



HAUTLENCE

PRESS RELEASE

FROM AN ALTERNATE UNIVERSE

HAUTLENCE PRESENTS THE RETROVISION '47

Reference: ED20-SP00

Neuhausen am Rheinfalt, 10th April 2024

As HAUTLENCE unveils its latest creations at Watches & Wonders, visitors to its booth at the world's biggest watch show are in for a real surprise: the HAUTLENCE RETROVISION '47. In a major "what if?" moment for its 20th anniversary, HAUTLENCE imagines what it would have created had the brand existed in the 1940s.

Since its foundation in 2004, HAUTLENCE has always been inspired by the world around it, no matter how far away from the confines of traditional Swiss watchmaking. From landscapes and architecture to locomotives and contemporary art, HAUTLENCE's creativity is not bound by preconceived notions and rigid codes. One recurring theme that has become a defining feature of its creations is a rather ubiquitous object found in every household: the television.

The distinct rectangular HAUTLENCE case with rounded edges is modeled after television sets of the past. As its content was always intended to be animated and intriguing, the television case is a perfect fit for the brand's quirky, kinetic take on mechanical watchmaking. But what if HAUTLENCE was established in the 1940s rather than 2004? How would it reinterpret otherwise mundane objects into singular time-telling machines? What kind of watches would it create from the



inspiration surrounding it? These are the types of questions that HAUTLENCE sought to answer in a thought-provoking exercise of creativity and independence, resulting in the RETROVISION '47.

The historical object that ultimately served as the source of inspiration for this exceptional piece isn't a television set at all, but it's close enough. Made by the General Television & Radio Corp. Chicago in the 1940s, the "Model 5A5" is a radio broadcast receiver, but its design demonstrates how it set the template for the overall form of televisions of that era, with its segmenting of the screen and speaker as well as its dials and knobs. Easy enough to carry around the house but visually outstanding

as a sort of sculptural piece, the General Television & Radio Corp. Chicago Model 5A5 represents the perfect harmony between form and function, with its own, distinct look.

Handcrafted in a hand-painted case with a cuboidal form featuring soft, rounded corners, the HAUTLENCE RETROVISION '47 mimics the look of the marbled green and white Bakelite of the historical broadcast receiver's case. Almost a miniaturized version of the radio converted into a wristwatch, it features white attachments that serve as lugs in the form of carrying handles, with the crown at 6 o'clock to maintain the case's symmetry. The red leather strap adds a vintage touch to this otherworldly creation that could've come from an alternate timeline in HAUTLENCE's history.

One could even say that the RETROVISION '47 is the most traditional HAUTLENCE ever made, as it features a proper hour and minute dial with central hands. On a small offset dial on the right side with a flat rectangular sapphire crystal, the red hands take on the three-dimensional form of the frequency selector dial, with the dial itself done in brass and 2N gold with an embossed pattern made of the

HAUTLENCE Möbius emblem. On the left side of the case, is the "speaker" grill, under which the wearer can make out a 60-second flying tourbillon whirling away.

The case back is modeled after the back of the Model 5A5 radio receiver, with a specifically shaped plate engraved with the brand name and serial number. The round sapphire display back features some general information in the same vein as the radio and offers a view of the ED20-SP00 automatic caliber, which provides a power reserve of 72 hours.

Whimsical, evocative, and proudly unusual, the RETROVISION '47 marks the 20th anniversary of HAUTLENCE with a reimagining of what could have been and what could still be, with all the horological ingenuity that the brand stands for and its unique vision of kinetic, wearable art.

The RETROVISION '47 has been specifically produced as part of a special installation in the HAUTLENCE booth at Watches & Wonders 2024.



ABOUT HAUTLENCE

Founded in 2004, HAUTLENCE – whose name itself is an anagram of Neuchâtel – pays tribute to the birthplace of the watchmaking art. The brand has been praised by watch collectors and aficionados from across the world for bringing a new dynamism to the art of fine watchmaking.

In 2022, HAUTLENCE embarked on a new chapter in its history. While continuing to refine and develop the brand's signature codes, HAUTLENCE adopted a brand new, more contemporary, and sporty approach. Featuring a new structure, a more exclusive distribution network, and a visual identity aligned with the brand's positioning, HAUTLENCE now has the resources to confirm its status as a leading independent.

With an annual production of around 200 pieces, HAUTLENCE has nine calibers designed and developed in-house, whilst also relying on external partners for the movements used in certain collections.

In strategic terms, HAUTLENCE can count on support from MELB Holding, an independent family watchmaking group that has been offering its experience and network since 2012, with the synergies between HAUTLENCE and the group sure to grow.

HAUTLENCE is pushing the boundaries of traditional watchmaking codes, uniting them with innovative mechanical solutions and an unlimited universe borrowed from the various arts, combining design, architecture, and movement. The brand takes its inspiration from this to create new approaches to time display, which it uses to elevate the two key dimensions of space and time. Ever conscious of a functional relationship with beauty, HAUTLENCE invents timepieces with completely new contours and depths, respecting every stage and every person involved in their production.

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