathed new life into it in the form of the Flyback Annuaire.

The appearance of the Flyback Annuaire is pure understatement. But the appearance deceives. This combination of one-year calendar with large date (an impossible-to-miss indicator with two disks for the first and second digits of the date), chronograph with 30-minute and 12-hour counter, as well as flyback function makes this timepiece an unsurpassed Masterpiece with high functionality. More evidence of the profound capabilities of the watchmakers in Saignelégier.



1



2



3

- 1 Case and crown of stainless steel/pink gold 18K 750. Silver dial, white with Roman numerals.
- 2 Case and crown of stainless steel. Silver dial, silver-coloured with Arabic numerals.
- 3 Case, crown, and clasp of pink gold 18K 750. Silver dial, white with Roman numerals.

- Movement** Hand-decorated automatic ML 15 movement, based on the ETA 2892-A2 calibre, 49 jewels, blued steel screws, Incabloc shock protection, polished steel pallet and escapement wheel, Glucydur balance, Nivarox-1 balance spring, Nivaflex-1 main spring.
- Functions** One-year calendar, large date display, flyback function, chronograph with 30-minute and 12-hour counter, small seconds.
- Case** Stainless steel, stainless steel/pink gold 18K 750 or pink gold 18K 750; sapphire crystal, anti-reflective coating on inside on some models, screwed caseback with sapphire crystal; water-resistant to 50 m.
- Dial** Solid silver 925, white, silver or black; with Arabic or Roman numerals; blued hands (seconds/chronograph) on some models.
- Watchband** Stainless steel, stainless steel/pink gold 18K 750, or genuine Louisiana croco leather with folding clasp.
- Edition** Numbered, with certificate.



The ML 15 calibre. Three disks for indication of date (first and second digits) as well as month.



—— **Hard to Miss – Even at the Other End of the World:
the Réveil Globe**

Frequent travellers may be familiar with this problem from their own experience: The wake-up service at their hotel forgets to call, their “inner watch” is out of rhythm because of the time change of a long travel, and they may have missed a plane or an important appointment. This is not necessary. With its Masterpiece Réveil Globe, Maurice Lacroix offers a wrist watch that thoroughly eliminates time-related problems around the globe.

The Réveil Globe has a discrete buzzing alarm and a solid silver dial that shows readings for three different times zones at the same time: One with the normal pair of hands, one using the hours hand and the inner rotating ring, and the third with a window above the “6”. The latter is a 24-hour indicator easily adjusted by turning the crown. This prevents any misunderstandings concerning day-time and night-time hours.

This trio of features makes a lot of sense: Globetrotters and internationally operating business people will be able to simultaneously see stock exchange opening times in Tokyo, Frankfurt, and New York and will be aware of the local times at different locations in order to avoid embarrassing phone calls at inappropriate times.

The alarm movement is the legendary 5008 “Brain-Matic” calibre consisting of approximately 180 parts, which was introduced by renowned Swiss raw movement manufacturer Anton Schild in 1973. As a result of the quartz crisis, its production was however already discontinued in 1977. Maurice Lacroix was able to buy the remaining stock of this classic. The automatic movement was thoroughly optimised for the Réveil Globe and now includes a ball bearing rotor and a total of 31 (instead of the previous 25) jewels that promote the long life of this movement. Two barrels – one for the automatic watch movement and one for the alarm – ensure that an activation of the alarm function does not affect the watch movement’s power reserve. Optically, the ML 06 calibre has been lovingly hand-decorated and finished, reflecting the highest level of watchmaking art. This includes perlage, blued screws, and jewels surrounded by false settings.

Réveil Globe

The quality of the watch movement is complemented with the superior design and craftsmanship of case, dial, hands, and watchband. With its innovative rounded case, Maurice Lacroix broke new ground in case design in 2002. This complex production requires up to 300 individual work steps. Distinctive luminous numerals with silver outlines, faceted index marks in the form of a truncated cone, and especially the elegantly shaped, finely precision-crafted luminous hands ensure that time and alarm settings can be easily read through the anti-reflective sapphire crystal, even in darkness.

The inner 12-hour rotating ring is positioned using a crown near the “9”. To adjust the rotating ring, this crown must be pressed in, preventing unintentional changes. The Arabic numerals of the rotating ring are also luminous. The date indicator is positioned for optimal viewing between the “1” and “2”.

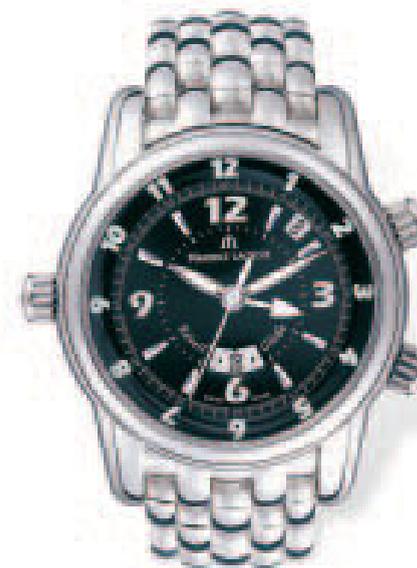
Classic, expressive, and perfectly crafted to the last detail – these are only a few of the attributes that aptly describe the Réveil Globe.



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- 1 Case, crowns, and watchband of stainless steel/pink gold 18K 750. Silver dial, silver-coloured, luminous hands (hours/minutes/alarm time), Arabic numerals and index marks.
- 2 Case and crowns of stainless steel. Silver dial, silver-coloured, luminous hands (hours/minutes/alarm time), Arabic numerals and index marks.
- 3 Case, crowns, and watchband of stainless steel. Silver dial, black, luminous hands (hours/minutes/alarm time), Arabic numerals and index marks.

Réveil Globe

- Movement** Hand-decorated automatic ML 06 movement, based on the AS 5008 calibre, 31 jewels, automatically winding of alarm and movement with two barrels, blued steel screws, Incabloc shock protection, polished steel pallet and escapement wheel, Glucydur balance, Nivarox-1 balance spring, Nivaflex-1 main spring.
- Functions** Date indicator, alarm function, 3 time zones.
- Case** Stainless steel, stainless steel/pink gold 18K 750 or pink gold 18K 750; sapphire crystal with anti-reflective coating on inside, screwed caseback with sapphire crystal; water-resistant to 50 m.
- Dial** Solid silver 925, silver-coloured or black; luminous hands (hours/minutes/alarm time), Arabic numerals and index marks.
- Watchband** Stainless steel, stainless steel/pink gold 18K 750, or genuine Louisiana croco leather with folding clasp.
- Edition** Numbered, with certificate.



The ML 06 calibre. The automatic alarm movement is based on the legendary AS 5008 calibre. It was meticulously optimised for Maurice Lacroix, equipped with ball bearing rotor and 31 jewels and lovingly hand-decorated and finished, reflecting the highest level of watch-making art. Two barrels – one for the watch movement, the other for the alarm – ensure that an activation of the alarm function does not affect the watch movement power reserve.



————— **World Time Writer: the Chrono Globe**

In its distinctive, sporty, ergonomically curved case, the Masterpiece Chrono Globe combines an extraordinary breadth of technical features and functions: In addition to hours, minutes, seconds, and date, the exclusive self-winding chronograph movement displays two additional time zones. The chronograph is easily operated using convenient buttons. The chronograph is accurate to $\frac{1}{8}$ of a second and covers periods of up to 30 minutes with its own display at the “12”. Next to the “3”, Maurice Lacroix has positioned the date indicator to perfectly balance the visual appearance of the dial.

This cosmopolitan timepiece is unusual in that three time zones can be read simultaneously on the dial. One with the normal pair of hands, the second with the inner rotating ring that can be quickly adjusted using the crown at the “9”. And the double-armed hand in the exciting globe display at the “6” can be set to any other desired time zone. To prevent misunderstanding, the light end of the hand represents daylight hours, the dark end night-time hours. Only the top part of the display from 6 a.m./p.m. to 6 p.m./a.m. is relevant for reading the time. The lower half decoratively completes the globe.

The design of this expressive wrist watch matches its technical perfection and craftsmanship: Both dial and hands are easy to read even under unfavourable lighting conditions. The solid silver dial impresses with its contrast of matt and glossy elements. Four auxiliary dials give this watch face a symmetrical, harmonious appearance. The scratch-resistant sapphire crystal with an anti-reflective coating on inside ensures permanent, clear views of the watch face. One of the most distinct features of this exceptional watch is its revolutionary curved case. Its production is very complicated.

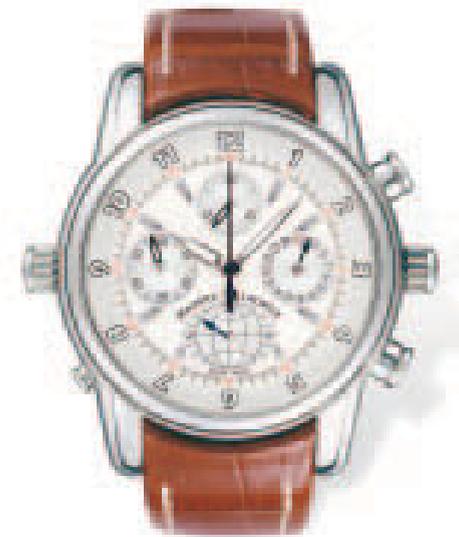
Chrono Globe

The movement of the Chrono Globe was precision-finished by experienced watchmakers in innumerable working steps and with great love and precision. The surfaces are lovingly decorated, the screw heads are blued. With a see-through caseback of sapphire crystal and a skeleton rotor, this watch presents itself to the viewer in its full beauty.

All of these details once again reveal the professionalism with which Maurice Lacroix approaches the development and production of high-quality wrist watches.



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- 1 Case and crowns of stainless steel/pink gold 18K 750. Silver dial, silver-coloured, luminous hands (hours/minutes), Arabic numerals and index marks.
- 2 Case and crowns of stainless steel. Silver dial, silver-coloured, luminous hands (hours/minutes), Arabic numerals and index marks.
- 3 Case, crowns, and bracelet of stainless steel/pink gold 18K 750. Silver dial, silver-coloured, luminous hands (hours/minutes), Arabic numerals and index marks.

Chrono Globe

- Movement** Hand-decorated automatic ML 88 movement, based on the Valjoux 7750 calibre, 26 jewels, blued steel screws, Incabloc shock protection, polished steel pallet and escapement wheel, Glucydur balance, Nivarox-1 balance spring, Nivaflex-1 main spring.
- Functions** Chronograph with 30-minute counter, small seconds, date indicator with hand, 3 time zones.
- Case** Stainless steel or stainless steel/pink gold 18K 750; sapphire crystal with anti-reflective coating on inside, screwed case-back with sapphire crystal; water-resistant to 50 m.
- Dial** Solid silver 925, silver-coloured or black; luminous hands (hours/minutes), Arabic numerals and index marks.
- Watchband** Stainless steel, stainless steel/pink gold 18K 750, or genuine Louisiana croco leather with folding clasp.
- Edition** Numbered, with certificate.



The ML 88 calibre. As a result of its skeleton rotor, this automatic chronograph movement is presented openly. In addition to hours, minutes, seconds, and date, two additional time zones are displayed.



————— **Date with a Capital D: the Grand Guichet**

Day in, day out, we are ruled by overscheduled appointment calendars. Yet there are still special days that are able to change one's life. These dates give rise to a fullness of associations, remembrances, and emotions.

Most watches adorning people's wrists indicate the date very discretely. The current date is indicated either analog with a hand or digitally in a rather small window in the dial. Not so with the Grand Guichet from the Masterpiece Collection. To give adequate significance to the date, Maurice Lacroix developed a functional large date. It is the unique signature characteristic of this automatic wrist watch.

With this large date, Maurice Lacroix optimises earlier forms already known since 1932. The carefully finished automatic ML 58 calibre permits a conspicuous large date that was achieved with the usual technical perfection found in the Masterpiece Collection. Two superimposed, independently rotating disks add the date's first and second digits to an exceptional, current display in the double window. This unusual design element immediately draws the viewer's attention. The two-window field results in more than double the usual display area, providing excellent readability.

Maurice Lacroix has also added an additional complication, i.e. the attractively shaped small seconds at the "6", to the basic movement.

Grand Guichet

Simple classic hours and minutes hands – luminous on some models; Roman or Arabic numerals, small seconds at the “6”, and an elegant case of stainless steel, stainless steel with pink gold, or solid pink gold shape the timeless appearance of this watch, which emphasises the value of each day. All in all, a Masterpiece made for people who move with the times, but don’t want to be ruled by it.



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- 1 Case, crown, and clasp of pink gold 18K 750. Silver dial, silver-coloured with Roman numerals and index marks.
- 2 Case and crown of stainless steel. Silver dial, silver-coloured with Arabic numerals and index marks; luminous hands (hours/minutes/seconds), Arabic numerals and two index marks.
- 3 Case and crown of stainless steel. Silver dial, silver-coloured with Roman numerals and index marks.

Grand Guichet

- Movement** Hand-decorated automatic movement ML 58, based on the ETA 2892-A2 calibre, 26 jewels, blued steel screws, Incabloc shock protection, polished steel pallet and escapement wheel, Glucydur balance, Nivarox-1 balance spring, Nivaflex-1 main spring.
- Functions** Large date display with two independently rotating disks, small seconds.
- Case** Stainless steel, stainless steel/pink gold 18K 750 or pink gold 18K 750; sapphire crystal, screwed caseback with sapphire crystal; water-resistant to 50 m.
- Dial** Solid silver 925, silver-coloured; with Roman or Arabic numerals and index marks; luminous hands (hours/minutes/seconds), luminous Arabic numerals and index marks on some models.
- Watchband** Stainless steel, stainless steel/pink gold 18K 750, or genuine Louisiana croco leather with folding clasp.
- Edition** Numbered, with certificate.



The ML 58 calibre. The date display hides a complicated mechanism: In the carefully decorated ML 58 automatic movement, two superimposed disks rotate independently from each other and in this way make up the numbers of the current date.



—— **The Secret Power of the Moon: the Phase de Lune**

Mankind has always been captivated by the moon and its fascinating light phases. The complete lunar cycle from new moon to new moon is also called a lunation and lasts exactly 29 days, 12 hours, 44 minutes, and 2.9 seconds. The moon's light phases, which can be clearly observed with clear skies, embody the rhythm of waxing and waning.

The influence of earth's pale companion on earthly events has been known since time immemorial. The most obvious moon phenomena are the ocean tides. Yet in the popular opinion of many people, even the cutting of hair or gardening is subject to the secret power of this heavenly body.

Even the earliest mechanical watches with trains of wheels therefore showed moon phases, and the moon phase indicator is part of the unchanging repertoire of fine watchmaking. The beauty and harmony of a watchmaking Masterpiece are created as much through conflict with traditional rules of play as by energetic spontaneity and surprise. With his virtuoso handling of these insights, Maurice Lacroix again and again conceives of new ideas for new creations, which often allow no more than a subconscious allusion of the secret of their success. This is also true for the Phase de Lune.

For the Masterpiece Phase de Lune, the watchmakers of Maurice Lacroix judiciously rounded the time of the lunar cycle. The moon symbol – driven by a complicated, hand-decorated ML 37 automatic movement – takes 29 days and 12 hours to move through the semi-circular dial window at the "6". This accuracy is sufficient for everyday use, i.e. for recognising and adjusting to the current moon phase.

Phase de Lune

Another exciting feature of the Phase de Lune is its precise interaction of hands and dial windows. In addition to the moon phase, the Phase de Lune also indicates seconds, minutes, hours, date, weekday, and month, using in part analog displays with hands, in part digital displays with several small windows. As a special feature, a hand points from the centre to the exact date in the 31-day ring, which adjoins the hours ring on the dial.

Two different dials make it hard for the watch lover to choose: One has a contemporary silver colour with luminous Arabic numerals and index marks, as well as luminous hours and minutes hands. The other one is classic white and has Roman hours and Arabic date numerals.

The Phase de Lune adds a creation to the Masterpiece Collection by Maurice Lacroix that will excite watch lovers with a special enjoyment of attention to detail.



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- 1 Case and crown of stainless steel. Silver dial, silver-coloured, luminous hands (hours/minutes) and Arabic numerals; index marks with luminous dots.
- 2 Case, crown, and clasp of yellow gold 18K 750. Silver dial, white with Roman numerals.
- 3 Case and crown of stainless steel. Silver dial, white with Roman numerals.

Phase de Lune

- Movement** Hand-decorated automatic ML 37 movement, based on the ETA 2824-2 calibre, 25 jewels, blued steel screws, Incabloc shock protection, polished steel pallet and escapement wheel, Glucydur balance, Nivarox-1 balance spring, Nivaflex-1 main spring.
- Functions** Weekday, date, month, and moon phase indication.
- Case** Stainless steel, stainless steel/yellow gold 18K 750 or yellow gold 18K 750; sapphire crystal, screwed caseback with sapphire crystal; water-resistant to 50 m.
- Dial** Solid silver 925, silver-coloured with Arabic numerals and index marks or white with Roman numerals; luminous hands (hours/minutes), Arabic numerals and index marks on some models.
- Watchband** Stainless steel, stainless steel/yellow gold 18K 750, or genuine Louisiana croco leather with folding clasp.
- Edition** Numbered, with certificate.



The ML 37 calibre. It is this complicated heart of the Phase de Lune together with the balanced design that makes this Masterpiece so attractive: A complex train of wheels controls the weekday, month, and moon phase displays via three separate disks.



*Models of the Masterpiece Collection –
Phase de Lune Tonneau*

**Perfection in Form and Craftsmanship:
the Phase de Lune Tonneau**

Trends really are not that important in life, where our time is very precious. The opposite is true, however, where life with fashion is concerned. On the other hand, the history of timekeeping shows that contemporary movements always have had an influence. This applies both to the movements and additional functions as well as to the external design of watches. Especially for wrist watches it has been, and is, very difficult to ignore fashion aspects. The reasons for this are obvious: At an exposed location like the wrist, watches will always be in plain sight of interested people. Here they are seen, but also are gladly displayed!

This was no different in the first few decades of the 20th century. Any person who wanted to be fashionable then showed this simply by owning a wrist watch. Its external appearance also pointed out those who were very conscious of trends. Especially if the shape of the worn watch was extraordinary.

An eloquent example of such an unusual form is the extended round, i.e. the oval. It was never really able to catch on for wrist watches. Which is why at some point creative designers simply removed the sharp curves at both ends. These courageous steps were enough to create a shapely worldwide success from the oval during the legendary twenties, an epoch of overflowing joie de vivre: a case form with the basically trivial name meaning “little barrel” – not exactly a great motivation to buy. When translated into French, this word changes into a musical sound – the mundane barrel becomes an elegant “tonneau” and thus a fascinating must-have object.

The tonneau shape was instrumental in moulding the image of the wrist watch during the 1920s. At the end of this decade, an increasingly more sober and factual style began to make inroads on the image of the baroque and joyful “little barrel”. Changing times demanded their toll, the tonneau fell more and more victim to changing taste.

*Models of the Masterpiece Collection –
Phase de Lune Tonneau*

Today, anything that pleases is allowed again. This is also true where sophisticated timekeeping is concerned. Today, the apparent adversaries of tradition and innovation determine current trends. An unmistakable change in values has begun: the new motto is understatement.

Maurice Lacroix has recognised the signs of the times and presents the traditional tonneau as the youngest protagonist of the high-quality Masterpiece Collection.

Yet for Maurice Lacroix, tonneau does not mean an uncritical remembrance of long ago epochs. Rather, the tonneau-shaped case represents an unusual challenge, namely to transfer design elements to the 21st century and to create a case for a wrist watch that noticeably stands out from the usual by its comfort and ergonomics.

Just a few glances at the Phase de Lune Tonneau will make it clear that this difficult challenge was completely met. In principle, the case makes no secret of the fact that the popular tonneau was the driving force behind its design. Yet when the numerous details are studied, it is impossible to miss that tonneau is not tonneau. Accomplished curvatures and artfully arched, low watchband joints make it possible for the case of this Masterpiece to perfectly nestle against almost any wrist. And more: Perfectly rounded case flanks and painstaking finishing of apparently insignificant detail aspects give the Phase de Lune Tonneau its qualities that are truly flattering to the hand.

Maurice Lacroix is especially proud of the fact that this perfectly shaped work of art was not only developed in its own studios, but is produced there also. Both the development as well as the production of this case are hereby associated with the highest degree of complexity.

Yet anyone who believes that the timekeeping interior of the Phase de Lune Tonneau has more of a subsidiary character would be wrong. The watchmakers of Maurice Lacroix were not satisfied with a simple watch movement for this model of the exclusive Masterpiece Collection. Entirely in the style of past epochs, when moon phase indicators in wrist watches celebrated their first successes, the fascinating case also includes fascinating inner workings: a carefully finished automatic ML 37 movement with

simple full calendar (date, weekday, and month) as well as moon phase indication.

The dial of solid silver with its distinctive Roman numerals applied in intricate, detailed work and adapted exactly to the radius of the dial, provides this extraordinary timekeeper with its ultimate refinement and shows off the ability of Maurice Lacroix to never leave anything to chance.

Movement Hand-decorated automatic movement ML 37, based on the ETA 2824-2 calibre, 25 jewels, blued steel screws, Incabloc shock protection, polished steel pallet and escapement wheel, Glucydur balance, Nivarox-1 balance spring, Nivaflex-1 main spring.

Functions Weekday, date, month, and moon phase indication.

Case Stainless steel or stainless steel/yellow gold 18K 750; sapphire crystal, screwed caseback with sapphire crystal; water-resistant to 50 m.

Dial Solid silver 925; white or black, with Roman numerals.

Watchband Stainless steel or genuine Louisiana croco leather with folding clasp.

Edition Numbered, with certificate.



*Models of the Masterpiece Collection –
Phase de Lune Dame*

Ladies Only: the Phase de Lune Dame

When is the best time for a woman to get her hair cut? The ideal time for her to plant seeds in her garden? Or to cut flowers?

Many daily activities depend on the right time. If one were to believe many publications that drew attention during recent years, the position of the moon plays a very important role in this. In any case, this is a tradition going back to the ancient Celts. And more – many ancient cultures attributed great importance to the earth's pale companion. Luna, the Romans called it, Selene was the name given by the Greek. Even today, the moon's name has remained female in many languages. It is therefore not surprising that the female "Luna" has been immortalized in literature countless times. Our word "month" also has its root in "moon".

The influence the moon has on our life on earth changes depending on its current light phase. Its spectrum of approximately 29-days – the so-called lunation – goes from new moon to full moon and back again. The moon appears as waxing and waning.

Medicinal herbs gathered at full moon, it is said, are more potent. On the other hand, if at all possible, trees should not be trimmed when the moon is full. It is said that when the moon is waning, an opulent meal does less damage to the waistline, and quilts and mattresses should be aired out thoroughly. Lettuce, spinach, and tomatoes should be planted when the moon is waxing. This is the phase, after all, when the moon increases, collects power, and stores energy.

A woman may believe in this influence of this celestial body on her daily life – or not. Yet certain influences of the moon on our planet are certain. It is therefore good to always be aware of its phases. Unfortunately, the moon's position usually remains hidden in the sky during daylight hours.

As one of the pioneers of moon phase indication after the renaissance of mechanical watches in the early 1980s, Maurice Lacroix bears this in mind with a new wrist watch in 2003.

The Phase de Lune Dame is the first model of the Masterpiece Collection intended solely for women. Women will be especially excited about this practical as well as exceptionally elegant piece of jewellery because of its valuable design. The graceful, smaller case is embellished with four sapphire cabochons whose matchless blue is shown off to advantage by the stainless steel and light blue or pink Louisiana croco leather watchband. Another, semi-circular sapphire decorates the crown.

The diamond version of the Phase de Lune Dame is particularly attractive: This watch with its artfully engraved dial of genuine mother-of-pearl with four small inset diamonds is targeting sophisticated, modern women with a flair for perfection. 50 Top Wesselton diamonds make this case an attractive eye-catcher that the wearer hesitates to take off.

In addition to the mystical moon moving through a small, semi-circular dial window during the lunation, this watchmaking treasure naturally also displays date, weekday, and month. Whenever desired, the quiet ticking of the lovingly finished automatic movement ML 37 can be observed through the sapphire crystal caseback and ensures precision time-keeping. The Phase de Lune Dame is a timepiece that openly reveals its qualities and does not keep any secrets from its wearer.

Unlike our moon. In spite of repeated trips into space, its secret still has not been completely brought to light.

Movement Hand-decorated automatic movement ML 37, based on the ETA 2824-2 calibre, 25 jewels, blued steel screws, Incabloc shock protection, polished steel pallet and escapement wheel, Glucydur balance, Nivarox-1 balance spring, Nivaflex-1 main spring.

Functions Weekday, date, month, and moon phase indication.

Case Stainless steel or stainless steel/yellow gold 18K 750; four sapphire cabochons, crown with sapphire cabochon; diamond version with 50 Top Wesselton VS diamonds (0.835 carats); sapphire crystal, screwed caseback with sapphire crystal; water-resistant to 50 m.

Dial Solid silver 925, silver-coloured with Arabic numerals and index marks or genuine mother-of-pearl with Top 4 Wesselton diamonds.

Watchband Genuine Louisiana croco leather; in different colours.

Edition Numbered, with certificate.



————— **Exceptional Sportiness: the Croneo**

To be able to hold onto fleeting time for at least a moment – this has been mankind’s dream since ancient times. This wish apparently became true at the beginning of the 19th century, when the stopwatch with a stoppable seconds hand was invented. Yet these first stop watches had a grave disadvantage: When the seconds hand was stopped, the entire watch movement came to a standstill, and the exact time was lost.

In 1821, Parisian watchmaker Rieussec applied for a patent for a genuine “time writer”. His instrument noted time intervals in the form of dashes and dots on a rotating dial. This was followed in 1831 by the first pocket watch whose seconds hand could be stopped and restarted as often as desired without affecting the watch movement. In 1862, the chronograph as we know it today was created: This watch possessed an intelligent additional mechanism for starting, stopping, and zeroing the chronograph hand. The time indication was not affected by this. In the time following, sport, science, technology, and military applications challenged watchmakers to further perfect chronographs.

In 1973, renowned raw movement manufacturer Valjoux offered the first automatic chronograph. The enterprise, headquartered in the remote Vallée de Joux in Switzerland, simply called this centre rotator calibre that had been designed for reliability and a long life the “7750”. Even though the entire world demanded electronic quartz movements at this time, some idealists put their hope into this new stopper with its 1/8 second precision, 30-minute and 12-hour counters, and weekday and date indicators. They were right: During the renaissance of mechanical movements in the 1990s, the Valjoux 7750 calibre became the bestseller among chronographs.

Not least because of its excellent qualities, technicians and watchmakers from Maurice Lacroix have put their efforts into this proven movement for many years. However, intricate decoration, blued screw heads, 26 jewels, a first-rate oscillation and escapement system, as well as a five-position adjustment distinguish the finished movement of the Masterpiece Croneo from the basic movement.

Croneo

Sportiness and modern technology are the key characteristics of this automatic chronograph. Its exterior matches its precious inner workings: Dial and hands have been designed by perfectionists with a special love for detail. The unsurpassed readability of this timekeeping ensemble also is an important factor in its overall harmonic appearance. It also includes a convenient tachymeter scale that directly measures average speed.

This Masterpiece is able to attribute its independent character to the distinctive interaction of fine details. In short – the Croneo is a watch for the hard to please, for individualists who want to have it their way, all the time.



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- 1 Case and crown of stainless steel/yellow gold 18K 750. Silver-coloured dial with Roman numerals. Blued steel hands.
- 2 Case and crown of stainless steel. Black dial, luminous hands (hours/minutes/chronograph), Arabic numerals and index marks.
- 3 Case and crown of stainless steel. Silver-coloured dial, luminous hands (hours/minutes/chronograph), Arabic numerals and index marks.

- Movement** Hand-decorated automatic ML 67 movement, based on the Valjoux 7750 calibre, 26 jewels, blued steel screws, Incabloc shock protection, polished steel pallet and escapement wheel, Glucydur balance, Nivarox-1 balance spring, Nivaflex-1 main spring.
- Functions** Weekday and date indicator, stop function with 30-minute and 12-hour counter, small seconds.
- Case** Stainless steel, stainless steel/yellow gold 18K 750 or stainless steel/pink gold 18K 750; sapphire crystal, screwed caseback with sapphire crystal; water-resistant to 50 m.
- Dial** Silver-coloured or black, with Roman or Arabic numerals and index marks; luminous Arabic numerals and index marks; luminous or blued steel hands (hours/minutes/chronograph) on some models.
- Watchband** Stainless steel, stainless steel/yellow gold 18K 750, or genuine Louisiana croco leather with folding clasp.
- Edition** Numbered, with certificate.



The ML 67 calibre. The automatic Valjoux 7750 chronograph has a stop function with $\frac{1}{8}$ second precision, 30-minute and 12-hour counter, as well as weekday and date indication. However, an intricately decorated surface, blued screw heads, 26 jewels, a first-rate oscillation and escapement system, as well as a five-position adjustment distinguish this finished movement of the Croneo from the basic movement.



————— **None too Many: the Cinq Aiguilles**

When talented artisans created the first watches with wheels, they were equipped with a single hand for indicating hours. Minutes or even seconds were not a topic at that time. Today, watches that display not only hours, minutes and seconds but also date and weekday are nothing unusual anymore, per se.

Yet the Masterpiece Cinq Aiguilles by Maurice Lacroix is very special: Here, the calendar indicators – date and weekday – are not shown, as usually, in a dial window, but with two additional, different centre-arranged hands. This extraordinary detail, made possible by two complications placed on top of the base movement, also have given this Masterpiece its name.

For more than a decade, this five-handed, genuine classic with a retro look has played an important role in Maurice Lacroix' reputation for exclusivity in its most beautiful form and truest sense of the word. In 2001, the master watchmakers in Saignelégier painstakingly revamped this exciting wrist watch with its five hands, giving it an even more attractive appearance.

Whereas the Cinq Aiguilles with its stepped bezel, blued hands, enamel-look dial, and glossy reptile watchband was still distinctly classic in 1990, it is larger and sportier today. While the analog weekday indicator was moved outward, the date hand is now located inside the revised dial. Another thing that was changed is the design of hands and dial: The hands are straight, those for hours and minutes are luminous. The index marks on the dial are also luminous, providing excellent readability even in the dark. The dial is now optionally available in white or black.

Cinq Aiguilles

A person who at all times and everywhere, whether in business or private life, strives to rise above the crowd with a high degree of competence and a personal lifestyle distinguished by a sophisticated sense of aesthetics and harmony – such a person also appreciates the high value consciousness characterising the Masterpiece Collection by Maurice Lacroix. With their exceptional, independent character, these superior mechanical treasures denote their owners as true connoisseurs.

This is also true for the Cinq Aiguilles. Overall, its perfect synergy of case, dial, hands and ML 27 automatic movement once more emphasizes the high degree of competence of Maurice Lacroix in the conception, design and craftsmanship of fine mechanical timepieces.



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- 1 Case and crown of stainless steel/pink gold 18K 750. Silver dial, silver-coloured with Arabic numerals, luminous hands (hours/minutes), index marks with luminous dots.
- 2 Case and crown of stainless steel. Silver dial, silver-coloured with Arabic numerals, luminous hands (hours/minutes), index marks with luminous dots.
- 3 Case and crown of stainless steel. Silver dial, black, luminous hands (hours/minutes), Arabic numerals and index marks.

Cinq Aiguilles

- Movement** Hand-decorated automatic ML 27 movement, based on the ETA 2836-2 calibre, 25 jewels, blued steel screws, Incabloc shock protection, polished steel pallet and escapement wheel, Glucydur balance, Nivarox-1 balance spring, Nivaflex-1 main spring.
- Functions** Indication of hours, minutes, seconds, date, and weekday with hands.
- Case** Stainless steel, stainless steel/pink gold 18K 750 or pink gold 18K 750; sapphire crystal, anti-reflective coating on inside on some models, screwed caseback with sapphire crystal; water-resistant to 50 m.
- Dial** Solid silver 925, white or black; luminous hands (hours/minutes), Arabic numerals (on some models) and index marks; blued seconds hands on some models.
- Watchband** Stainless steel, stainless steel/pink gold 18K 750, or genuine Louisiana croco leather with folding clasp.
- Edition** Numbered, with certificate.



The ML 27 calibre. The automatic movement of the Masterpiece Cinq Aiguilles with its modifications and loving finishing work once again calls attention to the high level of competence of Maurice Lacroix in crafting the finest mechanical wrist watches.



————— **A Tribute to our Ancestors: the Jour et Nuit**

In the 18th century, creative watchmakers invented a special form of display for pocket watches. They did not divide the dial into the usual 12 sections, but created a 24-hour indication by marking a double-armed hand with a sun symbol for the 12 daytime hours, and a moon symbol for the 12 night-time hours. While this interesting indication was again and again appreciated by aficionados during the course of time, it was never able to assert itself against the conventional pair of hands for hours and minutes. The same is true for the corresponding wrist watches introduced in the 1960s, which today are attracting much interest by collectors because of their low issue numbers.

In the apparently endless landscapes of the Swiss Jura, the interaction of day and night is especially striking. At the horizon, one hill melts into the next one, contours dissolve, time takes on another dimension. This grandiose spectacle of nature is observed by the watchmakers of Maurice Lacroix day after day. Sometimes, such an experience is the beginning of a creative masterwork: Maurice Lacroix took up this unusual idea of day and night indication for its Masterpiece Collection – creating the Masterpiece Jour et Nuit as a stylish tribute to our innovative ancestors.

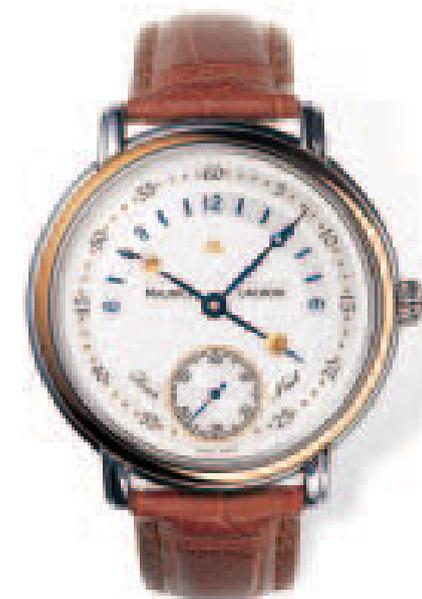
The dial train of this leisurely ticking classic has been adapted so that the custom-designed double-armed, blued hours hand marked with sun and moon symbols rotates in front of the silver dial at half speed, i.e. once every 24 hours, while the minute hand moves at the usual speed. The respective twelve day and night hours are shown in the top half of the dial. This eliminates any doubts as to whether it is daytime or night-time for good. The lower half of the dial is reserved for the small seconds.

Jour et Nuit

To fit in with the exclusive Masterpiece Collection by Maurice Lacroix, other exceptional elements had to be added to this stunning timepiece. The inner working of the watch is characterised by highest craftsmanship: It consists of a rhodanised, perfectly finished and intricately decorated mechanical, hand-wound ML 07 movement with classic coiled balance wheel, based on the Uritas 6498-1 pocket watch calibre. Its rhodanised bridges and plate, angled edges, circular Côtes de Genève, and perfect craftsmanship even for the smallest detail are the reason why watch lovers are so passionate about this watch.



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2



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- 1 Case and crown of stainless steel. Silver dial, silver-coloured, double hand, Arabic numerals and index marks of blued steel.
- 2 Case and crown of stainless steel/yellow gold 18K 750. Silver dial, silver-coloured, double hand, Arabic numerals, and index marks of blued steel.
- 3 Case, crown, and clasp of yellow gold 18K 750. Silver dial, silver-coloured, double hand, Arabic numerals, and index marks of blued steel.

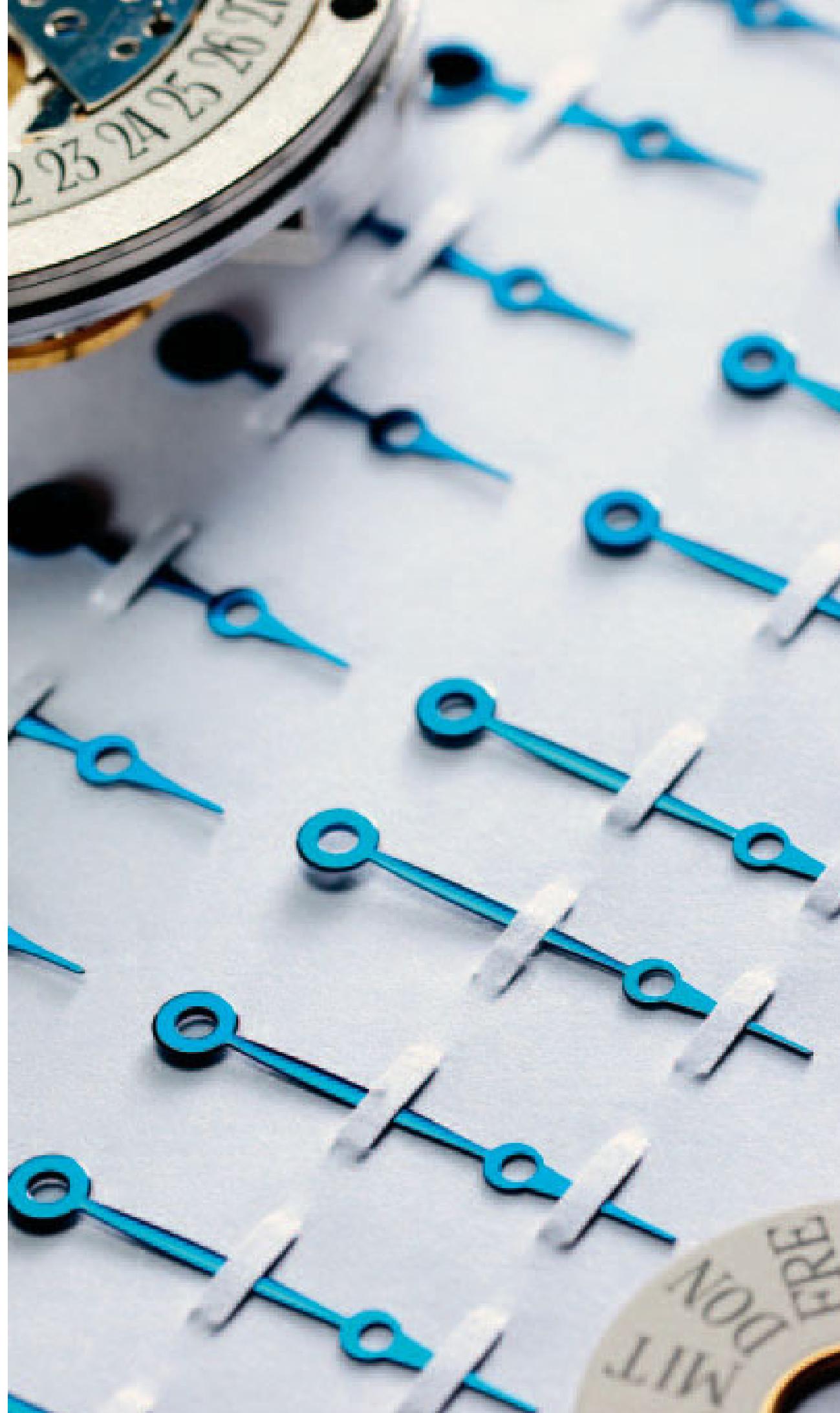
Jour et Nuit

- Movement** Hand-decorated mechanical, hand-wound ML 07 movement, based on the Uitas 6498-1 calibre, 17 jewels, blued steel screws, Incabloc shock protection, polished steel pallet and escapement wheel, Glucydur coiled balance wheel, Nivarox-1 balance spring, Nivaflex-1 main spring.
- Functions** 24-hour day/night indication, small seconds.
- Case** Stainless steel, stainless steel/yellow gold 18K 750 or yellow gold 18K 750; sapphire crystal, screwed caseback with sapphire crystal; water-resistant to 30 m.
- Dial** Solid silver 925, silver-coloured; blued hands (hours/minutes/seconds).
- Watchband** Genuine Louisiana croco leather with folding clasp.
- Edition** Numbered, with certificate.



The ML 07 calibre. The inner working of the Jour et Nuit is characterised by the highest level of craftsmanship: It consists of a rhodanised, perfectly crafted and finely decorated ML 07 calibre, based on the Uitas 6498-1 pocket watch movement.

Essay



Time – Substance of Life

“There is a big, yet mundane secret. All humans are taking part in it, everybody knows it, but hardly anyone ever thinks about it. Most people simply accept it and are not surprised a bit about it,” German author Michael Ende described something in his award-winning novel “Momo”, which in many modern languages is among those things mentioned most often, but for which some Indian tribes do not even have any word. For us, this mundane secret is called “time”.

“Gentle goddess”, the ancient Greek philosopher Sophocles called time in an era when it still had a different priority, when people took time for the important things in life, when time healed many wounds, when time brightened up the soul and left enough freedom for a contemplative life.

Today, time flies for many of us. Some race after it all the time, while others while it away or may even have to kill it. Then there are those of our contemporaries who constantly waste time or suffer time losses. And then there are those whose time is actually stolen.

In general, we think little about time, because we simply don't have enough of it to do so. Time is the substance of life. Its value increases as we grow older. Only children can afford to wish away the time they have to wait until their next birthday. A lack of time has become a sign of the time. Deadlines are pressing. Today's trend is to fit as many appointments, meetings, dates into the shortest period of time possible. Racing through time – is it our new popular sport?

Since time immemorial, philosophers, scientists, poets, and thinkers have wondered, what time actually is. Yet so far no one has found a comprehensive, plausible, and generally valid answer to this question.

Albert Einstein found his own answer to this question: brilliant, incredibly logical, but unfortunately impossible to understand for most people. While sound human thinking and scientific research had until then attempted to make some sense of the fleeting nature of time, Einstein's revolutionary Theory of Relativity published in 1905 turned almost everything that previously had been brought to light about this issue upside down. The picture of the supposedly ideal world was shattered when Einstein maintained that time was not an absolute but a relative value.

And he himself provided a fitting and graphic example of relativity: “When you spend two hours with a nice girl, it feels like two minutes. If you spend two minutes on a hot stove, it feels like two hours.” Because of its relativity, time could only be that which one reads off a watch.

In his book “Technology and Civilization”, sociologist Lewis Mumford emphasised that not the steam engine but the watch is the key machine for the modern industrial age. “It is a sort of power engine whose ‘product’ consists of seconds and minutes.”

Even the ancient Egyptians had divided their day into fixed segments. Tools for measuring time were available very early: Sun dials, water and oil clocks, incense clocks, candles marked with a time scale, and naturally, the hour glass. The genesis of the modern mechanical watch was in the late 13th century and continues today. This means that the ticking microcosm is one of the oldest machines of mankind. Although it attained an unexpected degree of perfection and precision over hundreds of years, and although it may appear as if creative watchmakers have invented everything there is, it is very likely that its continued development will not come to a standstill in the future. This not only holds true for the timekeeping inner works of a watch, but also for its outward appearance.

A good example of such a development is the change from pocket watches to wrist watches in the early 20th century. Since then, the world of timekeeping is hard to imagine without wrist watches. Today, the wrist watch is almost universally worn especially by men, who initially were rather sceptical about this new type of watch and were slow to let go of their chained pocket watches.

The reasons for this are simple: Except for cufflinks, a wrist watch is the only generally acceptable piece of jewellery for men. Worn at the wrist, it unmistakably shows the significance which the precious and irreplaceable time has for a man. The wrist watch is also still present, when other status symbols, such as a car, must be left on the parking lot at the restaurant.

The fact that a mechanical wrist watch emanates power, force of will, and not least prestige, also has not remained hidden from women who have come to regard watches with a sporty appearance and attractive complications that promise to keep their value long-term as very fashionable.

And keeping with the motto “everything in its own time”, everybody who considers timekeeping as important has more than one wrist watch. Variety on the wrist is fun and expresses a sense of luxury and joie de vivre. After all, you look more often at your watch than into a mirror during the course of the day.

Once a person has discovered the fascination of mechanical watches and their ticking inner workings, it is impossible to turn back. No wonder then that so many of our contemporaries have become avid collectors. Their interest may be mainly in particular brands, time periods, or additional mechanisms. Watch collections are irrefutable proof that even in our automated, fast-paced world people can still get excited about the function of traditional mechanisms, patient hand-crafted precision, and beautiful details.

Glossary

Alarm

One of the earliest additional functions of mechanical wheel watches, known since the 16th century. At the pre-set time, an acoustic signal sounds as a wake-up or as a reminder for appointments.

Analog time display

Classic form of time display using a pair of rotating hands. Time is indicated by the position of hour and minute hands in relation to each other.

Arbours

The ends of a wheel or pinion axle.

Assembly

The putting together of a watch. This may be done completely by hand or with an assembly line.



Balance

Round metal ring, which, together with the hair-spring, forms the time-keeping element of a mechanical watch. With the help of its oscillations it divides the uniformly flowing time – along with the escapement – into exactly defined sections that are measured by the train of gears.



Bearings

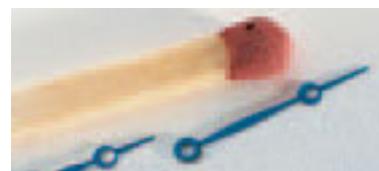
Drilled holes for the arbours of the train of wheels. In fine watch movements, the drilled holes are provided with jewel bearings, especially for the rapidly rotating wheels and pinion gears.

Bezel

Originally the glass ring of a watch case that was snapped with the pressed-in crystal onto the centre part of the case. Today, decorative and rotating rings are often called “bezels”.

Blued hands and screws

Steel parts that have been tempered in the style of traditional craftsmanship until their colour changes. The parts are heated in a small pan over a flame. The metal surface takes on the desired blue colour when the temperature reaches approximately 540°F (300°C). This process requires much feeling and experience.



Bridge

Metal part that serves as a bearing for the rotating watch parts. In contrast to the cock that serves the same function, the bridge is screwed at both ends to the plate. Depending on the size of the bridge, it is stabilised with one or more screws.

Calibre

Size and build of a watch movement and its parts. The calibre identification allows an exact identification of the different movements of manufacturers, e.g. for service or for ordering replacement parts.

Carat

Measuring unit for the gold content in an alloy. The unit of the standard is divided into 1/24. Fine gold, i.e. almost 100% pure gold, has 24K. A case of 18 carat gold has a content of 750/1000 of fine gold and other alloy metals (copper, brass, silver). The actual standard is embossed with a stamp.

Case

Protective cover of a watch. Cases are available in many different types and materials. There is also a large number of case shapes (round, square, oval, rectangular, barrel- or pillow-shaped).

Chronograph

A watch with a stop mechanism. A popular additional function allowing a centre sweep-second hand to start, stop, and return to its zero position independently from the actual watch movement in order to measure time intervals. This does not affect the time display. Chronographs usually also have counters for minutes and possibly hours.

Cock

Part of the watch movement. Functions as bearing for a wheel or balance.

Complication

Additional mechanism in mechanical wrist watches that can only be made by specialists. The most important complications for mechanical watches include e.g. chronographs, calendars, retrograde indicators, striking works, or alarms.

Crown

Knurled button for winding mechanical watches and adjusting their hands. It is also often used to adjust the date display.

**Crystals**

Maurice Lacroix only uses sapphire crystal for Masterpiece Collection watches. With a hardness of 9 Mohs, this material is extremely scratch- and break-resistant. It can only be processed with special diamond tools.

Date display

Indication of date, either in analog form with a hand or in digital form with a ring on which the dates are printed and a window in the dial. Hand and ring complete a full rotation every 31 days. Both are moved forward one position near midnight.

Digital display

Display of time and/or date using numbers. In watches, rings or disks marked with the corresponding numbers rotate below the dial. The current display is shown in a window in the dial.

**Ebauche (raw movement)**

Unfinished, raw movement with train of wheels and winding, but without escapement, balance, hairspring.

Ellipsis

Balance pallet jewel made from synthetic ruby. When used in pocket watches, this pallet jewel formerly had the shape of an ellipsis in order to reduce friction in the pallet fork.

Engine-turning (guilloché)

Engraving technique. Machine-application of finely intertwined, geometric patterns (guillochés) on watch cases or dials.

Escapement

Mechanism consisting of pallet and escape wheel and located between the train of wheels and the timekeeping element (balance and hairspring). It transfers the spring's energy in small impulses to the balance in order to maintain the latter's oscillations. It also prevents the unbraked running of the movement. The escapement allows the train to advance in the rhythm of the balance.

Finishing

Finishing and decorating work for a watch.

Frequency

Number of balance oscillations per second, measured in Hertz (1 Hz = 1 full oscillation per second = 7,200 semi-oscillations per hour). While earlier movements had a balance frequency of 18,000 semi-oscillations per hour, most modern mechanical watch movements have a frequency of 28,800 semi-oscillations/hour or 4 Hz.

Full calendar

Complete calendar with indication of day of the week, date, and month. For months with less than 31 days, simple full calendars require a manual correction.

Geneva stripes (Côtes de Genève)

Elegant ribbed decoration applied to the plates, bridges, and cocks (movement parts) of exclusive watch movements. Maurice Lacroix was one of the first watch brands that interpreted the engraved Côtes de Genève in a circular shape. These stripes are also commonly used in a straight shape.

Hairspring

Metal band coiled in helical shape that is attached to the balance staff and cock. Its elasticity ensures that the balance oscillates evenly back and forth. A longer balance staff results in slow, a shorter balance staff in fast timekeeping of the movement.

Hand-wound movement

Mechanical movement with a spring that usually must be wound manually via its crown on a daily basis.

Indicator

Display of, e.g. time, date, power reserve, etc.

Jewels

In order to reduce friction in the most important bearings of precision watches, jewels are set into the pallets and ellipsis. While earlier watches used natural gem stones (e.g. rubies and sapphires), only synthetically produced jewels are used in modern watches. Complicated watches require more jewels. The number of jewels is indicated on the movement.

Lever escapement

Most common escapement type used successfully for more than two centuries in portable mechanical watches.

Line (also ligne)

Traditional watchmaking measuring unit. It derives from the "pied du roi", the French foot. One line ("") corresponds to 2.2558 mm. It is used to designate movement size.

Main spring

Long, elastic, helically wound steel band functioning as an energy reservoir for mechanical watches.

Mechanical watches

A watch that is driven by a spring or weight and has a balance or pendulum as a time-keeping element.

Moon phase indicator

Indicates the number of days since last new moon. The indicators frequently used today consist of a disk with 59 teeth. This disk has a surface with two full moons opposite from each other and turns twice about its axis during the course of 59 days. The current moon phase always can be read through a semicircular window in the dial.



One-year calendar

Calendar that takes into account the different months' lengths from March 1 to February 29. In non-leap years with 28 days in February, the display must be manually advanced to March 1.

Pallet

One of the most complicated parts of mechanical watches: A small, two-armed lever with jewels that alternately engages with the escape wheel. The pallet transfers the force of the train to the balance in order to maintain the balance oscillations. It also prevents the unbraked running of the wound train.

Plate

In watchmaker jargon the name for the metallic plate carrying the bridges, cocks, and other components of a watch movement.

Power reserve

Total running time of a mechanical watch movement, i.e. the time between the complete winding and standstill due to a complete uncoiling of the main spring.

Power reserve indicator

Indicates remaining running time of a mechanical watch movement on the dial.



Private Label

Specialised companies produce watches outsourced by other companies and put the other companies' signature on them.

Retrograde indicator

A hand that moves over a circular segment, e.g. for indicating the date, and instantly returns to its starting position once it reaches the end of the numerical scale.

Rhodanising

Galvanic refinement, e.g. of the movement surface, for protection against tarnish and for giving it a bright shine. Rhodanising also provides a greater surface hardness.

Rotor

Half-moon-shaped centrifugal mass for automatically wound watches. The rotor uses the wearer's arm movements for tightening the main spring.

Seconds stop

Mechanism for stopping the seconds hand. This allows the setting of the watch with accuracy down to the second.

Self-winding mechanism

Additional mechanism using the wearer's arm movements for tightening the mainspring of a mechanical watch. A rotor converts kinetic energy into an energy potential.

Shock protection

System for protecting the fine arbours of the balance axle that are susceptible to breakage. All mechanical watch movements by Maurice Lacroix are equipped with shock protection.



Small seconds

Seconds hand that rotates outside of the dial centre.



Stainless steel

Popular alloy of steel, nickel, and chrome with molybdenum or tungsten added. It is rust-free, extremely resistant and non-magnetic, but relatively hard to work with.

Tachymeter scale

Dial scale on chronographs. Used for direct reading of average speeds in kilometres per hour.

Train of wheels

Transfers the energy from the barrel via gearwheels and pinions to the oscillation and escapement system.

World time indicator

In 1883, first Canada and then the United States introduced a world time system that divides the earth into 24 time zones. Based on the Greenwich zero meridian (Greenwich Mean Time – GMT), time shifts by a full hour every 15 degrees of longitude. Watches with world time indicator show two or more time zones on a dial. For this purpose either several watch movements are put in a case, or an additional mechanism permits the time for several time zones to be displayed.

Impressum

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