



Opening of the world's first Louis Moinet boutique

The opening of Louis Moinet's first ever boutique marks a decisive step for the firm. Located in Moscow, the boutique will be operated by Rich Time, Louis Moinet's historic partner in the city, brand representatives with a unique dynamic whose success has been amply demonstrated in recent years.

At a time when the watchmaking market is barely in the early stages of recovery, this development bears witness to a real growth spurt for Louis Moinet, as its investments in recent years produce tangible results. Indeed, the Ateliers have been tirelessly developing new, highly ambitious watchmaking projects, ranging from the Double Tourbillon for Sideralis to patented sidereal complications for Space Mystery, whilst also fleshing out the segment of more affordable timepieces such as Metropolis. Notably, this work has resulted in two distinctions being awarded in Russia: a Moda Topical Award for Best Style and a Best Men's Watch Award from Watches in Russia. At the same time, Louis Moinet has been strengthening its retailer network, in Paris, London, Bratislava and beyond.

Now, the opening of an own-name boutique in Moscow embodies retailers' and collectors' confidence in the Ateliers' long-term strategic vision, drive, and creative audacity.

Four exclusive mineral collections

Progressing to a 100% Louis Moinet boutique operated by Rich Time is therefore a logical next step in this partnership. What is more, Louis Moinet has now developed a set of four exclusive collections for its new boutique, produced with the help of craftsman Daniel Haas, using exceptional materials, painstakingly selected and fashioned. They form part of the "Treasures of the World" collection, in which mineral dials are a prominent feature. These unique timepieces will have dials made from red Pietersite (a type of quartz with subtle light effects and hues), Dumortierite (a rare fibrous mineral with a penetrating deep blue colour), Brecciated Obsidian (a crystallised volcanic rock with an arresting visual aspect) and aventurine (a historic type of man-made glass, produced in the finest Murano glass-blowing tradition).

An exclusive Moscow trio

1. *Russian Saga*

At the same time, Louis Moinet has also delved into its heritage, looking back to the era when Mr Louis Moinet supplied his legendary clocks to Tsar Alexander I. As well as the Tsar, the Youssoupov princes and the Paskevich family also used Louis Moinet clocks to tell the time. These nineteenth-century artistic achievements are now preserved in the State Hermitage Museum in Saint Petersburg, the Catherine Palace, and the Tsarskoye Selo State Museum.

Ateliers Louis Moinet have been keen to pay tribute to this unique heritage with a contemporary creation: Russian Saga. Decorative components of historic clocks are painstakingly reproduced in this piece, incorporated into a contemporary design through artistic, hand-crafted engravings. Russian Saga expresses the quintessential nature of classical watchmaking art as it was in Louis Moinet's day. Available only in the Moscow boutique, the timepiece is the first creation from the Ateliers to feature a hand-engraved brass dial, along with a case that is also hand-engraved and available in white gold (12 pieces) and rose gold (12 pieces). The dial is identical to that on the Russian Tsar's clock, from which its flange also draws inspiration.



2. Russian Eagle Flight

This watch required almost a whole year of research to achieve the desired visual effect. The aim was to create a curved dial, and then combine it with the outer parts of the case, creating the impression that the Russian Eagle is about to take flight. With a blend of polished and satin finishes, this three-dimensional marvel places Russian traditions centre stage with its use of the Motherland's imposing and immutable symbol, the double-headed eagle.

3. Metropolis Moscow

Last but by no means least, Ateliers Louis Moinet have created a limited edition for their first boutique: "Metropolis Moscow", dedicated to the Russian capital. Its hand-engraved dial features the city's key landmarks, with an interplay of depth and reflections that offer a gripping, three-dimensional depiction of Moscow, against the backdrop of a black guilloché dial.

About Louis Moinet

*Ateliers Louis Moinet was founded in Saint-Blaise, Neuchâtel, in 2004. The fully-independent firm was established to honour the memory of Louis Moinet (1768-1853): master watchmaker, inventor of the chronograph in 1816 (certified by Guinness World Records™), and pioneer in the use of very high frequencies (216,000 vibrations per hour). Louis Moinet was a watchmaker, scholar, painter, sculptor, and teacher at the School of Fine Arts – as well as the author of *Traité d'Horlogerie*, a watchmaking treatise published in 1848 that remained a definitive work of reference for almost a century. Today, Ateliers Louis Moinet is perpetuating this legacy. The firm's timepieces, produced in limited editions only, have won some of the most coveted honours, including a Red Dot Design Award (Best of the Best category), gold and bronze medals in the Chronometry Competition, a Robb Report "Best of the Best" award, a "Chronograph of the year" distinction from *Begin* magazine, Japan, and a recent UNESCO Award of Merit. Louis Moinet creations often make use of unusual materials, such as fossils and meteorites, combined with bespoke fine watchmaking complications in a unique creative approach. The brand's core values are creativity, exclusivity, art and design.*