

Fine watchmaking tribute to the Renaissance: a masterpiece of jewellery art The city of Florence transcended by a KERBEDANZ timepiece

Renowned for launching its followers on initiatory journeys to lands of symbolism and references to the cultures of the world, the Neuchâtel brand KERBEDANZ, this time, is proposing a trip to Tuscany, the country of universal codes.

Can we capture a city in a timepiece? The spirit of Florence, cradle of the Renaissance, breathes on this rare masterpiece of jewellery. The capital of Tuscany, a gentle region set in the heart of an Italy of dolce vita and genetic elegance, is at the heart of this watch by KERBEDANZ, available in a limited series of 68 pieces.

KERBEDANZ, the epitome of craftsmanship

The craftsmen of this haute-horlogerie brand based in Neuchâtel, on the shores of Switzerland's largest lake, are renowned in their arts. The most agile, the most in high demand. Engravers, miniaturists, crimpers, enamellers, all sublimate a long family jewellery tradition, that of the KERBEDANZ.

The Florentine fleur-de-lis and mane of the Marzocco, symbols of the Renaissance

As a result of CDO Aram Petrosyan's creative impulses, the Chief Designer Officer, four fleurs-de-lis set with sumptuous rubies, echo Florence's coat of arms.

These four flowering fleurs-de-lis, adorned with rubies as buttons, shine through the sunny decor of a hand-guilloché dial. Regular grooves reminiscent of the Marzocco's mane, this proud lion holding under his right hind leg the Florence crest. Here and there, we always come across this animal in several places in the city. This lion symbolizes the popular authority that was then embodied by the Medici family, of which Laurent so called Le Magnifique due to his great generosity, remains the most emblematic figure.

Born in 1449, Laurent de Médicis was in charge of Florence until his death in 1492. We owe him Florence's reputation as the city of artists, since it was the cradle of the Renaissance and even



today the city alone gathers 25% of Italy's artistic heritage treasures, with its libraries, churches, palaces, gardens, bridges, fountains, museums, exhibition spaces and covered markets. In addition to these historical and heritage treasures, there is now a KERBEDANZ timepiece whose luxuriant dial, infused of style and an indescribable fragrance of Florentine authenticity, remains a journey into the heart of the fairytales of Tuscany.

((2'423 signes, 384 mots))

www.kerbedanz.com

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KERBEDANZ Florence Limited edition of 68 pieces

MOVEMENT

Indicating the hours and minutes, the 35 jewels KRB-03 is a mechanical self-winding calibre with rotor. It was conceived, manufactured and decorated by KERBEDANZ. With its double barrel, it offers the comfort of 120 hours of power reserve, or one week in working days. Its frequency is 28'800 vibrations per hour (4Hz).

CASE

The watch case is made of 18-carat red solid gold, its diameter is 43 mm. Sapphire crystal with anti-reflective coating. The shape and size of its lugs (bracelet fasteners) make this piece totally comfortable even on very thin wrists. The case and lugs are entirely set with diamonds. Despite its impressive caratting and crimping, the timepiece is guaranteed to be waterproof to 5 atmospheres, or 50 meters deep. Like almost all KERBEDANZ timepieces, the crown is located asymmetrically at 1:30, between the 1:00 and 2:00 positions.

DIAL

The dial base is in solid gold. A master of *guillochage* worked on a sunny motif on which 4 fleur-de-lis were anchored set with rubies and diamonds. Exclusively conceived, manufactured and decorated by hand by KERBEDANZ.

STRAP

Mississippiensis Alligator leather. The bracelet has an 18-carat solid gold buckle, the special motif of which belongs exclusively to KERBEDANZ.



The KERBEDANZ legend

When founding KERBEDANZ, current president Tigran KERBEDANZ paid eponymous tribute to his ancestors, a veritable dynasty famous throughout the world for its expertise in the highest arts of goldsmithery. Furthermore, owing to the rather atypical profile of his first clients, he often points to the etymology of his patronymic, KERBEDANZ, which suggests a leader, or a precursor. These two terms harmonize perfectly with the spirit of the brand and with its aficionados, the MIPs of the world - Most Important Personalities: leader, because of its unwavering attachment to the traditional excellence of Swiss watchmaking, and precursor, because the brand aims to create a perfect world of universal experience and immutable symbols.

((753 characters, 114 words)))

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