

NOVELTY 2018

## SCHWARZ ETIENNE ROSWELL 08

SCHWARZ ETIENNE, THE DYNAMIC SWISS BRAND FROM LA CHAUX-DE-FONDS, IS PLEASED TO UNVEIL ITS LATEST ITERATION OF THE ROSWELL WATCH, THE ROSWELL 08, A TIMEPIECE FEATURING A HIGHLY INNOVATIVE DATE MECHANISM. THIS WATCH HARNESSSES MUCH MECHANICAL KNOW-HOW, IN-HOUSE EXPERTISE AND CUTTING-EDGE, CONTEMPORARY STYLING.

In 2015, Schwarz Etienne released its inaugural Roswell timepiece, a watch defined by rounded contours coupled with sharply defined edges. The silhouette of this watch was inspired by the shape of a flying saucer and is a graceful reference to its inspiration, the Roswell mystery.

While the source of the Roswell's nomenclature is a mysterious alien phenomenon, there is no mystery to the various mechanisms at work on this fascinating timepiece. Its date mechanism is presented in a new light and profoundly revisited. Its architecture plays on volumes, contrasting materials and colours. Each of its components comes in perfectly finished steel, standing out from the dark and uniform finish of the movement, including the micro-rotor. Column wheels, jumper, springs, and levers are freely disclosed.

A crescent-shaped aperture at 2 o'clock reveals the prevailing date while at 11 o'clock a subtle second's display resides. A fundamental aspect of the dial's design is the exposure of the balance. The gleaming balance cock sits adjacent the unique balance wheel, incorporating the Schwarz Etienne logo. The hours and minutes are imparted using elegant Alpha-type hands.

Schwarz Etienne exhibit a profound technical competence, courtesy of 115 years of watchmaking excellence. This innovative Manufacture has expertly designed a date mechanism which features enhanced functionality and increased reliability.

The self-winding micro-rotor movement ISE 100.11, an evolution of the ISE 100.00, features a balance and hairspring fully developed and manufactured in collaboration with E20 Innovations, a sister company of Schwarz Etienne. The ISE 100.11 is an inverted movement with the regulator and micro-rotor positioned on the dial side of the calibre. The movement possesses a power reserve of 86 hours and is exquisitely finished with impeccable attention to detail.



This exceptional timepiece is housed within an unashamedly masculine stainless-steel case, measuring 45mm in diameter. The knurled crown is shrouded by a special guard, whose lower part of which acts as a push-button for the rapid correction of the date. The Roswell Date is offered on a tobacco calfskin strap featuring a bright orange or pistachio green calfskin lining.



Once again, Schwarz Etienne has displayed its capacity to surprise with its eye-catching design and mechanical virtuosity. The Roswell 08 is unique and is a perfect illustration of the ingenuity of this dynamic and progressive maison. The Roswell mystery lives on.

**Unique, surprising and innovative,  
Roswell seduces the most daring...  
The adventure continues.**



### **SCHWARZ ETIENNE**

*Schwarz Etienne is a Swiss watch manufacturer whose origins date back to 1902 when Paul Arthur Schwarz and his wife Olga Etienne created a movement factory in La Chaux-de-Fonds whose name combines their surnames. The family company originally worked for different brands under its umbrella including Venus, Alpha, Sultana le Phare and Astin. Schwarz Etienne strives to make watchmaking an ever-evolving art. Today, it is one of the few companies to fully manufacture its timepieces, movements and components, including their regulating organ, the balance.*

#### **Schwarz Etienne Press Contact**

Estelle d'Hubert  
estelle.dhubert@schwarz-etienne.ch

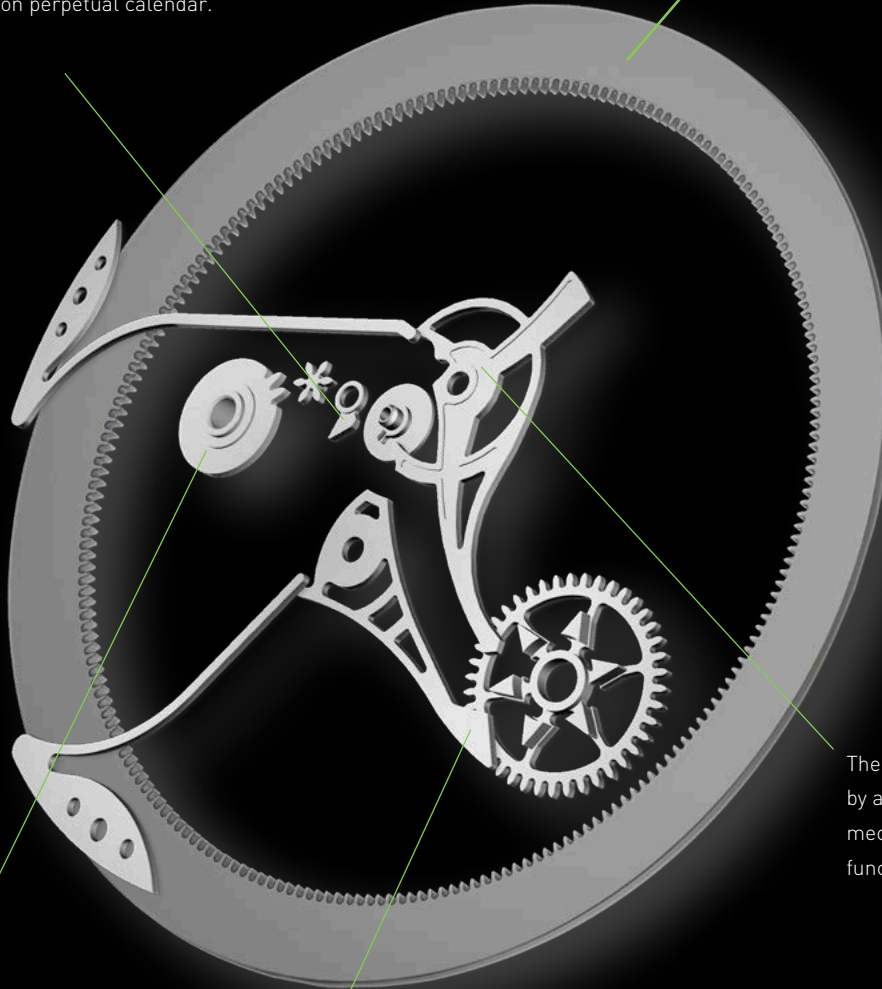


**SCHWARZ ETIENNE**  
MANUFACTURE 1902

## AN INNOVATIVE DATE MECHANISM

The date operates through a drive system, equipped with a safety mechanism preventing any risk of breakage (a technique used on perpetual calendar).

The date disc is inclined at 10° making it more legible.



The quick date correction is performed by a lever with an 'all or nothing/on-off' mechanism to ensure a complete function with each user's pressure.

The drive system allow a jump of the date in less than 20 minutes.

The jumper for indexing the date is positioned on a column wheel. This aesthetically superb solution reduces the size of the date disc teeth and increases the size of the numbers for improved readability.



**THE DATE MECHANISM IS ENTIRELY VISIBLE**

**SE**  
**SCHWARZ ETIENNE**  
MANUFACTURE 1902



**TECHNICAL CHARACTERISTICS**

<b>Collection</b>	Roswell Roswell 08	<b>Glass</b>	Domed sapphire crystal with anti-reflection treatment on both sides
<b>Reference</b>	WRW11TJ33SS21AA-A	<b>Dial</b>	Brass, tobacco colour Appliques with silver rhodium treatment and Super-Luminova® Date in green colour. Micro-rotor engraved
<b>Movement</b>	Manufactured automatic with micro-rotor "Irreversible" ISE-100.11 with visible date module QSE 86 hours power reserve 36 jewels, 241 components	<b>Hands</b>	Brass with rhodium treatment and Super-Luminova®
<b>Functions</b>	Hours, minutes centered Small second at 11 o'clock Date at 2 o'clock Micro-rotor at 9 o'clock	<b>Strap</b>	Tobacco grained, hand-sewn with pistachio green leather lining
<b>Case</b>	Stainless steel (45 mm)	<b>Buckle</b>	Folding buckle in stainless steel with Schwarz Etienne logo
		<b>Water resistance</b>	5 ATM / 50 m



**SE**  
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