

DBF003: THE ART OF REDUCTION

DuBois et fils presents its latest watch collection with a purist design.

Le Locle, 6 March 2014 – Today DuBois et fils presented its latest watch collection, the DBF003. The form of the 3-hand self-winding watch subtly reminds one of the DBF001, yet with its refined purist design it is convincing as its own model with a clear statement. By concentrating on the essential – no calendar, no intricacies, only a dial, two hands and a small seconds counter – a perfect unity is created, which allows the true greatness of the watch model that is limited to 99 editions to be seen.

The DBF003 collection includes two ladies and 3 mens models in various designs and with different case diameters (36 mm | 40 mm). The round multi-part case made from stainless steel 316L is waterproof up to 5 ATM and comprised of different elements with polished and matte surfaces. The scratch-proof, double sided antireflective coated sapphire crystal base offers a glimpse of the calibre DBF-CAL-100, the first in-house mechanism in the history of the Swiss heritage brand. "We took on the ambitious challenge of breaking down the concise characteristics of the DBF001 model with its numerous elements and functions and reducing them to their bare essentials.", says Thomas Steinemann, CEO of DuBois et fils. Defining style and design elements of the successful DBF001 line, such as the guilloche dial, were thereby partially reinterpreted and transferred to the DBF003. Applied Arabic numerals perfectly contrast the guilloche or lacquered dial in silver, black, white or dark blue. Handmade wristbands made from the finest calf leather or satin in various colours and a 9-link band made from high-quality stainless steel 316L with a pressure snap flip-lock round off the stylish appearance of the DBF003.

The DBF003 can now be ordered via the DuBois et fils Online Shop (www.duboisfils.ch) or in specialized retail stores.

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

Philippe DuBois & Fils SA (www.duboisfils.ch) is Switzerland's oldest maker of watches. Our watches have been available under the name since 1785. 2013 is being financed by a unique crowd funding project – a new collection of high-quality wristwatches with a very limited edition production. Almost 600 watch enthusiasts took advantage of the unique opportunity to become part of DuBois et fils. A professional team surrounding CEO Thomas Steinemann designs the watch collection, with which the tradition of DuBois et fils is being carried on.

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