

Press release

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FIRST COLLABORATION BETWEEN LOUIS ERARD AND ALAIN SILBERSTEIN

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Louis Erard watches are embarking on a new strategic route with a reinterpretation of the brand's regulator watch in collaboration with the architect and watchmaker Alain Silberstein, available in two limited editions of 178 watches. This is a double first: in its 90 years of existence, Louis Erard has never given carte blanche to a designer, while Alain Silberstein had never before designed a regulator watch.

Strength, resilience, sweet revenge and a happy marriage. These are the first words that come to mind on seeing this exceptional watch. The piece will be instantly recognisable to connoisseurs and collectors of Alain Silberstein, who will appreciate the exceptional character of the collaboration with Louis Erard and will savour the return of the designer to the mid-range sector. The general public will be surprised to see a Swiss-quality complication watch designed in such an expressive style, attributable to this designer who has been famous since the 1980s, and at such an accessible price.

While on the surface it may appear fun and light, this limited edition watch has hidden depth. It reflects the strategy of the Louis Erard brand, more focused than ever on its vocation as an independent watchmaker dedicated to excellence in the making of accessible watches. It also represents a new stage in the company's growth, which has just begun.

The watch's design starts with the mechanics: the brand's regulator, an exclusive calibre made for Louis Erard. This complication goes back through the history of watchmaking. Traditionally, the principle of the regulator is to separate the indications of the hours, minutes and seconds in order to improve chronometric precision. This is a pillar of Louis Erard's timepieces, with the regulator at the heart of its collections since the brand's relaunch in 2003. The regulator remains more than ever at the centre of the brand's strategy, explains Alain Spinedi, director: "We have always positioned ourselves at the entry point to the market of Swiss mechanical excellence. The regulator is the perfect example of this tradition."

For Alain Silberstein, the regulator is also a technical, aesthetic and philosophical essential: "All my work is guided by reading the time and my inspiration always come from the movement." For him, the regulator is the centrepiece, a model for the breaking down of time focused on the central minute hand. However, this complication had escaped him: during his 40 years of creating watches, he had never made a regulator. Therefore, his partnership with Louis Erard was a natural step.

The regulator, says Alain Silberstein, transports him far away to the clocks on buildings which historically told the time with just one hand, or to train station clocks. This is what inspired his regulator.

His design starts with the central minute hand, reduced to the most basic form of an indicator: an arrow, large and yellow on the black version, and deep blue on the white version. This minute hand points to simple lines like those on the train station clocks that were his inspiration. The rest is designed in the same style of geometric simplicity: rectangle, triangle, circle. Reflecting Alain Silberstein's signature style, the hour hand is a large red triangle, while the seconds are indicated by a serpentine hand. The colours follow a similar logic, reduced to the basic spectrum of blue, red and yellow, inspired by the Bauhaus movement, a way for Louis Erard to pay tribute to the birthplace of modernism, which celebrates its 100th anniversary this year.

The final piece is a celebration, the perfect allegory for the joyful spirit of strength which has always inspired Louis Erard: an independent brand founded in 1929 and which has always succeeded in making a place for itself, whatever the market conditions.

PHOTOS: http://bit.ly/LE_Silberstein

TECHNICAL SPECIFICATIONS

Movement	Manual winding regulator with power reserve, ETA Peseux 7001 movement with Louis Erard RE9 complication, 10½", Ø23.30 mm (Ø26.00 mm with module), height: 2.5 mm (4.7 mm with module), 17 jewels, 21,600 VpH (3Hz). Around 42 hours of power reserve. Top grade movement, Côtes de Genève decoration, blue screws and Louis Erard engraving
Functions	HMS + power reserve Hour hand on counter at 12 o'clock, central minute hand, seconds hand on counter at 6 o'clock, power reserve hand at 9 o'clock.
Case	Stainless steel or stainless steel + black PVD, Ø40 mm, 3 parts, sapphire crystal with anti-reflective treatment on both sides, case back with screws, top grade movement visible through the transparent case back, water-resistant up to a pressure of 5 bars (50 m/165 ft). Specially-decorated case back crystal: Alain Silberstein X Louis Erard 1 of 178.
Dial	Black and white matt or opaline (matt silver)
Hands	Signature hands designed by Alain Silberstein. Red lacquered hour hand, yellow or blue lacquered minute hand, blue or yellow lacquered seconds hand, white or grey lacquered power reserve hand.
Strap	Black calf leather with signature stitching in red or brown calf leather with signature stitching in blue, pin buckle in stainless steel or stainless steel + black PVD.
Collaboration	Watches developed in collaboration with Alain Silberstein in two limited editions of 178 pieces.

ABOUT LOUIS ERARD

Based in the mountains of the Jura, the birthplace of watchmaking, Louis Erard embodies the values of an unfailingly reliable Swiss mechanical timepieces. Combining luxury, timelessness and elegance, this independent brand is renowned for its mechanical watches and, in particular, its iconic regulators. A collection on which the brand, founded by Mr. Louis Erard in 1929, built its reputation.

Continuing the work of its founder and honouring watchmaking tradition, the Maison is reinterpreting the codes in a contemporary language. Louis Erard is now writing the next chapter of the brand's story. Inspired by high-end watchmaking, the brand is strengthening its collection of mechanical timepieces with complications.

ABOUT ALAIN SILBERSTEIN

"Real happiness is being passionate about one's work."

Alain Silberstein was born in 1950. He has had a rather unusual career, beginning as an interior architect and designer in Paris before becoming a watchmaker in Besançon, France, at the end of the 1980s, when he set up his own company. At a time when the disappearance of mechanical watchmaking seemed almost inevitable, he joined the narrow circle of Swiss makers behind a renaissance in mechanical watches with innovative features.

His work pays tribute to the Bauhaus art movement, which has its roots in Germany in 1919, and to major artists such as Gropius, Itten, Moholy-Nagy, Kandinsky, Klee, Albers, Bayer and Mies van der Rohe, whose works continue to influence graphic design, architecture and design in general.

Alain Silberstein has developed a unique style where the geometrical rigour of shapes and mechanical movements play mischievously with a rainbow of evocative colours and innovative materials. It is an artistic and playful approach to high-end watchmaking which sometimes surprises and often beguiles. It is the original approach of a watchmaker and artist who creates singular watches, taking on the challenge of offering a poetic approach to the passing of time and the emotions found in personal and shared times.

Every year for 25 years, Alain Silberstein has designed and created around a thousand exceptional watches, all made in limited series and numbered, in his workshop at the heart of the French-Swiss watchmaking country. Since the closure of his company in 2012, he has turned his talent to working with other watchmaking brands such as MB&F, Romain Jerome and now Louis Erard.

Alain Silberstein continues to explore a watchmaking universe which is somewhere between art and craft, where strict shapes, innovative materials and evocative colours harmoniously come together.

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