

DA VINDICE

GENEVE

Press Release

Façonner un Univers

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DA VINDICE

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The Brand

Since its establishment, Da Vindice's spirit of innovation has led to the creation of unique and stylish handcrafted pieces. Exclusively manufactured in Switzerland, they exhibit a remarkable savoir faire.

Cosimo Vindice set off on a challenge when he founded the new watch brand, Da Vindice Genève. Rivalling with well established world renowned centenary brands, he was finally going to realise his lifetime passion.

In 2009, this atypical, self-made man had a vision for Da Vindice, passing onto it his name of Italian origin alongside a strong lifelong passion for timekeepers, and a deep respect to the watchmaking industry; the perfect combination of heritage and innovation, uniting the great tradition of Swiss watchmaking and technology.

The DaVindice logo, the five petal «Fleur De Lys», as a strong and emblematic symbol, appears on every timepiece. Each of the five petals symbolizes one of the main values of the brand: family heritage, respect towards tradition, unique creations, passion and perpetuity.

It was the beginning of a long journey into research and creation in collaboration with top artisans, to come out with the brand's first timepiece - the unique and world exclusive Tourbillon-Barometer. The Tourbillon-Barometer was first unveiled as a world premiere 'Grand Complication' at the prestigious Grand Prix d'Horlogerie de Genève in 2010. The watch is produced in a limited edition of 50 pieces worldwide, and is exclusively commercialised by Da Vindice.



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The Collections

It would take two more years to develop the brand's first collections, namely the Tourbillon and the Chronograph Race Challenge. Both collections are inspired by the brand's symbolic first model, and adorned with barrel-shaped cases, finely carved out side grills and large Roman numerals.

The Tourbillon collection perpetuates the tradition of complications, reviving traditional watchmaking of the highest caliber and excellence. A sophisticated dial features Roman numerals applied with a modern spirit, linking the past with the present.

The Chronograph Race Challenge collection was conceived for every day use, staying loyal to the brand's spirit but with more sportive, trendy alternatives. The Race Challenge GT itemisation was then born in partnership with the Genevan garage Modena Cars, and each watch bears the garage's famous three-colored 'M' emblem that appears on the dial.

Da Vindice introduced its first Ladies collection at Baselworld 2013 watch fair .

The collection consist of three precious timepieces with delicate stone work and two Day-to-Day models.

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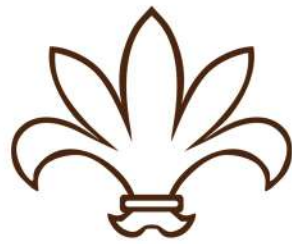
Design, Technique and Fabrication

An active representative of the Swiss watchmaking industry, Da Vindice's respect for the generations of craftsmanship, artisanal excellence and tradition is seen through its carefully assembled creations. To complete and refine each collection, Da Vindice brings forward and honors unique fusions between materials that perfectly complement each other such as platinum and black PVD, pink gold and chocolate PVD, and steel and black PVD. Each piece is mounted on a crocodile strap with a foldable buckle engraved with Da Vindice's emblem, the fleur de lys crest.

Distribution

Da Vindice's showroom and offices are situated on 54/56 Rue du Rhône, 1204, Geneva, in the heart of the city's top jewelry and watch stores.

The company's commercial approach is to expand worldwide, to conquer most international markets and seduce the emerging ones.



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The Men's Collection

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The Tourbillons

The Tourbillon Barometer

Da Vindice made headlines in 2010 with its astonishing first product, a tourbillon barometer. Putting such an instrument in a timepiece, had not been done since the 19th century in mechanical watchmaking. Technically, the barometer comprises a hermetically sealed capsule with a partial vacuum whose walls are held in place by a spring. The vacuum area is affected by changes in atmospheric pressure and its movement is transmitted mechanically so that it can be read off a scale on the dial at 6 o'clock. On a layered display, from bottom to top, it offers the barometer, then the central tourbillon dressed-up with a fleur de lys and, sharing the upper third of the dial, the hours and minutes are indicated with cathedral hands, a date pointer at 2 o'clock and a power reserve scale at 10 o'clock. Despite its mechanical complexity, the Tourbillon Barometer ensures water resistance to 3 ATM. Available in two versions.

The Tourbillon Vindex

This model remains loyal to Da Vindice's signature style and identity. The right balance between heritage and innovation. The traditional Swiss Tourbillon movement adds a touch of sophistication within the dial, as it features the fleur de lys emblem of the Da Vindice brand and roman numerals. It is equipped with a power reserve at 10 o'clock, a date indication at 1 o'clock and a tourbillon at 6 o'clock. The sides of the case are adorned with finely carved out grills that perfectly complete the watch case. This exclusive model is water-resistant to 3 ATM and is available in four different versions.

The Chronographs

The Race Challenge

The Race Challenge is another collection that is inspired by the brand's symbolic model, carrying the same signature design. This elegant model reveals a dial with large roman numerals and cathedral hands. The day appears at 3 o'clock and the date at 8 o'clock. Trendy and sporty at the same time, this collection is water-resistant to 3 ATM and available in four different versions.

For BaselWorld 2014, DaVindice will be presenting a new luxurious version of the Race Challenge collection models: precious diamonds will delicately decorate the bezel of the timepieces. In addition Da Vindice will proudly introduce a new matte and Full Black trend-setting edition for an elegant and sporty attitude. These novelties perfectly complete the Race Challenge line.

The Race Challenge GT

The Race Challenge GT was born from the inspiration of a race car with the emblem of the Geneva Modena Cars garage. This series of watches features the three-colored M insignia of the Modena Cars team on the dial. This model is available in three versions, and differentiates itself with a stylish "Scuderia" dial that will appeal to motorsports lovers.

Tourbillon Barometer *White Gold*



Pink Gold

Movement

Mechanical central tourbillon
Power reserve: 42 hours
Frequency: 3 Hz (21,600 vph)
Exclusive features: measurement of atmospheric pressure

Display

Hours and minutes.
Date at 1 o'clock
Central tourbillon with Da Vindice logo
Barometer at 6 o'clock
Power reserve at 10 o'clock

Case

18k White Gold
Ø 54 mm, H 59.5 mm
Sapphire crystal
Water resistance: 3 ATM

Dial

Partial skeleton dial
Large painted Roman numerals

Crown

Water tight crown with raised Da Vindice crest
Auto lock push-button to depressurize the barometer

Hands

Hours, minutes, date and power reserve: cathedral style
flame-blued hands
Barometer: flame-blued hands

Strap

Crocodile
Pin buckle engraved with Da Vindice crest

The Tourbillon Vindex

Platinum and Black



Pink Gold



All Black

Movement

Mechanical self-winding Tourbillon
Power reserve: 42 hours
Frequency: 3 Hz (21,600 vph)

Case

Platinum & Black PVD
Dimensions: 43mm x 46mm
Thickness: 15.6mm
Sapphire crystal
Water resistance: 3 ATM

Dial

Black lacquered dial
Large Roman numerals

Display

Hours and minutes.
Date at 1 o'clock
Power reserve at 10 o'clock
Tourbillon with Da Vindice logo
at 6 o'clock

Crown

Water tight crown with
raised Da Vindice crest

Strap

Crocodile
Folding clasp engraved with
Da Vindice crest

The Race Challenge

Pink Gold



All Black



Steel & Black



All White

Movement

Mechanical self-winding
Valjoux 7750
Power reserve: 48 hours
Frequency: 4 Hz (28,800 vph)

Display

Hours, minutes and seconds
Day of the week at 3 o'clock
Date at 8 o'clock

Case

18k Pink Gold & Chocolate PVD
Dimensions: 43mm x 46mm
Thickness: 15.6mm
Sapphire crystal
Water resistance: 3 ATM
Skeleton case-back

Crown

Water tight crown with
raised Da Vindice crest

Dial

Black lacquered dial with
guilloché center
Large applied Roman numerals

Strap

Crocodile
Folding clasp engraved with
Da Vindice crest

The Race Challenge G.T

All Black



Steel & Black



All White

Movement

Mechanical self-winding
Valjoux 7750
Power reserve: 48 hours
Frequency: 4 Hz (28,800 vph)

Display

Hours, minutes and seconds
Day of the week at 3 o'clock
Date at 8 o'clock

Case

Black PVD
Dimensions: 43mm x 46mm
Thickness: 15.6mm
Sapphire crystal
Water resistance: 3 ATM
Skeleton case-back

Crown

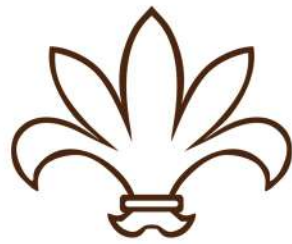
Water tight crown with
raised Da Vindice crest

Dial

Black lacquered dial with
guilloché center
Large applied Roman numerals

Strap

Crocodile
Folding clasp engraved with
Da Vindice crest



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The Women's Collection

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The Day-to-Day Collection

The Lys

Classic and sophisticated like / as the delicate Lys flower, this precious 38 mm automatic time keeper is adorned with Roman numerals, and has a date aperture at 3 o'clock. The case, reminiscent of the men's line, reveals carved grills on the sides - signature design of the Da Vindice Brand. A buckle engraved with the Da Vindice fleur de lys dresses-up the satin or crocodile bracelets. This model is available in two versions.

The High Jewelry Collection

The Rainbow

Exquisite jewel of Time, this model has a multicolored dial delicately set with diamonds, sapphires, peridots, tsavorites and amethysts revealing Da Vindice's iridescent rainbow. Every hour is represented by a different color made of precious stones. The index, crown and cases are encrusted with diamonds.

The Alter Ego

The Iconic piece «Alter Ego » prevails as the star amongst the collections, and is an absolute must have. In a play of black and white contrast , black and white diamonds are delicately set on the dial and bezel.

The Fleur de Lys

Symbol of femininity , purity , and passion , the brand's trademark " Fleur de Lys" featuring five petals, is delicately drawn in faceted pink sapphires on a full diamond dial and bezel.

Passion, watchmaking know-how, exactitude and imagination come together to highlight the uniqueness of the Da Vindice collections.

*The Lys
Steel and Black*



White Lys

Movement

Automatic movement ETA 2892

Display

Black Dial with
White Roman Numerals
Date aperture at 3 o'clock

Case

Ø 38mm Steel

Dial

Black Dial with
White Roman Numerals

*The Alter Ego
Full Diamond*



Movement

Automatic movement ETA 2892

Case

38mm full diamond Bezel

Display

Black & White full diamond

Dial

Black & White full diamond dial

*The Fleur de Lys
Sapphires and Diamonds*



Movement

Automatic movement ETA 2892

Case

38mm full diamond with
pink sapphires Bezel

Display

Full diamond with pink sapphires

Dial

Diamond Dial with pink sapphires

*The Rainbow
Precious Stones*



Movement

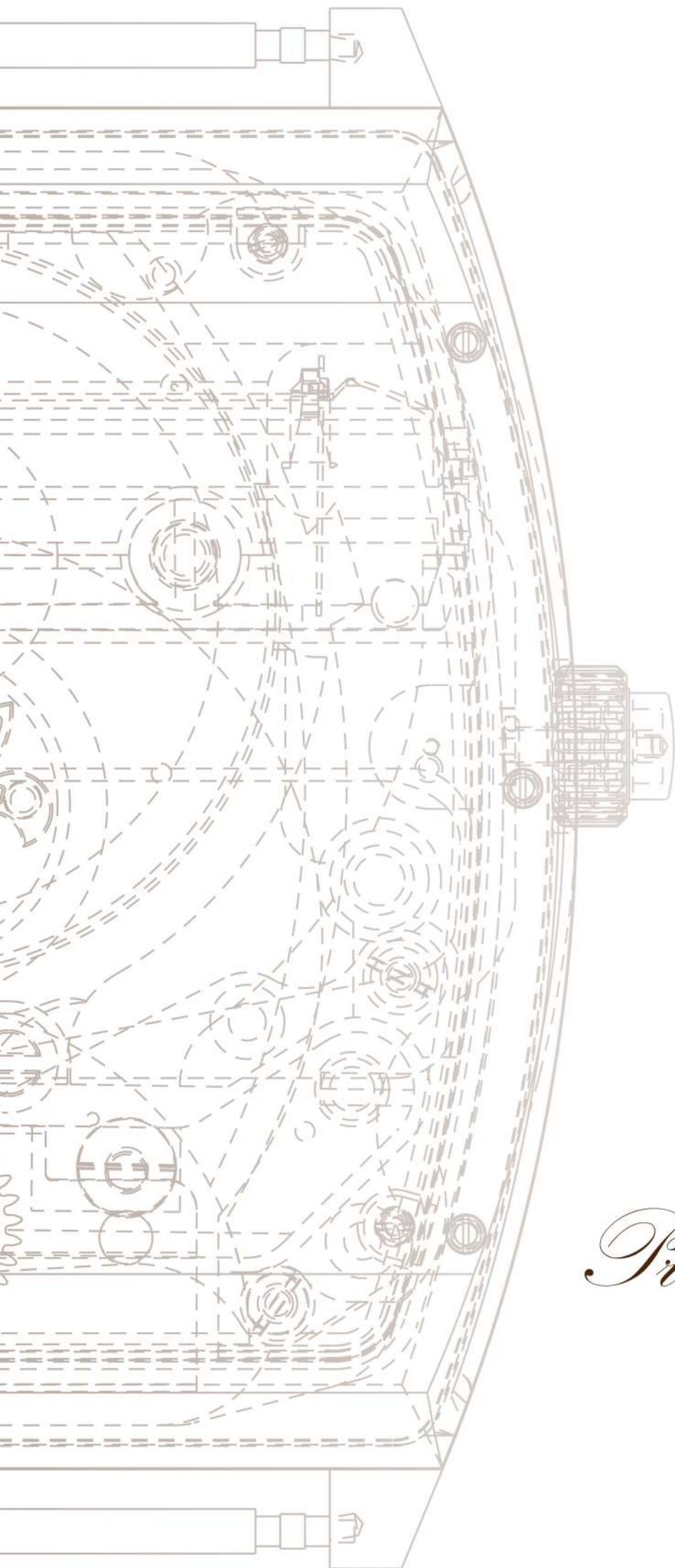
Automatic movement ETA 2892

Display

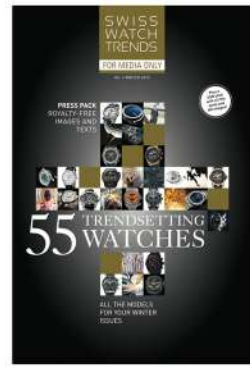
Each hour is defined by a color

Case and Dial

38mm full diamond Bezel
Diamond Dial with pink, blue and
orange sapphires, Peridots,
Tsavorite and Amethysts



Press Reviews





DV

GENEVA | MONACO | ROME | CANNES | MOSCOW