

New in 2016: a jewelry watch by KERBEDANZ
The *Tree of Life*, lavish style and symbolic vibes

Exclusively feminine... The *Tree of Life* explores the fascinating world of *haute joaillerie*. "*Making sense of beauty*" is the KERBEDANZ motto, the masters in combining universal symbols with the outmost in the art of Swiss watchmaking.

It's a premiere for KERBEDANZ! With this ultra-limited series of forty-one watches, the Swiss brand from Neuchâtel, Switzerland, has connected with the delicate intimacy of the most refined and demanding women. This is a watch that explores the frontiers of female inaccessibility.

A tapestry of snow-set emeralds

This extraordinary timepiece, the *Tree of Life*, is being presented at the Palace at Baselworld 2016, the world's greatest watchmaking showcase. It is a distillate of all the ancient jewelry traditions, of which KERBEDANZ remains a rightful heir. It exudes the lavishness of massive gold and natural glass.



The *Tree of Life* features a total of 540 carefully selected, cut and calibrated emeralds, generously sprinkled in a snow setting around the bezel and stretching all the way to the delightfully sculpted lugs. This harmonious, esthetically balanced creation is deeply immersed in the opulent style of the jeweler, an ancient, flowering tree planted in a mossy undergrowth. It is the product of an inspired designer, a work of horological art brimming with gold leaves and spangled with diamonds – the indices – and harboring an ultra-precise

Swiss mechanical automatic movement. It speaks to the heart of women who, in spite of their discreet inclination towards all matters transcendent, do maintain a feeling for earthy realities.

Holder of heaven and earth

This great, very real jewel, made with the know-how and skill of the KERBEDANZ gem setters, expresses universal symbols redolent of celestial dew and the sacred fruit of the Garden of Eden. In all cultural and spiritual traditions of mankind, on all five continents, the Tree of Life represents physical and spiritual growth. With its branches that reach towards the sky in a ceaseless quest for perfection, and its roots that connect with Mother Earth, this special tree is at the juncture of two worlds. It is the connection between divine immortality and the human condition. Like its leaves and fruit, which perform that gracious ballet of eternal cycle of apparent death and seasonal rebirth, this organic being is bursting with vitality.

With KERBEDANZ, a path of initiation is always in the equation. The brand differentiates itself by a special strategy: It's the only top Swiss watchmaker that aims to "make sense of beauty." It adds meaning to sheer esthetic power, which is now in close relation to emotion. So it takes its enthusiasts – who are often *MIPs*, or *Most Important Personalities* – on a path through universal symbols. It offers initiatory journeys explored by way of unique pieces, or pieces in ultra-limited series.

Once again, KERBEDANZ is expressing a harmonious marriage between two stories going back centuries. Indeed, the *Tree of Life* model combines the legacy of Switzerland's watchmaking regions, with its proliferation of micro-mechanical genius, and a family dynasty of engravers, enamellers and miniature sculptors that has kept the arts and crafts related to ancient jeweler tradition alive for generations.

www.kerbedanz.com

((3'334 signes, espaces compris))

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The KERBEDANZ world

As with this Tree of Life, the horological pieces made by KERBEDANZ are filled with references to cultural and ethnic values that are represented in the finishing on the components of the mechanical movement as well as on the surfaces and reliefs of the dial. They are also delivered along with a book of life, and exclusive and unique volume entirely dedicated to the watch. Like the diamonds that serve as indices for this exceptional timepiece, the text is filled with details and observations that give the watches their soul, their reason for being, even their intimate inspiration.

Technical features

Jewelry watch Tree of Life



Limited and numbered edition of forty-one pieces

MOVEMENT

Automatic KRB-03 caliber, conceived, manufactured and decorated by KERBEDANZ and Technotime. 35 rubies, 28,800 vph, double barrel spring delivering 120 hours power reserve.

FUNCTIONS

Hours, minutes

CASE

18-karat yellow gold, 42 mm diameter Case and lugs set with 540 emeralds Design, decoration, setting and manufacturing by KERBEDANZ Sapphire crystal and exhibition case back with antireflective treatment. Water-resistant to 5 atm (50 meters), the crown is covered in diamonds and is in the northeast, at 1:30.

DIAL

Massive yellow gold, with a bas-relief sculpture, on an enameled and glazed backdrop by KERBEDANZ set with 8 diamonds, for 0.10 carats.

Exclusively designed, manufactured, hand-set, and decorated by KERBEDANZ.

STRAP

Alligator mississippiensis skin, double folding clasp, personalized by KERBEDANZ, in 18-karat gold.

The KERBEDANZ legend

When founding KERBEDANZ, president Tigran Kerbedanz paid eponymous tribute to his ancestors, a veritable dynasty famous throughout the world for its expertise in the high art of goldsmithery. Then, due to the rather atypical profile of his first clients, he started referring directly to his patronymic, a name that means *leader*, or *precursor*. These two terms harmonize perfectly with the spirit of the brand and its followers: *leader*, because it is deeply immersed in the traditional values of Swiss watchmaking, and *precursor*, because of the brand goal of creating a pristine world of universal experiences and their immutable symbols.

KERBEDANZ has already designed and manufactured more than one hundred models for MIP, Most Important Personalities, statesmen or prominent personalities in their respective fields of influence. With its unique pieces and ultra-limited series, KERBEDANZ explores the history of civilization, the various historical realms, that have generated a wealth of geographical and cultural references, those special facets intimately tied to local sources, yet, which are universal in their meaning. These rare and precious timepieces are indeed touchstones in a journey of initiation.