



FAVRE-LEUBA

PRESS RELEASE

Collection – Raider and Chief

Inspired by their legendary forefathers

In October 2016, Favre-Leuba introduces a new collection of watches. Inspired by its legendary forefathers but recrafted for today, the models of the Raider and Chief lines exuberate technical as well as aesthetic brilliance. Like their role models, the new watches are characterized by innovation and functionality. They are dependable companions for those who are not held back by seemingly insurmountable limits but rather pave their own way.

Identifying and pursuing new targets and adventures, constantly challenging the status quo, changing perspectives to find creative solutions, redefining obstacles as opportunities to surpass instead of limits to bow down to – this mindset was and continues to be the foundation of Favre-Leuba, and which is best expressed through their watches that narrate the glorious history. With its striking aesthetics and ingenious functionality, The Bivouac, which, in 1962, was the first mechanical watch equipped with an aneroid barometer for altimetry and air pressure measurement, and The Bathy of 1968, which for the first time displayed not only dive time but also dive depth, are worthy torchbearers. Time and time again, they have always been reliable companions to their wearers - in every situation where they were conquering frontiers be it at great heights or depths, in heat, high humidity, or freezing cold.

It would hence only be apt to take a leaf out of the old book and design the contemporary line of watches based on these successes. The thread that runs common with the past well into the present, across the two new lines of Raider and Chief, is the perseverance of excellence in both functionality and design.



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Innovation and functionality

The models of the Raider line are ideal companions for anyone who revels in rising above the defined boundaries. The **Deep Blue**, waterproof to 300 m, accompanies divers to discover the mysterious worlds underwater, while the **Sea Sky** combines the functionality of a chronograph with the practical benefit of a rotating bezel, which allows the wearer to define new benchmarks. With this year's collection highlight, Favre-Leuba offers further proof of its values such as defiance, ingenuity and the pioneering spirit, that have defined the brand for over the rich 279 years. With its innovative and unique way of displaying the time, the **Harpoon** demonstrates that, especially in this case, less is surely more. Bundled with all that is essential to an explorer, Harpoon is indeed the ultimate diving watch. What it lets one see, is what is needed the most, the minutes of precision to complete a successful dive.

Those who adore a succinct style will appreciate the timeless aesthetics of the Chief line. Built with distinction even across the seemingly simple parameters, both the **Sky Chief Date** and the **Sky Chief Chronograph** master the game of exuding confidence and character. These magnetic timepieces are like companions who know how to capture attention, but let the wearer have stage for their accomplishments.

Historic design elements interpreted in a contemporary way

The unmistakable shapes and bold elements confirm that the DNA of the new Raider and Chief collection belong to the Favre-Leuba brand and have been skillfully translated into the design of today.

The Favre-Leuba design language – clear, expressive lines – characterizes all products. The case – a bow drawn from lug to lug, just like a bridge running over time, shares the enthralling contrast of the brushed and polished surfaces. The bezel – this seemingly simple design component also boasts a special detail when observed: it's not just another circular functional element but rather a finely wrought Tetradecegon, which creates a strong and distinctive look of the new Favre-Leuba collection. The case back – made with precision that conveys no detail is ever too small at Favre-Leuba, is screwed in place to ensure that it's always perfectly aligned.



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What good could a watch be, if it is not useful to instantly see the one detail it is meant for? The striking hands and the conspicuous appliquéd index marks, pronounce a mark of boldness on an otherwise minimalistic dial. Not only are these the distinguishing feature of an unpretentious timepiece but also prove to be a functional element in the dark as the Super-LumiNova coating comes to light.

Not many can claim the power of history and own a piece of it. With Favre-Leuba, come closer to the birth of innovation as the brand makes the transition into the contemporary while cherishing that which its forefathers breathed life into, the art of watchmaking.

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