

## **EBEL COMPANY PROFILE 2017**

A passion for innovation and excellence in watch design has always been at the heart of the EBEL brand. Founded by husband and wife Eugène Blum and Alice Lévy, in La Chaux-de-Fonds, Switzerland in 1911, the spirit and heritage of the EBEL brand have been shaped by the complementary talents and interests bequeathed by the couple. The very name, EBEL, is an acronym of their initials: “**E**ugène **B**lum **E**t **L**évy”. Eugène Blum was driven by a quest for functionality, while Alice Lévy had a passion for aesthetics. This exceptional duality resulted in a marriage of beauty and function that was to become EBEL’s founding philosophy and the core of all its inspired creations.

This inspirational principle was set in stone in 1950 with the introduction of the Kissing “E” logo. With its gentle, sensual curves, voluptuous charm and technical perfection, the Kissing “E” logo became the emblem of a successful tale of synergies between the brand’s heritage and its founding philosophy. Building on the latter, and its cornerstones of luxury, elegance, and sensuality, the brand has instilled the highest watch industry standards to ensure that the functioning of its timepieces is as smooth as their inimitable look and feel. Through over a century of award-winning watches, five iconic lines particularly stand out.

### **THE EBEL SPORT CLASSIC: AN ICON AWAKES**

The brand hallmarks of consistent excellence and inventive sophistication soared to new heights in 1977 with the introduction of an iconic model that would define its identity. The launch of the groundbreaking Sport Classic line, with its inimitable Wave bracelet and fully integrated case, represented the birth of the hero product concept, and a breakthrough in design and function that marked the beginning of the sport chic category. This unique watch achieved almost instant recognition, doubtless because it exemplified EBEL’s ‘beauty marries function’ philosophy and generated lasting fascination with two-toned steel and gold watches.

In 2017 EBEL celebrates its heritage with the relaunch of this classic timepiece. The EBEL Sport Classic features a timeless design that embodies the very soul of style, with elegantly thin geometric features crafted in the pursuit of a perfect, flawless shape. The tapered links and flat surface of the trademark wave bracelet have been retained as a salute to the original Sport Classic model and its signature flexibility, while the new wave shape is more elegantly pronounced. Representing the focal point of the brand’s repositioning, the EBEL Sport Classic brings a historic design classic firmly into the 21<sup>st</sup> century.

### **EBEL DISCOVERY: REDISCOVERED**

This year also sees the relaunch of the EBEL Discovery, whose 1986 forebear marked the brand’s foray into new terrain with its first true sports watch. Displaying a larger focus on women, the free-spirited, adventurous new EBEL DISCOVERY features a well-crafted and distinctive, easy-to-wear design.

### **EBEL WAVE: THAT INIMITABLE AESTHETIC RIPPLE**

EBEL watches confronted the exhilarating challenges of the new millennium with the tranquil assurance of creations that are built to endure. In 2014, maintaining all the DNA of the iconic wave bracelet but with more contemporary and dynamic design elements, EBEL revealed the New EBEL Wave. With larger case sizes and more prominent wave links, the EBEL Wave has been redesigned for active 21<sup>st</sup> century men and women, featuring all the luxury attributes and powerful personality of its predecessors.

### **BELUGA: SEDUCTIVE ELEGANCE**

Created exclusively in gold in 1985, Beluga is EBEL's jewelry line and a graceful interpretation of femininity that embodies the brand's vision of women's desires. One of the first ever watches to set diamonds on steel, Beluga combines classic, discreet charm with supple luminosity and exquisite comfort, ensured even on jewelry models by faultlessly precise gem-setting. Its highly recognizable bracelet was inspired by the graceful bubble-like shape of Beluga caviar. A graceful and uncompromising timeless interpretation of seductive elegance.

### **BRASILIA: A RECTANGULAR REVOLUTION**

2006 saw the launch of Brasilia, EBEL's ultimate feminine rectangular watch, infused with a fresh sense of glamour and finesse. A stylish collection with a youthful approach to everyday sophistication and perfect wearer comfort, Brasilia is EBEL's only watch to feature a sensual curved rectangular case and links.

### **LA MAISON EBEL: SYMBOL OF AGELESS VALUES**

In watchmaking as in architecture, a balance of artistic refinement and technical precision gives rise to works conveying a wealth of purpose and emotion. Against this background, EBEL acquired in 1986 the famous Villa Turque, designed and built by renowned architect Le Corbusier. Reflecting inexhaustible creative genius and consummate technical mastery, this eloquent architectural embodiment of EBEL's philosophy and values thus became the company headquarters, the Maison EBEL. 30 years on, in keeping with the exceptional gift of duality bequeathed by Eugène Blum and Alice Lévy, EBEL launched La Maison EBEL Limited Edition, commemorating the dual celebration of the 30<sup>th</sup> anniversary of the Maison EBEL, and the 100<sup>th</sup> anniversary of the conception of the Villa Turque.

### **A RESOLUTELY 21<sup>st</sup> CENTURY PRESENT**

In 2017 the brand continues to create timepieces that are the perfect union of outstanding craftsmanship and boundless creativity, embodying luxury and contemporary elegance with subtle, yet exquisite detail. This is the story of EBEL – a story built on the same founding principle of the architectural magic that happens when beauty marries function.

EBEL's success has been built upon the perfect fusion of technical excellence and a passion for aesthetically daring and timeless, distinctive design. The Wave reimagined is undeniably EBEL. A passion for innovation and excellence in watch design has always been at the heart of the EBEL brand. EBEL was founded by husband and wife Eugène Blum and Alice Lévy, in La Chaux-de-Fonds, Switzerland in 1911. Since its inception, EBEL has remained true to their core values, manufacturing fine Swiss watches that marry beauty and function. Renowned today for its iconic bracelet design with signature wave-shaped links, EBEL continues to create timepieces that embody luxury and contemporary elegance with subtle, yet exquisite detail.

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