

# CONCORD

## Time. Reconstructed.

*A new century brings new times and new aspirations. Concord has made a drastic transformation in terms of innovation and creativity to flaunt a new identity that focuses on cutting-edge products. A new face clearly expresses its character and ambitions: asserting its legitimacy in the high-end watch sector and sweeping away watchmaking conformism.*



48.5 mm C1 QuantumGravity in titanium and 18K white gold on a black rubber strap. External tourbillon and vertical power reserve.

Powerful and athletic, the new Concord timepieces are uncompromising in character. They confirm the brand's ambition of offering complex case constructions and displays, as well as technical quality supporting watchmaking complications along with unexpected and ambitious graphics. The way to unconventional, resolutely forward-looking creativity has been paved by an initial creation, C1, which is emblematic and radical in many ways and represents Concord's new profile – a thoroughbred, right to its technological core, that cultivates uniqueness, reinvents performance and makes exclusivity a touchstone in all its ambitious endeavours.

A special unit dedicated to extreme watchmaking, the C Lab Series has a mission: to push the boundaries of

mechanical watchmaking by introducing it to new modes of expression. In 2008, the C1 Tourbillon Gravity, winner of the Geneva Watchmaking Grand Prix design award, inaugurated a new horological era, in which time is set free.

A year later, the C Lab series team expands this watchmaking metamorphosis to embrace new horizons. The creation of the C1 QuantumGravity constitutes a provocative act in itself, while its construction is an exploration carried out at the brink of excess and defiance.

An aerial bi-axial tourbillon mechanism. A vertical chemical power reserve. Individualist seconds. A stripped-down dial and spectacular volumes. This extraordinary specimen creates its own rules: emptiness

is its core material, engineering its constancy; chemistry a dare and transparency a must.

Other mechanical versions of the C1 offer a wide selection to high-end watch aficionados. All presented in cases over 44 mm in diameter, they feature indications such as Chronograph, retrograde date, GMT etc.

The C1 Chronograph line is boosting its numbers. The new variations assert their distinctive personalities through an audacious play on colour: distinguished elegance characterises the rose gold model with its brown alligator leather strap, while sporty energy courses through the anthracite-gray and orange versions, both enhanced by a rubber-covered leather strap.



44 mm C1 Chronograph collection in stainless steel or 18K rose gold, presented on alligator or rubber-coated alligator leather straps.