

Press Release:

230 Years of Watchmaking History Reinterpreted: DuBois et fils Presents the Highly Limited Anniversary Collection

Watch model DBF004 'montre anniversaire 230 ans' with vintage hand-wound movement for enthusiasts of authenticity

Le Locle, Switzerland – 23 September 2015 – 230 years of passion for watches, history, craftsmanship and innovation. DuBois et fils is celebrating this historically significant moment with the launch of a very limited anniversary collection, the DBF004 'montre anniversaire 230 ans'. 'It is already remarkable to be one of the oldest Swiss watch brands, but to celebrate 230 years of Swiss watchmaking artistry without interruption in the production is truly unique and a great honour for us', says Thomas Steinemann, CEO of the 1785 founded traditional watchmaking house.

Elaborately crafted with attention to detail, the puristic designed anniversary model has the potential to become a limited edition classic for aficionados of authentic watches.

With its round, multi-piece case (44 mm) made from high-quality stainless steel 316L, the bridge on the side and the notched bezel, the DBF004 'montre anniversaire 230 ans' clearly bears the signature design and personal touch of DuBois et fils. The sense for form and aesthetics, beauty and quality is also reflected in the dial which has been reduced to the essential. The purist maintained design of the blue high-gloss painted dial – two hands, a small seconds counter and elegant, hand-applied indices – punctuates the harmonious appearance of the DBF004. The Swiss hand-wound movement RECORD 662 from the 1960s can be seen through the double sided anti-reflective coated sapphire glass base. 'We intentionally chose a vintage hand-wound movement, which is no longer produced today, as the heart of our anniversary model. Beating in the DBF004 'montre anniversaire 230 ans' is another piece of Swiss watch history, a symbol of the rich watchmaking heritage of DuBois et fils, says Steinemann.

A hand-crafted, brown strap made of the finest calf leather rounds off the timeless beauty of the timepiece's outer appearance.

The anniversary collection is available in three different dial versions (blue, anthracite and ivory) and in line with the house's long tradition is limited to 99 editions per version. The DBF004 models with the according personal Limited Edition number are now available in the [DuBois et fils Online Shop](#) and can be ordered at selected retailers. The sales price is 6,950 Swiss francs.

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Printable photographic materials can be obtained by calling 0611-973150 or by sending an email to: team@euromarcom.de.

Philippe DuBois & Fils SA (<http://duboisfils.ch/en/shareholder/order>) is Switzerland's oldest watch factory and offers more than 230 years of history. DuBois et fils is the only watch brand that has been producing watches since 1751 without any interruption. Through an innovative method of raising capital by crowdfunding on the DuBois et fils website, the company re-established itself as an international force in the luxury watch industry in 2013. Today, over 850 people from 30 different countries subscribed to shares of DuBois et fils and have thus enabled the successful relaunch of the brand.

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