



LOUIS MOINET
1806

MEMORIS SPIRIT

ONLYWATCH



AUCTION
6 NOVEMBER 2021

#onlywatch2021



WORLD-FIRST | LOUIS MOINET PRESENTS MEMORIS SPIRIT "ONLY WATCH"

Louis Moinet is proud to be supporting the famous Only Watch charity auction. This ninth edition will bring together some of the most beautiful watchmaking Maisons and will present one-of-a-kind pieces, all created exclusively for the event. All proceeds will be donated to the Monegasque Association against Muscular Dystrophy (AMM) in order to fund research into therapeutic solutions for Duchenne muscular dystrophy.

For its third participation, Louis Moinet is presenting the world-first MEMORIS SPIRIT. This creation represents the latest evolution of the chronograph. Under the aegis of a legendary name, this watch is synonymous with progress and the transformation of the genre. Born of unbridled imagination and experience gained from winning more than 40 international awards, it is undoubtedly one of the achievements enlivening the contemporary superwatch sector while preserving a quintessentially craft-based nature.

MEMORIS SPIRIT represents an approach to innovation leveraging the potential of fine mechanical engineering while refusing to compromise on unique elegance. It stems from numerous interacting factors: the quest for beauty, the assurance of comfort on the wrist, along with ergonomics and functionality. Hand-assembled in keeping with Swiss tradition, MEMORIS SPIRIT "ONLY WATCH" draws its essence from an abundance technical details, original colours and splendid finishing.



MEMORIS SPIRIT "ONLY WATCH" – A timepiece unique in the world

MEMORIS SPIRIT "ONLY WATCH" chronograph appears attired in a new grade 5 titanium case featuring flowing curves and an exceptional 40.7mm diameter. This boldly assertive housing is particularly light and, based on technical studies, the use of strongly convex watch glass enables optimal layout while ensuring peerless comfort on the wrist. An XXL sapphire dome has been entirely developed to highlight a unique mechanism. The result of each chronograph operation (start, stop, reset) can thus be admired at leisure. One press on the dedicated single pusher activates an impressive show starring the column wheel with its tothing and precisely cut vertical columns.

This original creation features a unique colour combination: a magnificent gold-toned hours and minutes dial, a translucent black and blue flange to separate time read-off, along with a blue-lacquered mainplate to highlight the mechanism. The dial is delicately adorned with rhodium-plated hour-markers and new contemporary hands to ensure perfect legibility. To highlight the mechanical aspect of the creation, the counters have been crafted from an innovative, entirely translucent material.

Finally, the entire reverse side of the movement is revealed through a sapphire crystal caseback surrounded by the engraved inscription "ONLY WATCH - N°01/01". The openworked lugs with their pure, avant-garde design offer a pleasing contrast between satin-brushed and polished surfaces. This is the first time that Louis Moinet has opted for an integrated design: the case and the rubber-finished alligator strap merge to form a single entity on the wrist. The integrated strap perfectly matches the shape of the case, resulting in a modern chronograph exuding a rare degree of sophistication.





Caliber LM84

A spectacular and innovative chronograph, displaying the 147 elements of the chronograph function on the dial side.



About Louis Moinet

Jean-Marie Schaller created Les Ateliers Louis Moinet in St-Blaise (NE) in 2004. The fully independent firm was established to honour the memory of Louis Moinet (1768-1853): master watchmaker, inventor of the chronograph and high frequency (216,000 vibrations per hour) in 1816 (certifications by Guinness World Records™). 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 International Chronometry Competition, ten Good Design Awards, four Middle East Watch of the Year Awards, two Robb Report "Best of the Best" Awards, three German Design Awards, two MUSE Design Awards, a Moscow Grand Prix Award, and a "Chronograph of the year" distinction from *Begin Magazine*, Japan.