



H. Moser & Cie.
VERY RARE

PRESS RELEASE

DIVE INTO EXCEPTIONAL WATCHMAKING

Neuhausen am Rheinfall, January 14th, 2019

Blue Lagoon: for the first time, this dial, evoking the waters of the tropics, is being paired with a model from the Endeavour family; a Concept version – without logo or indices. The Endeavour Centre Seconds Concept Blue Lagoon is designed for connoisseurs who like their watches bold, sexy, and contemporary, with a maverick edge. Recognised as a benchmark for elegance, H. Moser & Cie. produces classic watches unlike any other. 100% Swiss, 100% Moser, with a guarantee that, since H. Moser & Cie. models are so extremely rare, you will not find your watch on any other wrist.

For a number of years, a new wind has been blowing towards H. Moser & Cie., breathing life into products which are resolutely of their time and aimed at a refined clientèle who know what they like. H. Moser & Cie. stands for understatement, yet always with a hint of provocation. On the Endeavour Centre Seconds Concept Blue Lagoon models, the indices and brand logo have been completely removed to enhance the utterly streamlined minimalist design. The brand is also famed for its fumé dials, with highly sophisticated colour gradations, which it presents in an audacious yet always elegant mix of materials and styles. With a broad palette of shades to choose from, H. Moser & Cie. can afford to be daring, as is the case with the Blue Lagoon dial, an unexpected colour that was an immediate success. With no distraction, it takes pride of place, turning minimalist luxury into a statement: immediately identifiable and unmistakable.

"Fumé dials are an integral part of our history", explains Edouard Meylan, CEO of H. Moser & Cie. "To connoisseurs, they are instantly recognisable". Today, over 90% of our models feature a fumé dial; the others have either an argenté dial or, for models in the Heritage collection, an enamelled dial. For the last few years, we have been exploring ways of developing new colours, always with the same desire to offer watches that are traditional yet in keeping with the times". To truly stand apart, we cannot simply follow trends. We must create them. And the result is magical: Endeavour Centre Seconds Concept Blue Lagoon models are Haute Horlogerie classics, combining harmonious proportions, balanced forms, high-end finishes, and our own manufacture-made automatic movement. But these are classics designed for a modern audience with their finger on the pulse, seeking a watch that is traditional yet unconventional, with an arresting aesthetic that looks nothing like a watch your grandfather would wear.

The movement that drives the Endeavour Centre Seconds Concept Blue Lagoon model is the HMC 200, designed, developed and produced entirely in-house. It is equipped with a regulating organ manufactured by Precision Engineering AG, the sister company of H. Moser & Cie. The calibre HMC 200 houses a large engraved gold oscillating weight, guaranteeing a minimum 3-day power reserve.

The Endeavour Centre Seconds Concept Blue Lagoon proves once again that simplicity can be both surprisingly effective and unexpectedly powerful. Stripped of all indices, logo and branding, the Blue Lagoon dial really comes into its own — uncluttered, and pared down to the essential, in line with the H. Moser & Cie. guiding principle.

The unmistakable H. Moser & Cie. style of irreverent Haute Horlogerie.



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TECHNICAL SPECIFICATIONS – ENDEAVOUR CENTRE SECONDS CONCEPT BLUE LAGOON

Reference 1200-0404, 18-carat red gold model, Blue Lagoon dial, brown alligator leather strap, limited edition of 50 pieces

Reference 1200-0206, 18-carat white gold model, Blue Lagoon dial, grey alligator leather strap, limited edition of 50 pieces

Case

Solid white or red gold

Diameter: 40.0 mm

Height: 10.7 mm

Sapphire crystal and see-through case back

Crown adorned with an "M"

Dials

Blue Lagoon with sunburst pattern

Leaf-shaped hour and minute hands

Movement

HMC 200 automatic calibre

Diameter: 32.0 mm or 14 ¹/₄ lignes

Height: 5.5 mm

Frequency: 21,600 Vib/h

27 jewels

Automatic bi-directional pawl winding system

Solid 18-carat gold oscillating weight engraved with the H. Moser hallmark

Power reserve: minimum of 3 days

Original Straumann Hairspring®

Finish with Moser stripes; diamond polishing

Functions

Hours and minutes

Central seconds

Straps

Hand-stitched brown or grey alligator leather

Solid 18-carat red gold or white gold pin buckle



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REFERENCES & PHOTOS

Endeavour Centre Seconds Concept Blue Lagoon, reference 1200-0404, 18-carat red gold model, Blue Lagoon dial, brown alligator leather strap, limited edition of 50 pieces

Endeavour Centre Seconds Concept Blue Lagoon, reference 1200-0206, 18-carat white gold model, Blue Lagoon dial, grey alligator leather strap, limited edition of 50 pieces



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H. MOSER & CIE.

H. Moser & Cie. was created by Heinrich Moser in 1828. Based in Neuhausen am Rheinfall, it currently employs around 60 people, has developed 12 in-house calibres to date and produces more than 1,500 watches per annum. H. Moser & Cie. manufactures parts such as regulating organs and balance-springs, which are used for its own production as well as to supply its partner companies. H. Moser & Cie. is honoured to have a Moser family member with the company as Honorary Chairman and President of the Heinrich and Henri Moser Foundation. The aim of the Moser Foundation, created by one of Heinrich Moser's descendants, is to keep the family history alive and seek out antique pieces for the Moser Museum, located in Charlottenfels Manor, Heinrich Moser's family home. With its substantial watchmaking expertise and highly acclaimed experience in the sector, MELB Holding holds shares in H. Moser & Cie. and Hautlence. MELB Holding is an independent family group, based in the heart of the legendary Vallée de Joux.