

Beautiful surprises from Romain Jerome

From marine depths to the world of space, Romain Jerome is pursuing its development and constantly surprising devotees of fine watchmaking with its strongly identifiable timepieces.

It's one of the most amazing success stories in the watch industry over recent years. Who hasn't heard of the Titanic-DNA, a watch with a case made from the same steel as that used for the hull of the famous ocean liner? Better still: the brand has transformed rust, a sworn enemy of watchmakers, into a fundamental element of its product. And who hasn't yet heard of the Moon Dust-DNA, with a dial sprinkled with the magical substance after which it is named? These spectacular models have enabled Romain Jerome to open around 150 points of sale worldwide and to achieve an over 20 million franc annual turnover.

At Baselworld 2009, Romain Jerome presented some striking reinterpretations of some of its iconic models.



Titanic-DNA: A la Grande

The outstanding physical characteristics that have earned this collection such incredible success have been revisited in this model.

A la Grande features a generously sized case measuring 50 mm in diameter (53 mm including the screw-lock crown and the paws). Crafted in steel, blackened steel or 5N rose gold depending on the model, the latter surround an oxidised bezel entirely riveted with hand-applied components. The transversal cross integrates the dial of self-winding models

and is enriched with so-called "noble" oxidation. The oxidised (or rusted) steel stems from a fusion between the authentic steel from the wrecked liner and that supplied by the Harland & Wolff shipyard in Belfast, where the *Titanic* was built. A legal certificate authenticates the origin of the materials used. The case featuring over 80 hand-applied rivets is inspired by the hull and the boiler room of the famous ship. It took Romain Jerome a full two years to fully master the properties of steel and to integrate it into dials. This watch thus certainly deserves its name, derived from Italian-style hospitality *A la Grande*,

meaning by serving the best wines and the finest dishes.

Titanic-DNA Rusted Steel T-oxy III Squelette Chronographe Tourbillon

Within this same collection, Romain Jerome offers a sophisticated interpretation of its Tourbillon Chronograph, an openworked timepiece with a daring design. Featuring a 50 mm diameter (53 mm including the screw-lock crown), it is graced with articulated lugs and a pushbutton entirely in tune with the distinctive design of Titanic-DNA timepieces. The openworked dial is crafted from different materials (brass, steel, black gold 5N gold) with satin-brushed or sandblasted finishing for the Roman numeral XII. 5N gold highlights the tourbillon carriage as well as the time-keeping functions. The model is available in three limited editions of nine.

Moon Dust-DNA Gold Mood Black Moon Dust-DNA The Truth about Roswell

In order to reflect the subtle shades of the moon, the Romain Jerome watchmakers have adopted a revolutionary artistic technique by applying a mineral coating to the dial of this watch that comprises authentic moon dust combined with natural pigments. As usual,



the brand ensures clients of the origin of each of these materials by having them duly legally certified in Switzerland. In terms of its "DNA", the Moon Dust collection features a bezel composed of carbon fibre and a steel and titanium case including steel from the *Apollo XI* spaceship. The hands are inspired by the solar sensors of spacecraft, and the alligator leather strap is woven with fibres from an *ISS* space suit.

The same family of timepieces comprises the original Tourbillon Roswell model with its astonishing humour that is all the more original in that it's so unusual in watchmaking: the entirely hand-engraved gold dial offers a free interpretation of the Roswell extra-terrestrial legend.

