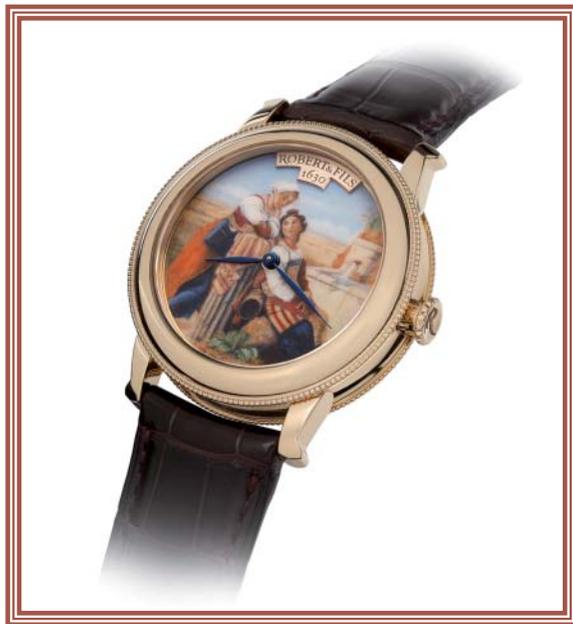


ROBERT&FILS
1630

New for 2012
Léopold Robert Collection
Two Young Girls at the Fountain

Sixth unique piece in the Léopold Robert Collection



Summary

For this new timekeeper, Robert & Fils 1630 drew inspiration from one of the paintings by the famous Swiss painter, Léopold Robert, entitled *Two Young Girls at the Fountain*. Crafted in grand feu enamel with miniature painting, the dial displays the hours and minutes. The timepiece is driven by an automatic mechanical movement from the years 1960 to 1970, which has been reworked in the spirit of the Geneva Seal - the Robert Calibre. Designed on five levels, it features an oscillating weight in 22K rose gold. The 18K rose gold case is mounted on a hand-sewn alligator leather strap with a tongued buckle in 18K rose gold engraved with the Robert & Fils 1630 logo.

A painting on the wrist

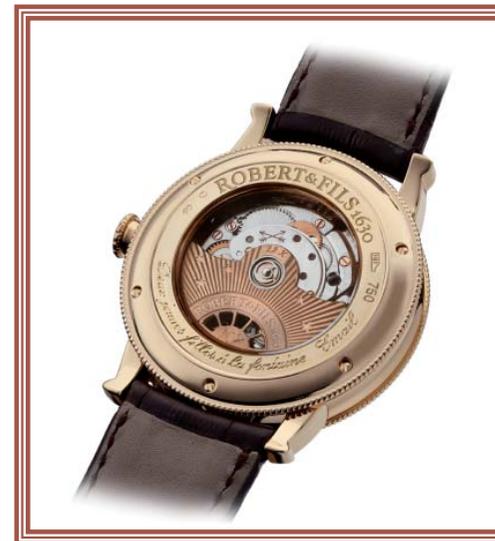
After the great success of the first five unique timepieces in the Léopold Robert Collection - The Musicians in 2008, The Idyll in 2009, The Young Girl and the Fisherman in 2010, and The Brigand's Rest in 2011, the creation in 2012 is inspired by the painting entitled *Two Young Girls at the Fountain*. Painted by the Swiss artist, Léopold Robert (1794-1835), in Rome in 1827, it now hangs in the Museum of Fine Arts in La Chaux-de-Fonds.

Gilles Robert explains this choice by the feeling generated by this work of art, reminding him of the Campo de' Fiori and the Trastevere, two neighbourhoods in Rome that he loves. For many years during his frequent visits to the Eternal City, he walked these neighbourhoods for hours at a time, and learned Italian to better absorb their culture. During this time, the jeweller Bvlgari awakened and affirmed his artistic sense. In his position as general manager of the high jewellery division, Gilles Robert learned and applied authentic artisanal methods combined with artistic skills.

The museum in La Chaux-de-Fonds loaned *Two Young Girls at the Fountain* to Gilles Robert so that he could display the painting at his stand at BaselWorld 2012 next to the watch of the same name, thus letting the visitor absorb the romantic poetry evoked by Léopold Robert's work of art.

The watch's gold dial features the difficult technique of miniature painting in grand feu enamel, realized by hand. Connoisseurs will certainly be touched by the movement - an automatic mechanical Robert Calibre. Produced during the years 1960 to 1970 by the Fabrique d'Horlogerie of Fontainemelon, it has been entirely dismantled, checked, decorated, and tested in 2012. It is a direct descendant, in the purest tradition of timekeeping art, of one of the oldest movement manufacturers in Switzerland, formerly called Robert et Cie.

The calibre of grand "anchor" watchmaking has been decorated, chamfered, circular-grained, brushed, engraved, and polished by hand in 2012 in the spirit of the Geneva Seal. It features a 22K rose gold oscillating weight to ensure the highest performance of this automatic movement.



An exceptional watch deserves an exceptional final packaging. The piece comes in a case in the form of an antique book with the gilded title Robert & Fils 1630. Also included are the two-year guarantee brochure and the instruction manual, printed on artisanal paper, both hand signed and sealed - as for the previous models in the Léopold Robert Collection.

Technical Data

Dial	Miniature painting in grand feu enamelling all by hand on a gold support Hands in flame-blued steel
Case	39-mm, in 18K rose gold, hand fluting and finishing, anti-reflective sapphire crystal and case back. Crown in 18K gold, hand-engraved with the letter R
Movement	Robert Calibre designed on five levels, created during the period 1960 to 1970, entirely dismantled, checked, decorated, and tested in 2012 Automatic mechanical movement Oscillating weight in 22K rose gold 21,600 vibrations/hour 24 jewels
Functions	Hours and minutes. Working reserve of 36 hours
Water Resistance	30 meters
Bracelet	Hand-sewn alligator leather strap with a tongued buckle in 18K rose gold, engraved with the Robert & Fils 1630 logo

Unique piece, hand numbered and engraved on the oscillating weight, and the name of the painting engraved on the case back.

All component parts have been made in Switzerland.

Texts can be downloaded from the website www.robertfils1630.com

> Press Kit

Images can be downloaded from the website www.robertfils1630.com

> Visuals for Press

06-Deux jeunes filles à la fontaine

07-Mouvement Robert & Fils 1630

A3

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ROBERT&FILS
1630

New for 2012
Collection Maurice Robert
Unique Grand Feu Enamel Hunting pocket watches
and Grande Complication wristwatches



B1

Summary

Paying double homage: to Maurice Robert, representing the ninth generation of Robert watchmakers, and to the Valjoux 88 Calibre. This movement equips the Grande Complication wristwatch and the Grand Feu Enamel Hunting pocket watch.

The wristwatch has the following functions: hours, minutes, seconds, chronograph stop-start, return to zero, seconds counter, 30-minutes counter, hours counter, day, month, date, lunar phases. With applied numerals, the dial is placed in an 18K rose gold case measuring 38 mm in diameter. It features two push-pieces and two correctors that activate the column-wheel movement.

The pocket watch has the following functions: hours, minutes, seconds, chronograph stop-start, return to zero, seconds counter, 30-minutes counter, hours counter, day, month, date, phases of the moon. The 47-mm case in 18K yellow gold features grand feu enamelling, miniature painting by hand, a secret compartment with manual opening on the case back letting the name of the piece be seen, and hand-engraving on the double case back. A push-piece activates the secret compartment and two push-pieces and two correctors activate the column-wheel movement.



B2



Double homage

Maurice Robert

Born in 1888 in Fontainemelon, Maurice Robert, the grandfather of Gilles Robert, the current president, deserves a great deal of respect. Ninth in the generation of Robert watchmakers, he entered the family business, the Fabrique d'Ebauches of Fontainemelon, in 1912, where he served as manager starting in 1918, then as president of the board of directors. He was one of the founding members of Ebauches SA where he held the position of vice president. Valjoux became part of Ebauches SA in 1944 and would then be managed, as was the Fabrique of Fontainemelon, by Gilles' father, Denis Robert, the tenth generation of the Robert family of watchmakers.

So, it was only natural that the Robert & Fils 1630 brand would equip this collection with the Valjoux 88 Calibre.

Starting in 1937, Maurice Robert was a member of the financial commission of the Council of the Swiss Federation of Watchmaking.

A world traveller, Maurice Robert began collecting watches during his youth, watches that demonstrated his thirst for discovery and his unequalled knowledge of timekeeping. He grouped together pieces that were characteristic of each era in specific categories. This collection represented the evolution of the timepiece with a number of masterpieces, not only Swiss but also from other countries. It was presented for the first time in 1941 in Fontainemelon during a reunion of the Historical and Archaeological Society of the canton of Neuchâtel. An extraordinary collection, it was, for many years, the reference for many academic works dedicated to fine timekeeping.

Maurice Robert habitually wore a watch equipped with the famous Valjoux 88 movement. Gilles Robert inherited this timepiece from his father, Denis. In 1985, Gilles modified the piece and realized his first creation - just for personal pleasure - some 32 years after the death of his grandfather.

The choice of illustrations for the dials of the pocket watches soon appeared obvious - it would centre on the world of animals. This served as an additional link between Maurice Robert and his grandson Gilles. Maurice was a skilled horseman and Gilles was a world traveller who loved to observe the nature around him.

What better common denominator between peoples than these creatures, whether wild or tame? All cultures come together around the animal kingdom.

Technical Data

Wristwatch

Dial	Grande complication with appliques
Case	38-mm, 18K rose gold, with circular-grained decorations on both sides of the case Anti-reflective sapphire crystal Crown, two push-pieces, and two correctors that activate the column-wheel "Grande Complication" movement
Movement	Historic Valjoux 88 Calibre, decorated either by hand or with the Côtes de Genève pattern, manual-winding mechanical movement Diameter: 29.5 mm Frequency: 18,000 vibrations/hour Working reserve: 40 hours
Functions	Hours, minutes, seconds, chronograph stop-start, return to zero, seconds counter, 30-minutes counter, hours counter, day, month, date, moon phases
Water-Resistance	30 meters
Bracelet	Hand-sewn alligator strap, with 18K rose gold buckle, engraved with the Robert & Fils 1630 logo
Packaging	In the form of an antique book

Limited series of 50 pieces.

All component parts have been manufactured in Switzerland.



Technical Data

Pocket watch

Dial	Grande complication
Case	47-mm, 18K yellow gold, decorated with grand feu enamel and miniature painting by hand, secret compartment with manual opening on the case back, allowing the name of the piece to be seen, hand-engraving on the double case back Anti-reflective sapphire crystal Push-piece crown to activate the secret compartment, two push-pieces and two correctors to activate the column-wheel Grande Complication
Movement	Historic Valjoux 88 Calibre, decorated with the Côtes de Genève pattern, manual-winding mechanical movement Diameter: 29.5 mm Frequency: 18,000 vibrations/hour Working reserve: 40 hours
Functions	Hours, minutes, seconds, chronograph stop-start, return to zero, seconds counter, 30-minutes counter, hours counter, day, month, date, moon phases
Chain	18K yellow gold, with security clasp
Packaging	For the watch, a corrector push-piece, a loupe, and a protective leather pouch in a precious box

Each piece is unique.

All component parts have been manufactured in Switzerland.



The Valjoux 88 Calibre

A direct descendant of the Valjoux 72C, itself descended from the Valjoux 23, the Valjoux 88 Calibre can be considered as a “monument” to the Swiss chronograph of the 20th century. Designed in the 1920s, it was modernized in the 1940s, and then reworked with the additions of complications. In 1947, the moon phases version of the 72C appeared, and the career of the Valjoux 88 Calibre continued until the end of the 20th century.

Used by several Swiss brands, it was the driving force for many lovely timekeepers. It also inspired movement makers during the “Glorious Thirty” - the years between 1945 and 1973 when it was considered the calibre of reference. For Robert & Fils 1630, it is intimately linked to its own history through Maurice Robert and Denis, director of Valjoux at that time. This movement is, in a way, an integral part of the family patrimony.

By proposing two watches equipped with the same calibre, Robert & Fils 1630 offers aficionados of fine timekeeping the opportunity to have a watch for daily use coupled with the pleasure of owning a true collector’s piece.

The “wrapping” for a gift such as the wristwatch comes in the form of a lovely case evoking an antique book, with the gilded title of Robert & Fils 1630. It also includes the two-year guarantee brochure and instructions for the watch, printed on artisanal paper, all signed and sealed by hand.

For the pocket watch, a precious case includes the gold chain, a correction key, a loupe, and a protective leather pouch.



Texts can be downloaded from the website www.robertfils1630.com

> Press Kit

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> Visuals for Press

33-Montre Grande Complication

34-Mouvement décoré Grande Complication

29-Tigre Majestueux

30-Trois Chiens en Chasse

32-Mouvement Grande Complication

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Robert & Fils 1630

Nearly 400 years of history

Robert & Fils 1630 can be proud of its long and passionate history. Since 1630, generations of watchmakers have each placed their own stones on the edifice of this major art called timekeeping.

The first mention of the Robert family can be found in 1630. The master watchmaker Abram Robert was entrusted by the town of Le Locle to evaluate the reliability of the communal clock that was functioning poorly and thus disturbed the residents since, in those days, daily life was governed by the town's clock. Abram Robert constructed new parts and repaired the clock before putting his stamp of approval on it - he was also a solicitor and could therefore certify its proper operation.

In 1725, Josué Robert was appointed Watchmaker to the King by His Majesty The King of Prussia. Although his patented certificate had disappeared through the meanderings of time, Gilles Robert searched extensively and finally found it at the International Horological Museum in La Chaux-de-Fonds. And, in 2011, Gilles Robert participated in its restoration. Fans of timekeeping history can discover it at his stand this year at BaselWorld.

In 1825, Jacob Robert founded Robert et Cie in the town of Fontainemelon (in the canton of Neuchâtel). His work was carried on by his descendants until 1981, the year that the enterprise was integrated into ETA.

In 2002, representing the family's eleventh generation, Gilles Robert re-launched the family company that had designed, for nearly 400 years, hundreds of movements for the Swiss timekeeping industry.

And, thus, rightly so, Robert & Fils 1630 enters the circle of the world's oldest watchmaking manufacturers.

Currently, three collections are in the catalogue:

Léopold Robert

Email Tradition

Hommage Maurice Robert

Léopold Robert Collection

In 2008, a collection of unique pieces was launched, dedicated to Léopold Robert, born in 1794 in La Chaux-de-Fonds. Coming from another branch of the family, this watchmaker's son and assembler of cases was an engraver before devoting his time to the romantic painting style of the 19th century. A student of David, his years spent in Italy served as major inspiration for his works, many of which are displayed in museums around the world, including notably the Louvre and the Museum of Fine Arts in La Chaux-de-Fonds.

Highly appreciative of rare crafts and skills, Robert & Fils 1630 decided to use grand feu enamel and miniature painting, executed by the famous enameller, Jean-Luc Peter, in its timepieces.

As can be imagined, drawing inspiration from a painting is not an easy task but one that demands intense reflection and concentration. Gilles Robert thus collaborates closely with the museum and the enameller. Together, they chose the painting after studying all its subtleties in order to bring them to life... Clearly, a long labour of love. The Musicians timekeeper evokes the *Pifferari* painting, hung in the Jenisch Museum in Vevey (Switzerland); the painting of *Young Girl at the Fountain* is displayed at the Museum of Fine Arts in Neuchâtel (Switzerland). The three others are in the Museum of Fine Arts in La Chaux-de-Fonds.

These models are all equipped with the Robert movement.

Every year, a new watch is created:

- 2008 The Musicians
- 2009 The Idyll
- 2010 The Young Girl and the Fisherman
- 2011 The Brigand's Rest
- 2012 Two Young Girls at the Fountain

As last year, the painting of the master will be displayed at the stand of Robert & Fils 1630 during BaselWorld. This year, it will be *Two Young Girls at the Fountain*.



Jacob Robert 1792 - 1865



Henri Robert 1823 - 1896



Auguste Robert 1826-1892

Traditional Enamel Collection

This line is available in a wristwatch version. Each piece is unique and numbered. Each is equipped with a Robert Calibre, designed on five levels. Fabricated during 1960 to 1970, these movements have been entirely dismantled, checked, decorated, and tested starting with the very first model in 2008.

The grand feu enamel technique requires more than a skilful hand to measure the intensity and firing time. The powdered enamels resemble the same material as the paint. Using a very fine tip or brush, the enameller applies the enamel point by point, layer by layer, onto a metallic support, often gold. Each layer requires firing between 800 and 900 degrees centigrade. In between these steps, the enamel is very delicately polished.

The reproduction of paintings, as is practiced by Robert et Fils 1630, requires up to thirty firing operations. The piece comes out of the oven red then turns black as it cools, before finally showing its definitive colours. Only at this moment does the enameller know, after weeks or even months of painstaking efforts, if his work has succeeded, and has not been destroyed by the heat.

After the final application of a translucent flux and a last passage into the oven, the colours become stable and will remain unchangeable for centuries.

Maurice Robert Collection

For this new line, presented in 2012, Gilles Robert pays homage to the ninth generation of Robert watchmakers and the famous Valjoux 88 Calibre. He has created a wristwatch as well as a pocket watch that both display the complications of this movement that made the glory of several renowned Swiss brands when it was introduced into the marketplace in 1947. Since then, it has inspired many manufacturers.

For daily use, the wristwatch features a contemporary classic dial, dear to Gilles Robert, and is easy to wear, while being timeless in design.

To please the collector, the pocket watch has a grand feu enamel case, whose themes are inspired by the animal kingdom.



Auguste-Charles Robert 1837-1907

Portrait of Gilles Robert

Eleventh in the Robert generation, Gilles Robert inherits the patrimony of an influential family of watchmaking artisans, whose beginnings date back to the middle of the 17th century, and then became, at the end of the 18th century, powerful industrial manufacturers of movements for the Swiss watch industry.

Born in 1952 in Neuchâtel, Gilles Robert grew up on the Avenue Robert in Fontainemelon... this could not be invented! During his youth, he had no interest in timekeeping, preferring rather to escape the family history and travel the world. Among his adventures were trekking through Afghanistan on horseback and covering Nepal on foot where he discovered a passion for precious gemstones.

Returning to Switzerland, he graduated from the University of Geneva with a degree in Economics. But his passion for gems continued and he signed up for courses at the Gemological Institute of America (GIA) in Los Angeles where he obtained his diploma in 1979. Gilles then began to trade in precious gems and worked between Geneva, Paris, London, and Antwerp, which opened doors to the grand houses such as Christie's, Léon Millet, and Lens & Van Blerk, the diamantaires. He then joined Bvlgari, where he was appointed to the general management in the group's high jewellery division.

Yet, thoughts of his family heritage continued to quietly beckon. In 2002, this eleventh generation descendant of the Robert family decided to re-interpret his watchmaking roots, but in



Paul Robert 1863 - 1940



Maurice Robert 1888 - 1953



Denis Robert 1924 - 2001



Gilles Robert - 1952

his own manner. The rebirth of the brand would involve a combination of history and artistry in unique pieces destined for collectors.

At the same time, Gilles Robert put into place a solid sales network with a retailer in Hong Kong and direct sales to collectors. He now targets China, Japan, the United States, and, of course, Europe.

Adamant about quality and the details that make the difference, Gilles Robert thus pays homage to his ancestors, combining the best of his heritage with the best of the modern world.

The Robert et Fils 1630 movement

Each Robert et Fils 1630 watch is made using automatic mechanical Robert Calibres. Originating from the stock of the Fontainemelon manufacturer - now called Robert & Cie - these movements, produced between 1960 and 1970, are designed on five levels. Restored for their current use, they have been entirely dismantled, checked, decorated, signed, and manually tested.

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