

Press release – Excellence Régulateur 54230SG04

PRECISELY SPARKLING: LOUIS ERARD LIMITED EDITION RÉGULATEUR

Le Noirmont, 28 November 2019

**Under this mother-of-pearl dial and gem-set bezel beats a high-end mechanical watch movement.
A gem-set version of the Louis Erard icon in a limited edition of 50 pieces.**

More than just a simple ladies' watch, this beautiful, distinguished, distinctive timepiece features a hand-winding mechanical calibre among the most renowned of the Swiss industry: the famous Peseux 7001, topped with an exclusive Louis Erard complication, a regulator with a power reserve.

A complication that is actually universal, that points to the larger picture of watchmaking and chronometric precision. A complication with no defining gender, which is neither masculine nor feminine. A complication that offers the natural elegance of clearing the dial, leaving optimal breathing room and readability to all the indications: hours, minutes, seconds and the power reserve.

On the front, this understated model is equipped with sophisticated features that are traditionally reserved to very high-end pieces: a bezel set with 76 diamonds, a two-level dial elegantly composed of white mother-of-pearl openworked to reveal the opaline counters and power reserve; and blue lancine-shaped hands.

On the reverse side, a transparent case back reveals its mechanical charms: Côtes de Genève, blue screws and engraving.

And to crown the creation, this limited edition is mounted on an authentic alligator leather strap in a white hue to match the mother-of-pearl.

PHOTOS: http://bit.ly/LE_54230SG04

Suggested retail price: CHF 4,000.—

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, decorated with Côtes de Genève, blue screws and Louis Erard engraving
Functions	HMS + power reserve Hour hand in counter at 12 o'clock, central minute hand, seconds hand in counter at 6 o'clock, power reserve at 9 o'clock
Case	Stainless steel, Ø40 mm, thickness: 9 mm, 3 pieces, bezel set with 76 Top Wesselton (F-G) diamonds for a total of 0.38 carat, 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)
Dial	White mother-of-pearl, grey transfers, opaline counters and power reserve
Hands	Blue hands, hour and minute hands in lancine shape
Strap	Authentic white alligator leather with tone-on-tone stitching, stainless steel pin buckle

LOUIS ERARD, THE STORY OF A BRAND FOR CONNOISSEURS

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.

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