



*H. Moser & Cie.*  
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PRESS RELEASE

## **TWO LIMITED EDITIONS FOR DUBAI WATCH WEEK**

Neuhausen am Rheinfall, November 21<sup>st</sup>, 2019

**In collaboration with Ahmed Seddiqi & Sons, H. Moser & Cie. has created two limited edition timepieces featuring dials in brand new colourways. In tribute to the long-standing partnership that links the Seddiqi and Meylan families, these two models celebrate the friendship and values that these two firms share. A fumé dial with a sunburst pattern in warm tones is combined with the bold aesthetic of the Swiss Alp Watch, available in steel with a black DLC treatment. The second model boasts a taupe fumé dial which subtly enhances the harmonious forms and perfectly balanced proportions of the 38-mm Endeavour case, created from steel and featuring a bezel set with diamonds. These two creations form part of H. Moser & Cie.'s Concept series of watches, with neither logo nor indices, and will be officially launched to coincide with Dubai Watch Week.**

Classic but sensual: the Swiss Alp Watch Concept Dubai Limited Edition fits perfectly with this philosophy. Its rectangular case with soft, rounded corners is made from steel coated with a black DLC treatment, topped by a crystal with curved edges, for a resolutely contemporary look. With its brand new shade of radiant yellow, the pared-down dial is utterly striking. A black kudu leather strap adds to this creation, which is driven by the hand-wound HMC 324 form movement and released in a limited edition of 10 pieces.

The second model designed by H. Moser & Cie. for Dubai Watch Week is the Endeavour Centre Seconds Concept Diamonds Dubai Limited Edition. It features a steel case, which has been redesigned for a diameter of 38 mm. With more dynamic curves and reworked lines, it boasts perfectly balanced proportions. The bezel is set with diamonds to enhance the brand new taupe coloured fumé dial, which features neither logo nor indices. Paired with the HMC 200 automatic Manufacture movement, this timepiece is 100% Swiss and 100% H. Moser & Cie, and released in a limited edition of 9 pieces.

Mohammed Abdulmagied Seddiqi, CCO of Ahmed Seddiqi & Sons commented: “Collaboration between Ahmed Seddiqi & Sons and H. Moser has existed since the very first edition of Dubai Watch Week and we have produced a limited edition every year. This year we are launching two new models, and we are especially thrilled to have worked on the first ever H. Moser ladies concept watch, released for Ahmed Seddiqi & Sons, during Dubai Watch Week 2019”.

The Swiss Alp Watch Concept Dubai Limited Edition and the Endeavour Centre Seconds Concept Diamonds Dubai Limited Edition models will be launched to coincide with Dubai Watch Week.



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### **TECHNICAL SPECIFICATIONS – SWISS ALP WATCH CONCEPT DUBAI LIMITED EDITION**

Reference 5324-1204, steel model with black DLC treatment, yellow fumé dial, black kudu leather strap, limited edition of 10 pieces

#### Case

Black DLC-finished steel,

Dimensions: 38.2 x 44.0 mm/height: 10.3 mm

Sapphire crystal

See-through sapphire crystal case-back

Screw-in crown adorned with an "M"

Engraved on the movement side of the case with "1 of 10", etc.

#### Dial

Yellow fumé with sunburst pattern

Blackened leaf-shaped hour and minute hands

#### Movement

Hand-wound HMC 324 Manufacture calibre

Dimensions: 32.0 mm x 36.0 mm/height: 4.8 mm

Frequency: 18,000 Vib/h

27 jewels

Power reserve: minimum 4 days

Hacking seconds

Moser teeth for all wheels and pinions

Interchangeable Moser escapement

Original Straumann Hairspring® with stabilised Breguet overcoil

Gold escapement wheel and pallet fork

Movement and components hand-finished and decorated

#### Functions

Hours and minutes

Power reserve indicator on the reverse side

#### Strap

Hand-stitched black kudu leather

Pin buckle in steel with black DLC treatment



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### **TECHNICAL SPECIFICATIONS – ENDEAVOUR CENTRE SECONDS CONCEPT DIAMONDS DUBAI LIMITED EDITION**

Reference 1200-1212, steel model, diamond-set bezel, taupe fumé dial, dark grey alligator leather strap, limited edition of 9 pieces

#### Case

Steel, bezel set with 60 brilliant-cut diamonds (1.13 carats)

Diameter: 38.0 mm, Height: 10.3 mm

Sapphire crystal

See-through sapphire crystal case-back

Crown adorned with an "M"

Engraved on the movement side of the case with "1 of 9", etc.

#### Dial

Taupe fumé with sunburst pattern

Leaf-shaped hands

#### Movement

HMC 200 automatic calibre

Diameter: 32.0 mm or 14 <sup>1/4</sup> lignes

Height: 5.5 mm

Frequency: 21,600 Vib/h

27 jewels

Automatic bi-directional pawl winding system

Solid gold oscillating weight engraved with the H. Moser hallmark

Power reserve: minimum of 3 days

Original Straumann Hairspring®

Finish with Moser stripes

#### Functions

Hours and minutes

Central seconds

#### Strap

Hand-stitched dark grey alligator leather

Steel pin buckle, engraved with the Moser logo



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### REFERENCES & PHOTOS

Swiss Alp Watch Concept Dubai Limited Edition, reference 5321-1204, steel model with black DLC treatment, yellow fumé dial, black kudu leather strap, limited edition of 10 pieces



Endeavour Centre Seconds Concept Diamonds Dubai Limited Edition, reference 1200-1212, steel model, taupe fumé dial, dark grey alligator leather strap, limited edition of 9 pieces





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#### H. MOSER & CIE.

H. Moser & Cie. was created by Heinrich Moser in 1828. Based in Neuhausen am Rheinfall, it currently employs around 60 people, has developed 14 in-house calibres to date and produces more than 1,500 watches per annum. H. Moser & Cie. manufactures parts such as regulating organs and balance-springs, which are used for its own production as well as to supply its partner companies. H. Moser & Cie. is honoured to have a Moser family member with the company as Honorary Chairman and President of the Heinrich and Henri Moser Foundation. The aim of the Moser Foundation, created by one of Heinrich Moser's descendants, is to keep the family history alive and seek out antique pieces for the Moser Museum, located in Charlottenfels Manor, Heinrich Moser's family home. With its substantial watchmaking expertise and highly acclaimed experience in the sector, MELB Holding holds shares in H. Moser & Cie. and Hautlence. MELB Holding is an independent family group, based in the heart of the legendary Vallée de Joux.

#### AHMED SEDDIQI & SONS

Ahmed Seddiqi & Sons is the region's leading retailer of luxury watches & jewellery. Established in 1950, the company has continuously developed and nurtured the needs of its clients through the combination of its unrivalled portfolio and commitment to service excellence. Today, the company is recognised as a pioneer in the region, with an extensive collection of over 60 luxury timepiece & jewellery brands across 50 locations in the UAE.