



**CARL F. BUCHERER**

LUCERNE 1888

PRESS RELEASE

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THE HERITAGE CHRONOMETER CELEBRATION: FOR 2024, THIS MODERN REVIVAL OF A RETRO-FUTURISTIC WATCH IS AVAILABLE WITH NEW ELEGANT STRAP OPTIONS.

First launched in 2023, the Heritage Chronometer Celebration is a contemporary revival of a timepiece from the archives of Carl F. Bucherer – one that beautifully encapsulated the progressive aesthetic of the 1960s, when it was originally launched. At that time, it exemplified the dynamism of an era associated with a cultural reawakening, as fashion, technology and culture experienced astonishing advances. In itself, the watch brought to life the essence of the brand's maxim, Exploring Time, demonstrating CFB's evolving approach to design at a time of profound change.

Subtly redesigned for 21<sup>st</sup> century tastes, the Heritage Chronometer Celebration was revealed last year with a choice of cases – in 18 K rose gold, closest the style of the original's yellow gold case, or stainless steel – and two dial options per case. It was otherwise largely faithful to its precursor's minimalist design, including its mesh bracelet, which was updated to a Milanaise style for a more sinuous quality, and was extremely well received by watch aficionados internationally.

#### **Purposeful design balanced by soft leather**

For 2024, the two case options are now available to pair with leather straps, in dove grey or dark brown to accompany the gold case, or dove grey and black to pair with its stainless-steel sibling. Substituting metal for leather is perhaps a small change, but it somehow transforms the timepiece, balancing its direct, purposeful design language with a 'softer' organic quality that lends itself to accessorizing with a wider array of outfits.

The new straps cleverly contrast with the case finishes and draw the eye to the dial – a deliberately practical and pragmatic presentation of hours, minutes, seconds and date. In that sense, the Heritage Chronometer Celebration, as the name suggests, is a pure celebration of its precision as a COSC-certified chronometer.

#### **Created to celebrate Time**

While its overall appearance is one of unadorned simplicity, the other clue in its name makes clear this is a timepiece for special occasions. Its innate elegance makes it an essential accessory for those meaningful moments in life that demand the perfect finishing touch to glamorous and stylish outfits – for milestone birthdays to weddings, cocktail parties or walking the red carpet.

Despite its modest aesthetic, a closer inspection reveals finesse and pure craftsmanship: hands and index marks with beveled edges that lend them a subtle three-dimensional appearance; the second hand tipped with a bright red arrow, just like in the original; the curved galvanized silver, black lacquered, or brown gradient lacquered dials create gently shimmering reflections; the unequivocal words 'Officially Certified Chronometer' proudly communicating its accuracy.

#### **The epitome of watchmaking heritage**

Finally, an extra detail known only to the wearer: a case back signaling CFB's heritage with a 1960s-era embossed family crest featuring a swan, symbolizing Carl F. Bucherer's hometown of Lucerne; a beech tree, representing the Bucherer family; and the date of the manufacturer's foundation in 1888.



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These new stylish additions to the Heritage Chronometer Celebration demonstrate that Heritage watches are not simply about recreating the past. Instead, they allow wearers to recognize the significance of an earlier era and draw parallels with how they are Exploring Time today - a period also seeing rapid social and technological change - while providing them with greater choice in how they tell their story.

### Exploring Time since 1888

The Heritage Chronometer Celebration is the epitome of CFB's wider Heritage family of watches, which reinterprets and updates classic watch designs from previous eras considered worthy of recognition and reinvention. Significant technological developments, complications or - as in this case - aesthetic finishes are reviewed, reimagined and reworked according to contemporary tastes and lifestyles, integrating new technologies and materials at its watchmakers' disposal.

### Facts and Figures Heritage Chronometer Celebration:

<b>Reference:</b>	00.10804.03.13.01 & 00.10804.03.93.01
<b>Movement:</b>	Automatic, CFB 1965.1 caliber, COSC-certified chronometer, diameter 26.2 mm, height 3.6 mm, 25 jewels, power reserve 42 hours
<b>Functions:</b>	Date, hour, minute, seconds
<b>Case:</b>	18 K rose gold, sapphire crystal with anti-reflective coating on one side, case back with 'Bucherer' family crest, water-resistant to 3 bar (30 m), diameter 39 mm, height 8.45 mm
<b>Dial:</b>	Silver galvanized or brown gradient lacquered dial, rose gold-plated index marks filled with black lacquer
<b>Hands:</b>	Rose gold-plated hands filled with black lacquer and Super-LumiNova®
<b>Bracelet:</b>	Embossed calf leather strap in dove grey or dark brown, 18K rose gold pin buckle
<b>Limitation:</b>	88 pieces (per reference)
<b>Reference:</b>	00.10804.08.13.01 & 00.10804.08.33.01
<b>Movement:</b>	Automatic, CFB 1965.1 caliber, COSC-certified chronometer, diameter 26.2 mm, height 3.6 mm, 25 jewels, power reserve 42 hours
<b>Functions:</b>	Date, hour, minute, seconds
<b>Case:</b>	Stainless steel, sapphire crystal with anti-reflective coating on one side, case back with 'Bucherer' family crest, water-resistant to 3 bar (30 m), diameter 39 mm, height 8.45 mm
<b>Dial:</b>	Silver galvanized or black lacquered dial, rhodium-plated index marks filled with black lacquer
<b>Hands:</b>	Rhodium-plated hands filled with black lacquer and Super-LumiNova®
<b>Bracelet:</b>	Embossed calf leather strap in dove grey or black, stainless steel pin buckle
<b>Limitation:</b>	188 pieces (per reference)

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Text and images can be downloaded here free of charge:  
<https://press.carl-f-bucherer.com/Heritage-Celebration>

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**About Carl F. Bucherer**

Carl F. Bucherer has been synonymous with excellence, innovation, and passion since 1888. The Swiss company has become an internationally renowned global brand with a presence throughout the world, characterized by its founder's pioneering spirit and the cosmopolitan esprit of its home city of Lucerne.

The contemporary timepieces produced by Carl F. Bucherer combine unique design with the utmost precision and outstanding functionality. Committed to technical innovation, Carl F. Bucherer is the market leader in peripheral technology and has patented not only a peripheral winding system but also a floating tourbillon in a peripherally supported cage and a peripherally guided minute repeater regulator.

Carl F. Bucherer - *Exploring Time*

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