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## PRESS RELEASE

### **THE MOSER NATURE WATCH: A SYMBOL OF VULNERABILITY REFLECTING THE FRAGILITY OF OUR ECOSYSTEM. LET'S WORK TOGETHER!**

Neuhausen am Rheinfall, January 10<sup>th</sup>, 2019

At H. Moser & Cie., we had a dream, of an era where time is infinite. It passes quietly, in perfect peace. It is within everyone's reach. We have realised this in the form of a promise, a warning to future generations: the Moser Nature Watch, a mechanical watch which is 'green' and living... but not eternal.

Since we don't live in Utopia, time – like the natural world impacted by our actions – is increasingly fragile and precious. Each of us must take the utmost care of it.

Today, we present the Moser Nature Watch, a symbol of our commitment to eco-friendly, sustainable development in our work within the field of watchmaking and beyond.

The Moser Nature Watch is much more than a 'green' mechanical watch: it is a symbol. This watch is 100% Swiss Made; it was created using plants native to Switzerland, grown in the gardens of our Schaffhausen-based Manufacture. Our entire team – watchmakers and non-watchmakers – had a hand in cultivating it. Everyone knows that the stakes are high. Carefully waiting while nature takes its course, watching over her and appreciating how bountiful she is: the Moser Nature Watch represents all this. It is a symbol of climate change, standing against the rampant consumerism which is rife among us; equipped with a mechanical movement, the Moser Nature Watch is made to last, to be passed on – like a baton in a relay race – on the sole condition that the owner knows how to take care of it.

The team at H. Moser & Cie. is driven to create "timekeepers" – in the primary and literal sense of instruments which "keep time" – not only by our passion but also by our sense of responsibility. The Moser Nature Watch is a symbol of our commitment to try to do more and do better. We have therefore been rethinking our ways of working, to take a responsible global approach in the areas of supply, manufacture and sales. Specifically, our commitments are threefold:

- 1) to fulfil the certification conditions of the Responsible Jewellery Council during 2019 – the process has already begun; 2) to use Fair Trade materials as often as possible – from 2019, our new collections in gold will be created using Fair Trade gold;
- 3) to guarantee a zero carbon footprint in manufacturing our timepieces by using more efficient methods and procedures, and by offsetting the residual footprint by buying carbon credits.

Finally, because we are aware that these initiatives have a limited impact outside our industry, and because we are convinced that education is the key to eco-friendly sustainable development, as the first vehicle for change and the 'lever' which will enable us, together, to 'lift the world', we are committing to supporting organisations spearheading ambitious educational initiatives. This is why we have decided to create a partnership with Room to Read. Room to Read is an international organisation dedicated to improving literacy and gender equality in education. The organisation works hard to ensure every child has access to education. This partnership will support various special initiatives including creating several unique timepieces and donating 10 children's books for each visitor to the H. Moser & Cie. booth during SIHH 2019.

Each of us must make our own contribution. This is ours, and it is only the beginning. #MakeSwissMadeGreenAgain.

The Moser Nature Watch is a unique piece, on show at SIHH in Geneva from January 14<sup>th</sup>-17<sup>th</sup>, 2019.



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### **TECHNICAL SPECIFICATIONS – MOSER NATURE WATCH**

The first 'green' watch, 100% Swiss Grown and Made.

A unique piece in steel adorned with succulents, moss, mini Echeveria, cress, spiderwort and onion sets, with a dial in natural mineral stone and lichen from the Swiss Alps, and a strap made from grass.

#### **Case - constantly growing**

Steel, succulents, moss, mini Echeveria, cress, spiderwort, onion sets

Water twice a day

Diameter: 42.0 mm, height: 9.4 mm

Sapphire crystal

See-through sapphire crystal case back

Crown adorned with an "M"

#### **Dial - mineral and plant life**

Natural mineral stone and lichen from the Swiss Alps

#### **Movement - uses only renewable energy**

Hand-wound HMC 327 Manufacture calibre

Dimensions: 32.0 mm or 14 ¼ lignes, height: 4.5 mm

Frequency: 18,000 Vib/h

29 jewels

Power reserve: minimum of 3 days

Moser teeth for all wheels and pinions

Original Straumann Hairspring®

#### **Functions - mechanical and ecological**

Displays the hours and minutes

Purifies oxygen

Recycles CO<sub>2</sub>

Contributes to reducing our carbon footprint

#### **Strap - lawn must be maintained regularly using a mini clipper**

Grass

Steel buckle, engraved with the Moser logo



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### REFERENCE & PHOTOS

Moser Nature Watch, the first living watch, 100% Swiss Grown and Made, model in steel adorned with succulents, moss, mini Echeveria, cress, spiderwort and onion sets, with a dial in natural mineral stone and lichen from the Swiss Alps, and a strap made from grass, a unique piece



### CONTACT

Nathalie Cobos, T +41 76 319 03 09, [press@h-moser.com](mailto:press@h-moser.com)

### 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.

### ROOM TO READ

Room to Read is an international organisation dedicated to improving literacy and gender equality in education. The organisation works hard to ensure every child has access to education. To date, Room to Read has helped over 16.6 million children, in 16 countries and over 30,000 communities worldwide, thanks to specially developed education programmes, with trained teachers, and by supplying books and a quality environment. Room to Read has also enabled over 50,000 girls to pursue their studies up to secondary school level, thanks to the Girls' Education Program.

Find further information on Room to Read at: <https://www.roomtoread.org/about-us/>