



Press release – 2300 – CHRONOGRAPH SPORT

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LOUIS ERARD 2300

THE CODE OF OUR ORIGINS. A CHRONO RIGHT ON TIME.

REINVENTING YOURSELF WITHOUT LOSING YOUR EDGE. LA SPORTIVE BECOMES 2300. A NOD TO LOUIS ERARD'S BIRTHPLACE – LA CHAUX-DE-FONDS – AND ITS ZIP CODE. THIS LIMITED-EDITION TRIO OF CHRONOGRAPHS IS READY TO SET NEW RECORDS. WE LOVE THE REBOOT: COOL VINTAGE VIBES, BOLD COLORS, DYNAMIC TIME DISPLAY & PURE LOUIS ERARD VERTICAL TIME READING...

MANUEL EMCH NAILS IT:
LOUIS ERARD IS ...
LESS LARGE. LESS COMPLEX.
LESS BUT MORE...
MORE DEPTH. MORE AUTHENTICITY.
MORE QUALITY. MORE ORIGINALITY.

“ Challenging time, rewriting its rules. Our freedom: creating without boundaries; timepieces that are as unique as the individuals that wear them. The 2300 collection captures the Louis Erard spirit: value over price, creativity over conformity, and that touch of “*klein aber fein*” – small yet powerful. ”

NUMBERS WITH A STORY

LOUIS ERARD loves numbers. each limited edition and collaboration are carefully numbered in symbolic ways with no coincidences. Now the collection's name La Sportive makes way for 2300 – honoring the brand's roots & looking to the future. It's the zip code of la Chaux-de-Fonds while also hinting at upcoming years, at what's coming next...

TRIO FOR CHF 3,333 EACH

This trio of models (each issued in a 99-piece limited edition numbered in multiples of 3) is priced in a perfect sequence of 3s: CHF 3,333 – reflecting LOUIS ERARD's motto : value over price.

2300 SPORT CHRONOGRAPH

Still a tricompax chrono, though it visually plays like a bicompa. Featuring a 44mm titanium Grade 5 case, a black ceramic bezel, a sapphire glassbox, the Valjoux 7750 movement, FKM rubber straps and a unique titanium clasp system inspired by freeride bindings enabling accurate adjustments.

This trilogy is all about standout display and readability, putting the counters front and center : 12H at 6H and 30M at 12H. With white highlights, these chrono counters pop in a vertical alignment – a signature LOUIS ERARD style. The sleek black version shine with a rainbow gradient minutes track. the zesty khaki-orange and the light blue-yellow versions feature vibrant tones running from the strap to the minutes and hours counter hands to the minutes track, emphasizing the first 5 minutes of the chronograph.

RACE TO OWN IT! GRAB THIS LIMITED-EDITION TRIO BEFORE TIME RUNS OUT! WHICH OF THE THREE WILL MAKE YOUR HEART RACE? THE CLOCK IS TICKING.

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2300 CHRONOGRAPH SPORT RAINBOW
LIMITED EDITION OF 99 PIECES
REF. 78119TS32.BDF02
PRICE EXCL. TAX: CHF 3'333

MOVEMENT	AUTOMATIC CHRONOGRAPH, ETA 7750 VALJOUX, 13¼", Ø30.00 MM, HEIGHT: 7.90 MM, 25 JEWELS, 28,800 A/H (4HZ), DAY/DATE AT 3 O'CLOCK, BLACK DISCS. ÉLABORÉ GRADE MOVEMENT, SPECIAL OPENWORKED OSCILLATING WEIGHT WITH BLACK LACQUERED LOUIS ERARD SYMBOL, APPROX. 48 HOURS OF POWER RESERVE
FUNCTIONS	HMS + CHRONOGRAPH + DAY/DATE HOURS: CENTRAL HOUR AND MINUTE HANDS, SMALL SECONDS COUNTER AT 9 O'CLOCK, DAY/DATE AT 3 O'CLOCK CHRONOGRAPH: CENTRAL SECOND HAND, 30-MINUTE COUNTER AT 12 O'CLOCK, 12-HOUR COUNTER AT 6 O'CLOCK
CASE	GRADE 5 TITANIUM SATIN/POLISHED, Ø44 MM, THICKNESS: 15MM, LUG WIDTH: 22 MM, LUG TO LUG: 52.40MM, 3 PIECES, BEZEL WITH BLACK CERAMIC INSERT, SAPPHIRE GLASSBOX WITH TRANSPARENT ANTI-REFLECTIVE COATING, SCREW-DOWN CASEBACK, MOVEMENT VISIBLE THROUGH THE TRANSPARENT CASEBACK, WATER RESISTANT UP TO A PRESSURE OF 5 BARS (50 M/165 FT)
DIAL	MATT BLACK, WHITE TRANSFER, MATT GREY EXTERIOR MINUTE TRACK WITH RAINBOW TRANSFER, BEVELLED RHODIUM INDEXES WITH BLUE SUPER-LUMINOVA EMISSION, BLACK COUNTER AT 9 O'CLOCK, MATT SILVER COUNTERS AT 12 AND 6 O'CLOCK, DAY/DATE WINDOW AT 3 O'CLOCK
HANDS	RHODIUM-PLATED CENTRAL HOUR AND MINUTE HANDS WITH BLUE SUPER-LUMINOVA EMISSION FOR EASY READING AT NIGHT, RHODIUM-PLATED SECOND HAND, MATT BLACK HOUR AND MINUTE COUNTER HANDS, MATT WHITE SECONDS COUNTER HAND.
STRAP	BLACK FKM RUBBER, TITANIUM FOLDING CLASP, FUNCTIONAL CATCH SPRING BARS ENABLING THE STRAP TO BE CHANGED QUICKLY. DIMENSIONS: 22/18 MM WIDTH, 85/115MM LENGTH

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2300 CHRONOGRAPH SPORT BLUE
LIMITED EDITION OF 99 PIECES
REF. 78119TS35.BDF05
PRICE EXCL. TAX: CHF 3'333

MOVEMENT	AUTOMATIC CHRONOGRAPH, ETA 7750 VALJOUX, 13¼", Ø30.00 MM, HEIGHT: 7.90 MM, 25 JEWELS, 28,800 A/H (4HZ), DAY/DATE AT 3 O'CLOCK, WHITE DISCS. ÉLABORÉ GRADE MOVEMENT, SPECIAL OPENWORKED OSCILLATING WEIGHT WITH BLACK LACQUERED LOUIS ERARD SYMBOL, APPROX. 48 HOURS OF POWER RESERVE
FUNCTIONS	HMS + CHRONOGRAPH + DAY/DATE HOURS: CENTRAL HOUR AND MINUTE HANDS, SMALL SECONDS COUNTER AT 9 O'CLOCK, DAY/DATE AT 3 O'CLOCK CHRONOGRAPH: CENTRAL SECOND HAND, 30-MINUTE COUNTER AT 12 O'CLOCK, 12-HOUR COUNTER AT 6 O'CLOCK
CASE	GRADE 5 TITANIUM SATIN/POLISHED, Ø44 MM, THICKNESS: 15MM, LUG WIDTH: 22 MM, LUG TO LUG: 52.40MM, 3 PIECES, BEZEL WITH BLACK CERAMIC INSERT, SAPPHIRE GLASSBOX WITH TRANSPARENT ANTI-REFLECTIVE COATING, SCREW-DOWN CASEBACK, MOVEMENT VISIBLE THROUGH THE TRANSPARENT CASEBACK, WATER RESISTANT UP TO A PRESSURE OF 5 BARS (50 M/165 FT)
DIAL	MATT BLUE, MATT LIGHT BLUE EXTERIOR MINUTE TRACK, WHITE TRANSFER MARKS, BEVELLED RHODIUM-PLATED HOUR MARKERS WITH BLUE SUPER-LUMINOVA EMISSION, BLUE COUNTER AT 9 O'CLOCK, MATT SILVERED COUNTERS AT 12 AND 6 O'CLOCK WITH BLACK AND GREY TRANSFER MARKS, DAY/DATE WINDOW AT 3 O'CLOCK
HANDS	RHODIUM-PLATED CENTRAL HOUR AND MINUTE HANDS WITH BLUE SUPER-LUMINOVA EMISSION FOR EASY READING AT NIGHT, MATT YELLOW SECOND HAND AND HOUR AND MINUTE COUNTERS, MATT WHITE SECONDS HAND.
STRAP	BLUE FKM RUBBER, TITANIUM FOLDING CLASP, FUNCTIONAL CATCH SPRING BARS ENABLING THE STRAP TO BE CHANGED QUICKLY. DIMENSIONS: 22/18 MM WIDTH, 85/115MM LENGTH

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2300 CHRONOGRAPH SPORT KHAKI
LIMITED EDITION OF 99 PIECES
REF. 78119TS39.BDF09
PRICE EXCL. TAX: CHF 3'333

MOVEMENT	AUTOMATIC CHRONOGRAPH, ETA 7750 VALJOUX, 13¼", Ø30.00 MM, HEIGHT: 7.90 MM, 25 JEWELS, 28,800 A/H (4HZ), DAY/DATE AT 3 O'CLOCK, WHITE DISCS. ÉLABORÉ GRADE MOVEMENT, SPECIAL OPENWORKED OSCILLATING WEIGHT WITH BLACK LACQUERED LOUIS ERARD SYMBOL, APPROX. 48 HOURS OF POWER RESERVE
FUNCTIONS	HMS + CHRONOGRAPH + DAY/DATE HOURS: CENTRAL HOUR AND MINUTE HANDS, SMALL SECONDS COUNTER AT 9 O'CLOCK, DAY/DATE AT 3 O'CLOCK CHRONOGRAPH: CENTRAL SECOND HAND, 30-MINUTE COUNTER AT 12 O'CLOCK, 12-HOUR COUNTER AT 6 O'CLOCK
CASE	GRADE 5 TITANIUM SATIN/POLISHED, Ø44 MM, THICKNESS: 15MM, LUG WIDTH: 22 MM, LUG TO LUG: 52.40MM, 3 PIECES, BEZEL WITH BLACK CERAMIC INSERT, SAPPHIRE GLASSBOX WITH TRANSPARENT ANTI-REFLECTIVE COATING, SCREW-DOWN CASEBACK, MOVEMENT VISIBLE THROUGH THE TRANSPARENT CASEBACK, WATER RESISTANT UP TO A PRESSURE OF 5 BARS (50 M/165 FT)
DIAL	MATT KHAKI, WHITE TRANSFERS, MATT LIGHT KHAKI EXTERIOR MINUTE TRACK WITH ORANGE TRANSFERS, BEVELLED RHODIUM-PLATED HOUR-MARKERS WITH GREEN SUPER-LUMINOVA EMISSION, KHAKI COUNTER AT 9 O'CLOCK, MATT SILVERED COUNTERS AT 12 AND 6 O'CLOCK WITH BLACK AND ORANGE TRANSFERS, DAY/DATE WINDOW AT 3 O'CLOCK
HANDS	RHODIUM-PLATED CENTRAL HOUR AND MINUTE HANDS WITH GREEN SUPER-LUMINOVA EMISSION FOR EASY READING AT NIGHT, MATT ORANGE SECOND AND MINUTE COUNTERS, MATT WHITE SECONDS COUNTER HAND AND MATT RED HOUR COUNTER HAND.
STRAP	KHAKI FKM RUBBER, TITANIUM FOLDING CLASP, FUNCTIONAL CATCH SPRING BARS ENABLING THE STRAP TO BE CHANGED QUICKLY. DIMENSIONS: 22/18 MM WIDTH, 85/115MM LENGTH



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LOUIS ERARD

SWISS WATCHMAKING BRAND

B. 1929

LOUIS ERARD EMPOWERS THOSE WHO DARE TO DEFY THE STATUS QUO TO OWN TRUE CRAFTSMANSHIP.

LOUIS ERARD disrupts the status quo, making artisanal craftsmanship accessible. Its artistic crafts timepieces defy tradition with a contemporary edge, shaped by boundary-breaking artisans. Since 1929, independence has fuelled their fire, inspired by the untamed spirit of the Swiss Jura and building upon the iconic regulators and mechanical watches. Under Manuel Emch's leadership, LOUIS ERARD prioritizes innovation over conformity and lasting excellence over rapid growth, forging a new path in watchmaking. Collaborating with visionaries SUCH AS Alain Silberstein, Olivier Mosset and Sylvie Fleury, the brand transcends artistic boundaries, seizing and playing with new codes to design timepieces disrupting the very essence of time itself.

CONTACT

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