



LOUIS MOINET  
1806

## MARS

We are extremely proud to announce that our exclusive timepiece MARS has won a GOOD DESIGN AWARD. This prize is one of the world's most renowned distinctions in the field of design, rewarding the year's most aesthetically distinctive creations.



The main signature feature of the Mars model lies in the fact that it contains a genuine meteorite fragment of the red planet, which is doubtless what caught the jury's attention.

Modern and contemporary design | Distinctive look | Features a genuine Mars meteorite fragment at three o'clock | Dial: reproduction of Mars surface, completed with its legendary volcanoes | Suspended hour-markers | Stainless Steel | Sapphire crystals | Limited Edition of 60 watches only

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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 mechanical timepieces are produced as one-of-a-kind models or limited editions only and comprise two categories: Cosmic Art and Mechanical Wonders. Louis Moinet creations often make use of unusual and rare components, such as extraterrestrial meteorites or prehistorical materials. The brand's core values are creativity, exclusivity, art and design. This uniquely creative mechanical approach combined with bespoke fine watchmaking has enabled Louis Moinet to win some of the most coveted honours around the world, including a UNESCO Award of Merit, six Red Dot Design Awards (including one Best of the Best Award), a Horological Creativity Contribution Award, gold and bronze medals in the Chronometry Competition, ten Good Design Awards, three Middle East Watch of the Year Awards, two Robb Report "Best of the Best" Awards, three German Design Awards, a Moscow Grand Prix Award, and a "Chronograph of the year" distinction from *Begin Magazine*, Japan.*