

Editors' CHOICE

Edox Watches



IN 2009, EDOX WATCHES (WWW.EDOX.CH) celebrated 125 years of ingenuity in watchmaking and, today, the company is situated in the heart of the Swiss watchmaking industry in a village called Les Genevez.

Edox is the manufacturer of Les Bémonts Ultra Slim, the world's slimmest watch range with calendar. Created in 1998, the Edox manufactured movements (calibre 26000 and 27000) have a thickness of barely 1.4 mm. which is a genuine and exclusive Edox development. Edox's main mechanical movement supplier is ETA, who has manufactured movements since 1793.

Edox's collections include Dynamism, Proud Heritage, and Style & Elegance. The Dynamism collection must meet a set of

demanding criteria in terms of reliability and water and shock resistance. As a result, the high-tech materials utilized for the Class-1 timepieces are issued from car racing and space technology. Some of the world's boldest powerboat pilots and sailing boat crews sport these timepieces, which include the Chronometer Automatic Limited Edition, the GMT Automatic Titanium, the new Limited Edition Class-1 Ice-Shark, and the Edox Koenigsegg Limited Edition.

The Proud Heritage collection is composed of highly complex but luxurious timepieces, and is dedicated to the technical know-how of Edox initiator and master watchmaker, Christian Ruefli-Flury, one of the most talented watchmakers from the late 19th century. The artistic

pieces are put together with a passion for detail and include the new Grand Ocean Automatic, the new Grand Ocean Sea Dubai Super Limited Edition, and the Maître Horloger 5 Minutes Repeater Limited Edition.

The Style & Elegance collection couples chic but simple design with technical know-how, and includes the Royal Lady Chronograph Big Date, the new Classe-Royale Jackpot Limited Edition, the new Les Bémonts Hand-Winding, and the new Les Vauberts Automatic Day Date.

Edox Watches offer a variety of technologically advanced but elegant timepieces to cater to the tastes of any discerning consumer. Edox is distributed by the Gevril Group (www.gevril.com) and headed by Samuel Friedmann. ●



Team Sea Dubai at the RC 44 Championship Tour (top); Edox watches Chronorally W2C (left); Super Limited Edition Sea Dubai (right)