



***“Rhapsody in Blue”***  
***Louis Moinet presents MOGADOR, two exclusive sets of artistic watches fitted with the legendary LM-35 movement winner of the latest International Chronometry Competition.***

*“The idea behind Mogador is to combine the energy and harmony of our new brand colours – Moinet blue and Polar silver. The result is a powerful, uncluttered creation, showing off the intensity of these hues,”* explains Jean-Marie Schaller, CEO of Ateliers Louis Moinet.

MOGADOR is rare and refined – the orchestration of a world of beauty. Its dial boasts avant-garde colours, illuminated by its concentric Clous de Paris pattern, and framed by Moinet’s slim and graceful hour markers.

The elegant, structured dial includes a technical touch: a view of the tourbillon’s rotating cage. Inside, the balance spring, anchor, and anchor wheel perform a full rotation every minute. For this mechanism to carry off the first prize at the International Chronometry Competition, it had to pass four months’ worth of tests – and sustain no fewer than 150 impacts.

The MOGADOR case, 45.40 millimetres in diameter, is made from polished, satin-effect grade 5 titanium throughout. The lightness of the piece – which weighs in at just 33 grammes – underscores its purity. Innovative technical solutions were developed to create an entirely new outline for the watch. Everything is arranged around two stylised, openwork bridges. These span the watch, securing the strap at the end of each of their lugs. They also encompass the movement’s flamboyant Moinet blue case – a further contribution to MOGADOR’s harmony and brightness. The six-screw bezel – a Louis Moinet hallmark – adds a final, distinctive note to the piece.

The alligator strap comes with a folding clasp, emblazoned with Louis Moinet’s characteristic Fleur de Lys symbol.

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#### **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 the *Traité d'Horlogerie*, a watchmaking treatise published in 1848 that remained a definitive work of reference for 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 UNESCO Award of Merit, five Red Dot Design awards (including one Best of the Best award), gold and bronze medals in the Chronometry Competition, eight Good Design awards, three Middle East Watch of the Year awards, two Robb Report "Best of the Best" awards, a German Design award, a Moscow Grand Prix award, and a "Chronograph of the year" distinction from *Begin Magazine*, Japan. 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.*