

# DeWitt

## A high-end watch company distinguished by its refined, avant-garde approach to the art

*The company has restructured in 2009 and is looking serenely to the future and aiming to achieve maximal verticalisation. The company management is now in the hands of Nathalie Veysset, while Jérôme de Witt, founder of the company that bears his name, is entirely dedicated to its consuming passion for creativity.*



Jérôme de Witt is one of the strongest personalities on the Swiss watchmaking scene. He is the kind of person who engages in highly personal reflection on design including both intellectual and instinctive aspects. Listening to him always procures the sensation of immersing oneself in a unique universe, surrounded by a wealth of intelligent and original references. These qualities and this distinctive identity are just some of the signature features of DeWitt watches, which have consistently made a powerful impression since they first arrived on the market in 2003.

The company is committed to designing and developing exclusive timepieces imbued with a strong personality. Refinement, avant-gardism, prestigious aesthetics and inventive technology recognised by a number of patents: such are the most striking characteristics of DeWitt creations

which continue to enjoy unabated international success. This success above all reflects a wonderful human adventure and the determination of some passionately dedicated craftsmen who devote special customised attention to each horological creation and thereby imbue them with exceptional value.

At DeWitt, each timepiece is placed under the exclusive supervision of an outstanding master-watchmaker, serving as the guarantor of the company's unfailing respect for its fundamental values. Customers are held in equal respect, as the brand founder explains: "When someone entrusts you with as much as 100, 200 or 300,000 francs for a watch, they have every right to demand perfection. Can you imagine my own and our collective responsibility? I think about this constantly. Our products must be honest", says Jérôme de Witt.

On a more global level, what truly interests Jérôme de Witt is to enjoy the greatest possible freedom in terms of his creative approach – as well as financial independence. "In watchmaking, for a variety of reasons, one is often forced to work on a basis determined by costs and timing. I don't want to be constrained by any such limits", explains this born creator, who shares some of his sources of inspiration. "I can truly say they are to be found everywhere in daily life. I might for example go the flea market and find a 19<sup>th</sup> century potato peeler which happens to trigger my imagination! I regularly visit automobile and aviation workshops to look at what they are doing, the materials they are using, and I then ask myself how that might translate into a watch... One should not be pretentious: if one day I were to find an interesting material at a local dump, I would be quite prepared to use it. I am interested in everything, and especially things I don't know or don't understand, which make me wish to delve into them so as to grasp them more fully."

Each creative has their own and often very personal method. Jérôme de Witt sees himself as a potter: "At the start of any project, I impose my own poor taste (!). I then discuss things with my teams. Since I don't know how to draw, I have the models sketched out and the person I'm working with has to understand my intention and the whole point of my approach. I ask them to remove or add bold strokes and material. I work on light and shade. In a way, I'm a bit like a potter working at his wheel. I have to see, feel, touch... There is a logic behind everything and one must always take that logic to its ultimate conclusion. And finally, when one is faced with the finished product, everything does indeed seem quite logical. You don't even have to wonder why it's natural: it just is", he says.

### RÉPÉTITION MINUTES TOURBILLON GMT ANTIPODE

The worldwide preview presentation of the Répétition Minutes Tourbillon GMT Antipode revealed a striking twin-faced creation featuring an elegantly sophisticated case. It vividly embodies the timepieces produced by DeWitt and features the finest 21<sup>st</sup> century cutting-edge technological breakthroughs stemming from years of research and development.

Issued in a limited edition, the Répétition Minutes Tourbillon GMT Antipode is powered by an extremely inventive multi-complication movement offering a masterful demonstration of the brand's impressive creativity. Whereas most horological complications operate on separate movements, this exclusive DeWitt model boasts three extreme complications incorporated within a single calibre. The tourbillon, minute repeater and GMT functions can be admired on both sides of this decidedly virile time-





piece with its generous 45.5 mm diameter. Fitted around a dedicated single axle, the substantial 16.8 mm thick twin-faced case of the Répétition Minutes Tourbillon GMT Antipode pivots a full 360° by lateral rotation activated by pressing the watch lugs at 12 and 6 o'clock, which releases the case by pushing it back against the central axle.

The tourbillon carriage appears on the front of the timepiece, alongside the local hour and minute indications and the minute repeater. On this side, the local time alarm is triggered by a pushpiece located at 9 o'clock on the case. The second side of the model features the GMT function along with the hour and minutes in the second time zone. The latter is set to time by means of a corrector positioned at 4 o'clock. The minute repeater mechanism may be activated at any time, whichever side is visible, while its actual chime is inseparably linked to local time.

The heart of this timepiece, a mechanical hand-wound movement, beats at a cadence of 21,600 vibrations per hour and is adorned with a Côtes de Genève motif in black gold typical of the DeWitt care lavished on such finishing details. Designed to guarantee water resistance to 30 metres, the watch proudly displays the sporting side of its character with a sturdy profile extended by a grade 5 titanium and black PVD bracelet with integrated folding clasp. Also

featuring grade 5 titanium, PVD and white gold, and framed by imposing openworked lugs, the case is enhanced by an inward-facing bezel, while the DeWitt signature imperial columns face outwards. This original design endows the Répétition Minutes Tourbillon GMT Antipode with a face radiating admirable nobility and depth, making it a perfect blend of tradition and modernity.

