

THE STORY  
OF  
EBEL





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## INTRODUCTION

**S**tories are what make the world tick, and love stories have a particularly universal appeal. In this regard, EBEL has an enduringly romantic tale to tell. Based on the union of its founders, Eugène Blum and Alice Lévy (EBEL is an acronym of the initials "**E**ugène **B**lum **E**t **L**évy"), and built from its 1911 beginnings on the twin pillars of masculine and feminine values and qualities, EBEL has unfailingly been united by the most powerful force in the world – love.

**The story of EBEL: A tale of love, heroism, a glorious heritage and a kissing E**

# HERITAGE

*Ebel*



From the very beginning of its history, the complementary talents and interests of this couple have shaped the heritage and corporate spirit of EBEL, and have inspired all those who have followed. Building on the historical cornerstones of luxury, elegance, and sensuality, EBEL has instilled the highest watch industry standards to ensure the functioning of its timepieces is as smooth as their inimitable look and feel. The end result is a range of models imbued with a unique blend of soft lines, suave textures and flowing curves.






*Pierre Simon*

*L'heure du rendez-vous*

**EBEL**  
HORLOGERIE DE PRÉCISION



FABRIQUE EBEL S.A. LA CHAUX-DE-FONDS, SUISSE.



res

*Ebel*

des modèles  
excellence de la  
au bon goût

Réf. 15176

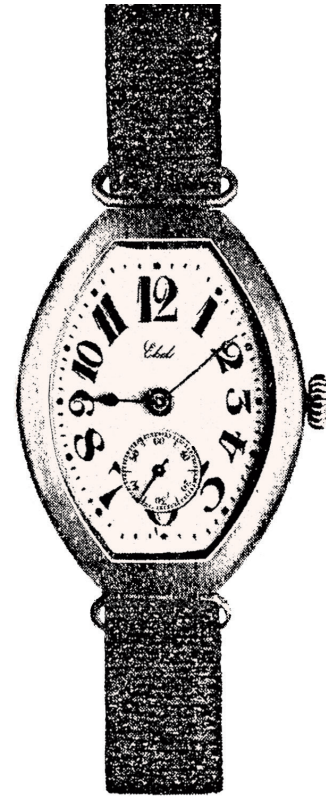
QUE  
**A.**  
FONDS

Visitez nous  
à la Foire

Les

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ce

*Ebel*



Since 1911, EBEL has consistently dedicated the talents, passion and creativity of its people to designing and crafting distinctive watches that evoke an enduring fascination. Each and every EBEL watch merges the brand's visionary inspiration with constant innovation, governed by the highest quality standards in celebration of the love-match between aesthetic elegance and technical expertise. From research and development to manufacturing, each step in the process involves the marriage of multiple talents and considerable knowledge, patiently cultivated and handed down through generations. These invaluable "natural" resources are unfailingly infused with a decidedly contemporary and inventive approach.

# FABRIQUE „EBEL”

## BLUM & C<sup>IE</sup> • LA CHAUX-DE-FONDS

*Je ne veux  
qu'une montre EBEL :  
ce sont les meilleures  
et les plus chic.*

*Médaille d'Or  
Berne 1914.*



SPÉCIALITÉ DE  
MONTRES-BRACELET  
PLATINE, OR.



ARTICLES  
HAUTE FANTAISIE  
ET ARTICLES COURANTS

**Demandez notre Catalogue**



EBEL's fabled elegance is conveyed through the brand's signature – a fully integrated case and bracelet design, complemented by emblematic shapes and motifs enhanced by authentic and refined styling. The sheer sophistication of these innovative yet timeless designs is further highlighted by the obvious care lavished on even the smallest of details, reflected in a wealth of delicate finishing touches and sensations. Not least of these is the caress of an EBEL watch on the wrist, providing the wearer with a level of comfort that must be experienced to be believed.



# EBEL

LA CHAUX-DE-FONDS

*Précision  
Elegance*

EBELLO

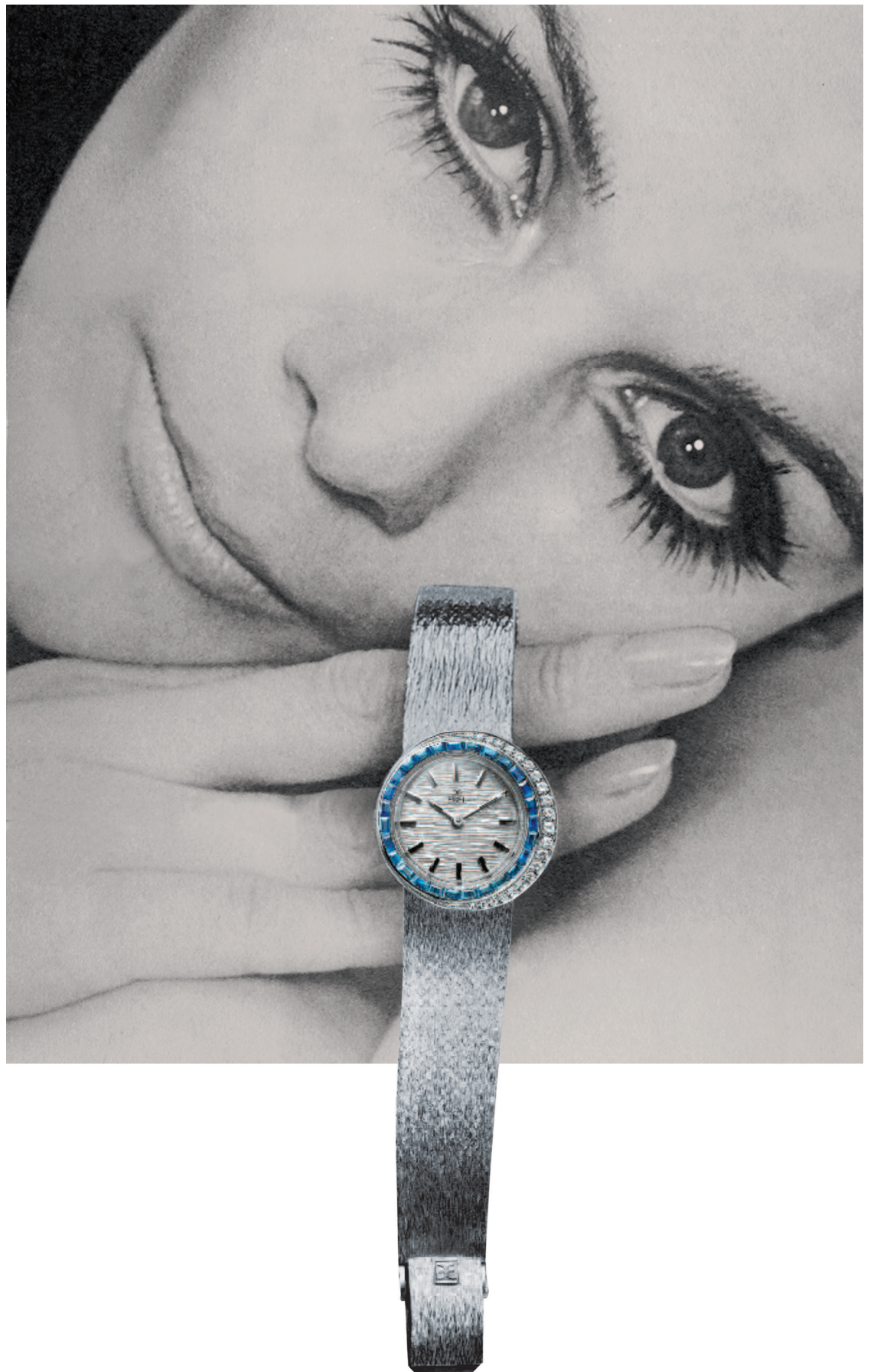
FABRIQUE  
**EBEL S.A.**  
LA CHAUX-DE-FONDS  
(Suisse)

REMONTAGE AUTOM



The brand's commitment to distinctiveness and the exceptional gift of duality, bequeathed by Eugène Blum and Alice Lévy, are at the very core of these inspired architectural creations. Surpassing the boundaries of contemporary watch-making, setting standards and earning accolades, technical perfection and well-proportioned aesthetics meet and merge in a constantly renewed love match.

Each line within the EBEL collection is endowed with dedicated assets that are part of its special appeal, united by characteristics testifying to the architectural conception and heritage it shares with other EBEL families. This is the embodiment of a distinguished history of tried and trusted know-how and timelessly alluring elegance... made in La Chaux-de-Fonds.



# FOUNDING PHILOSOPHY

## A MARRIAGE OF BEAUTY AND FUNCTION

Eugène Blum was driven by a quest for functionality, while Alice Lévy was inspired by a flair for aesthetics. This resulted in a marriage of beauty and function that was to become EBEL's founding philosophy, and which makes every EBEL creation immediately recognizable. Gentle, sensual curves confer a voluptuous charm on sleek, flowing lines entirely free of any sharp edges. On gem-set models, this silky-soft feel is enhanced by the meticulous attention devoted to diamond-setting, which guarantees the smoothness of surfaces thus adorned with precious stones.

An overriding concern for quality is one of the main characteristics recurrent throughout the brand's different lines and has always been a cornerstone of EBEL's corporate philosophy. Upholding uncompromisingly high standards worthy of the Swiss-made label in this respect, EBEL applies the highest prevailing norms within the watch industry, focusing resolutely on making customer satisfaction its chief priority.



EBEL's entire corporate philosophy has thus been forged around this quest for the perfect balance between aesthetics and functionality, much in the same way this fine balance is the signature goal of fine architecture. At the crossroads between art and engineering, between technology and craftsmanship, architecture has been an inexhaustible source of inspiration for the brand in its quest for enduring lines, absolute harmony and peerless creativity. EBEL's unique founding philosophy sums up the merging of outstanding craftsmanship and boundless creativity. The unmistakable character of an EBEL watch is ensured by the unique combination of the nuanced influences described above.

**E B E L**

Montres de Qualité  
LA CHAUX-DE-FONDS









Every single detail, from the most dazzlingly visible to the most discreetly concealed, is considered worthy of the infinite care and patience to which EBEL devotes long hours of meticulous hand-craftsmanship in perfecting the aesthetic finishes and fine decoration.

Much like a beautiful architectural accomplishment, a timepiece carrying the inimitable EBEL signature radiates a sense of warmth and familiarity, while simultaneously arousing admiration through its daringly novel aspects. Technical perfection and well-proportioned aesthetics meet and merge in a constantly renewed love match... made in La Chaux-de-Fonds. This depth of dedication is a token of the trust and assurance on which EBEL customers have found they can safely rely.



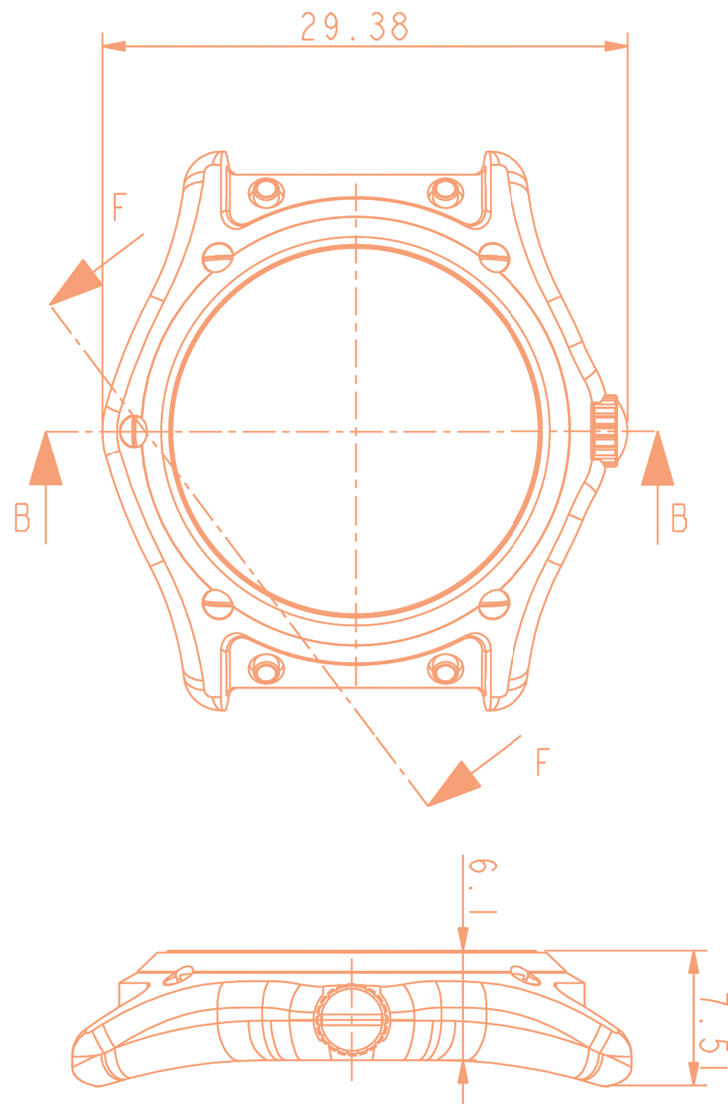
## BIRTH OF AN ICON

### FROM HERITAGE TO HERO

In any story, the hero gets the lion's share of attention. The EBEL story is no exception to this rule, and although individuals played a key role in its founding and its destiny, the brand was to find its true hero in an iconic model that would define its identity.

From its illustrious beginnings, the brand's hallmark of consistent excellence and inventive sophistication deservedly resonated far beyond the borders of Switzerland and Europe. These were taken to new heights within the international luxury world by the strong personality, pioneering spirit and visionary impetus of the founders' grandson, Pierre-Alain Blum.





Acting on his conviction that EBEL should offer contemporary watches with timeless charisma, Blum introduced the Sport Classic line in 1977 with its inimitable Wave bracelet and fully integrated case, a design with which EBEL would become definitively associated. This groundbreaking launch was the birth of the hero product concept and a breakthrough in design and function that was the beginning of the sport chic category. EBEL's adoption of its iconic The Architects of Time signature in 1982 sealed the brand's commitment to pieces born of beauty, sensuality and perfect balance along with a technical side that is supremely functional rather than purely innovative.

EBEL  
Les Architectes du Temps



Or 18 ct, acier et or 18 ct, Acier, étanche 30 m, Quartz.

MONTRES EBEL  
113, rue de la Paix - CH-2300 La Chaux-de-Fonds





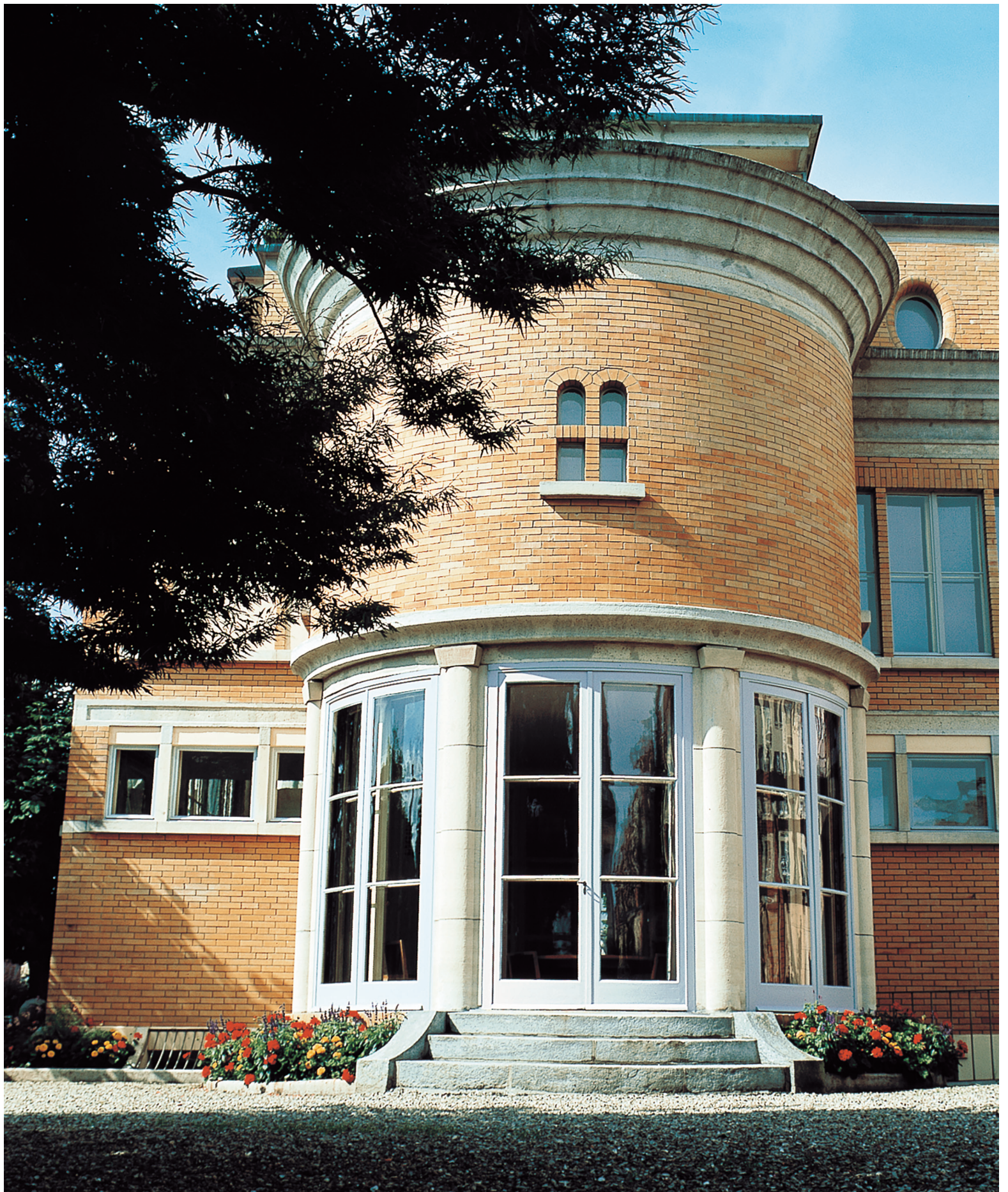
This unique work of art and design achieved almost instant recognition, doubtless because it was seen to be in harmony with the philosophy "Beauty marries function". Every model is a shining example of superlative craftsmanship and tireless creativity, imbued with the soft lines, smooth textures and flowing curves that make an EBEL timepiece recognizable at first glance – and first touch!

# TIMELESS SYMBOL

## THE POWER OF A KISS

What could be more natural for a brand founded on love than to seal its inspirational principle – the marriage of beauty and function – with a kiss? Introduced in 1950, the Kissing 'E' logo became the emblem of a successful tale of synergies between a heritage, a founding philosophy, a hero product, a kissing 'E', a legendary villa... and in 2016, a striking collection created in its image.







# LA VILLA TURQUE AS LA MAISON EBEL

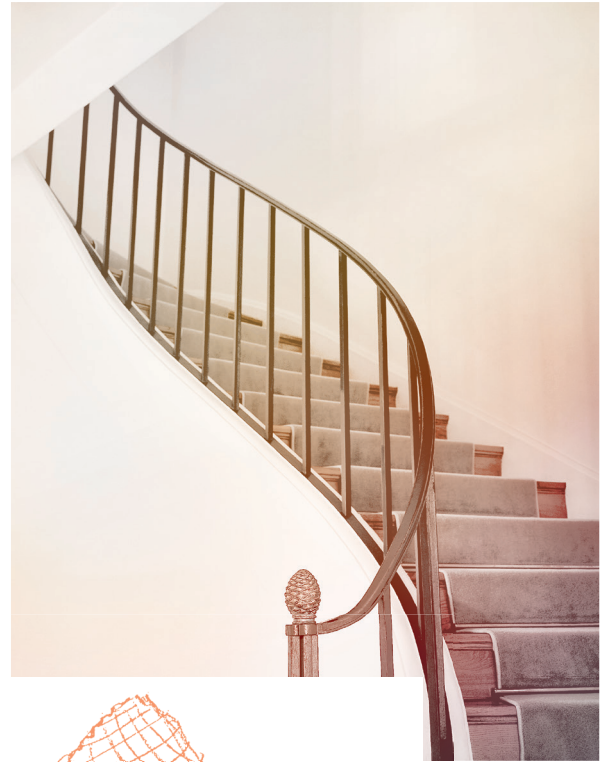
## THE ENTWINING OF TWO LEGACIES


**P**reliminary sketches, scale models, noble materials, harmonious proportions, original curves, smooth textures, finishing details: EBEL watchmaking shares a vocabulary with architecture that goes far beyond linguistics to encompass the quintessential spirit of these two equally demanding disciplines.



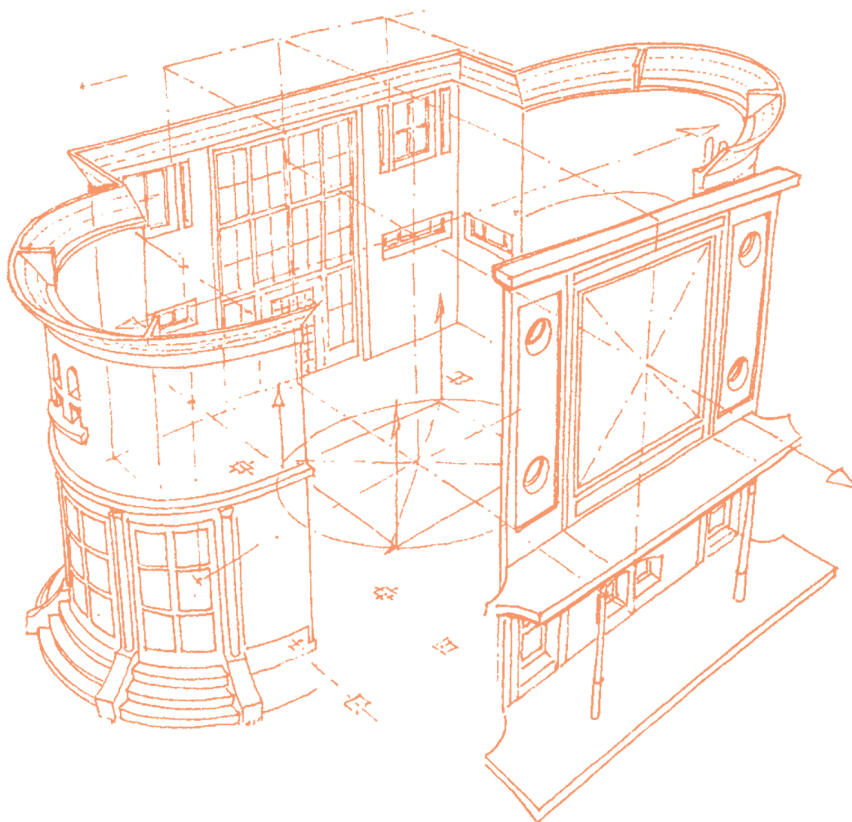




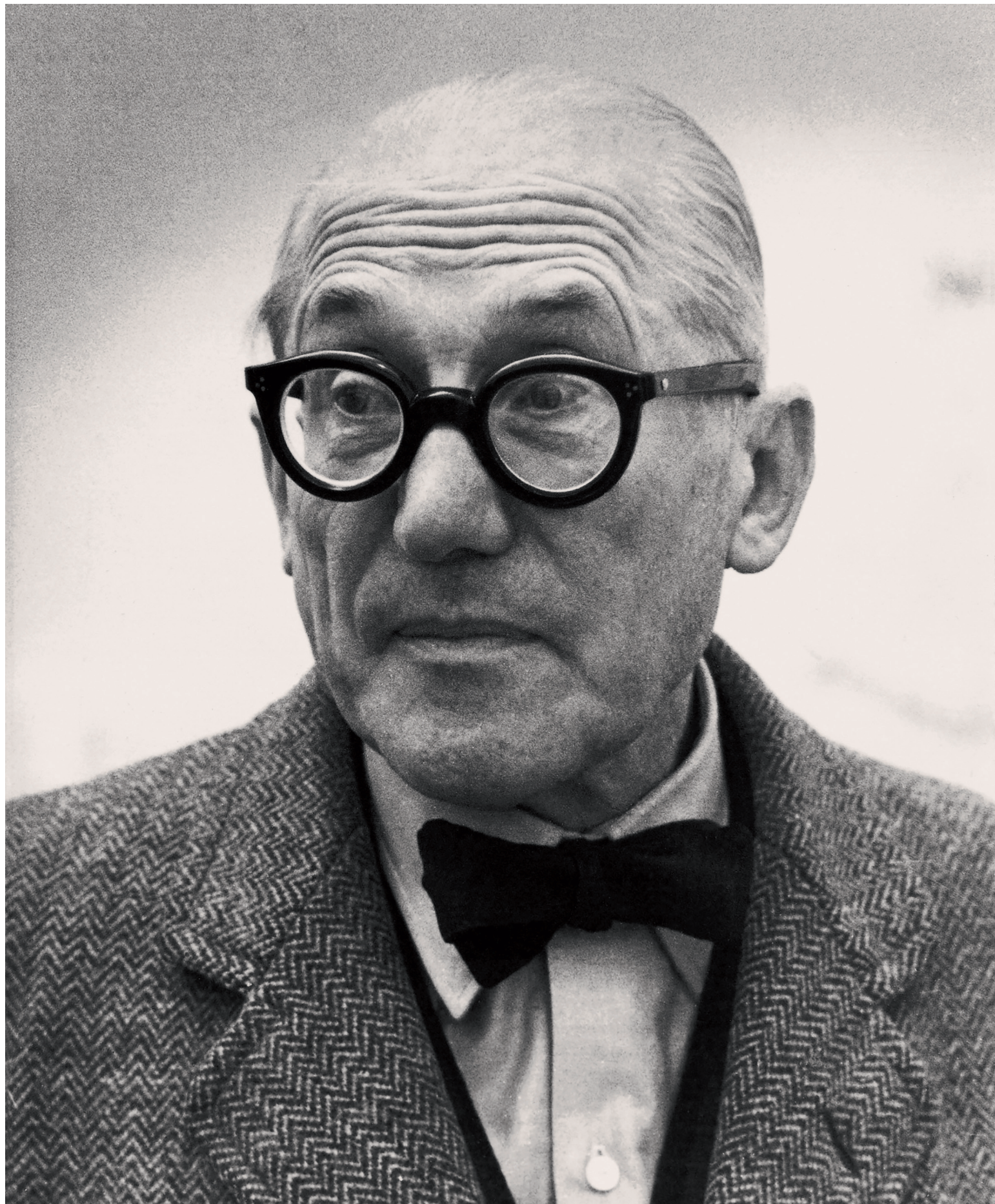


  
 altre forme  
 allungate e  
 anche di l'impulso  
 del tempio di Apollo  
 a Delphi

In watchmaking as in architecture, a blend of artistic refinement and technical precision give rise to works conveying a wealth of purpose and emotion. While clearly intended to fulfill one or several specific practical functions, the forms of true architectural creations – be they buildings or watches – are pervaded by an unmistakable sense of aesthetic sophistication and remarkable artistry.

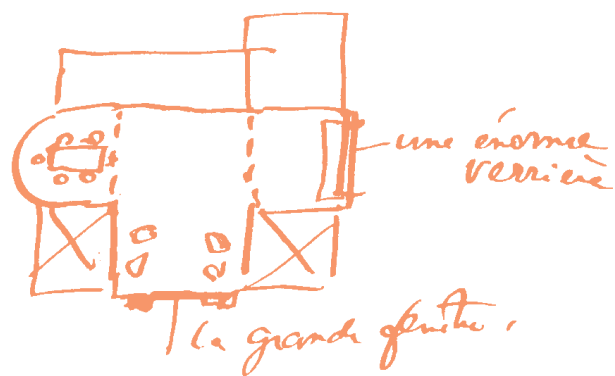


In 1986, coinciding with the brand's 75th anniversary, EBEL acquired the famous Villa Turque, designed and built by Charles Edouard Jeanneret, the architect later known as Le Corbusier, a native of La Chaux-de-Fonds and contemporary of Eugène Blum and Alice Lévy. Aside from their respective legacies becoming closely entwined through this beautiful and revolutionary creation, the entire work of this renowned architect has been a powerful and enduring source of inspiration for EBEL watches.









"A work of art and true architecture," as Le Corbusier himself liked to describe it, the Villa Turque is a miracle of ageless perfection and majestic equilibrium. As such, it perfectly epitomizes the nature of the EBEL brand and its creations. The structure of the Villa Turque is organized around a magnificent and generously proportioned living room bathed in natural light streaming through the huge bay windows. Pure lines, an open plan, a smooth flow and distinctive geometrical features are the keynotes of this house pervaded by a sense of strength, purpose, tranquility – and deliberately devoid of anything superfluous. Countless details, including the use of innovative materials, as well as ideas and symbols inspired by his "oriental journey" such as the flat "garden" rooftop, reveal Le Corbusier's personal influence expressed through a decidedly avant-garde architectural vocabulary, and herald the "new architecture" of which he was to be a major exponent.









Inspired by a blend of inexhaustible creative genius and consummate technical mastery, this eloquent architectural embodiment of the brand's corporate philosophy and values thus became the Maison EBEL. A powerful symbol of the brand's unique founding philosophy and its physical and emotional home, the clean lines and minimalist interior of the Maison EBEL also ideally represent the brand's typical aficionados: upscale, confident, design-conscious men and women over 30 who understand and share these values, and have an eye for classic style, and a keen interest in interiors. The quintessential symbol and reflection of the EBEL philosophy, the Maison EBEL combines the timelessness, functionality and aesthetics of every product to which the brand sets its signature.

While the Villa belongs to the international architectural heritage, it is also highly emblematic of the cornerstones of the EBEL brand: luxury, elegance, timelessness, purity and sensuality.





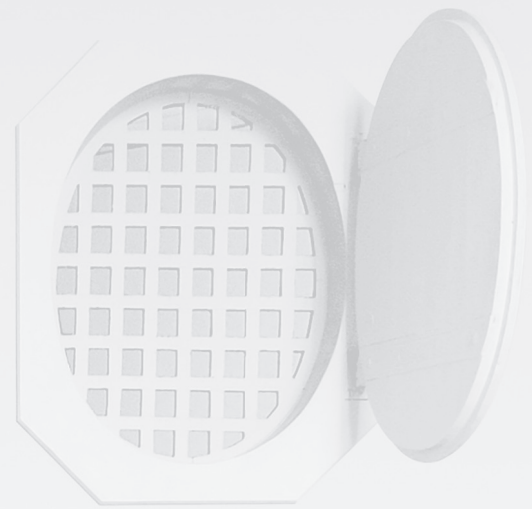
# LA MAISON EBEL LIMITED EDITION

## THE STORY OF A WINDOW

In 2016, in keeping with the exceptional gift of duality bequeathed by Eugène Blum and Alice Lévy, and the brand's enduring values, EBEL is launching **La Maison EBEL Limited Edition**. This striking collection will commemorate 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 shining example of EBEL's characteristic blend of artistic refinement and technical precision, the elegant design of **La Maison EBEL Limited Edition** draws the wearer into unprecedented levels of symbolism. Reminiscent of the love on which the Maison EBEL was founded, the timeless pattern of the gleaming mother-of-pearl dial of **La Maison EBEL Limited Edition** is inspired by the oval window of the villa, offering an intriguing reminder of an introspective souvenir of things past and an enlightened perspective of the future.

Three glowing fifteen-piece series embody different levels of meaning relative to both women and the brand itself. The first interpretation of this model evokes the initial impression exuded by the wearer and by EBEL in their interaction with the world: an expression of who they are. The second version, featuring an inner oval window set with brilliant-cut diamonds representing a view into the soul and the treasures of beauty and experience that lie within, is a powerful symbol of the brand's strikingly emotional and beautiful heritage. Finally, the third variation on this emblematic window theme adopts an outward-looking perspective, embodying the link between inner beauty and that which is reflected on the exterior. The sparkling gems thus light the way towards the equally fascinating journey that lies ahead.





AS LONG AS WE  
ARE UNDER THE SAME  
MOON, I WILL FEEL  
CLOSE TO YOU

Graced with a small seconds hand as a reminder that every second counts, and a beautifully rounded date aperture to keep track of the passing days, **La Maison EBEL Limited Edition** is fashioned in 18 karat yellow, white or pink gold depending on the version, and presented on a matching bracelet or cognac-colored, midnight blue or brown alligator strap. All models are powered by fine Swiss automatic movements.









The subtly pervasive romanticism of this watchmaking masterpiece is further evidenced in its sunray guilloché moon phase, representing the passing of time, the perception of the transposition of night and day and the gathering of moments with every changing season.

In a final touch, the exhibition case-back reveals the customized oscillating weight, while bearing eloquent tribute to the powerful relationship between the brand and this architectural monument that has become its natural home, the Maison EBEL, with a magnificently executed inscription of the Villa Turque logo.



Despite – or perhaps because of – their revolutionary nature, creations by Le Corbusier were quite clearly built to find their way unscathed through changing times and trends, leaving an indelible imprint on the collective conscience. In much the same way, the distinctively innovative models designed by EBEL radiate an enduring elegance that marks them out as imperishable “monuments of time”.

True to this persona, **La Maison EBEL Limited Edition** perfectly represents the symbolic continuum of a milestone of a glorious past, an admirable present and an exciting future. An existence built on the same founding principle of the architectural magic that happens when beauty marries function.









