



## A wild flurry of new releases to be unveiled at the WPHH Fine Watchmaking Show

*Genthod, December 18<sup>th</sup> 2018* – With just four weeks to go before the opening of the 29<sup>th</sup> WPHH (World Presentation of Haute Horlogerie), to be held from January 14<sup>th</sup> to 18<sup>th</sup> 2019, the Franck Muller brand continues to reign supreme in the world of Grand Complications, with a range of timepieces that are both unique and magical. As the big unveil approaches, here's a sneak preview of its new Vanguard Crazy Hours™, which is just a foretaste of the many marvels that will be presented in January at the heart of its Manufacture within the recently enlarged Watchland site in Genthod, on the shores of Lake Geneva.

# WPHH

THE WORLD PRESENTATION OF HAUTE HORLOGERIE

## See you at the WPHH

As it does each year, the WPHH exhibition invites you to its historical headquarters in Geneva. The event look set to be particularly exciting, since the models on show will include its new Vanguard Crazy Hours™ collection. The “Master of Complications” lives up to its name by presenting a number of Franck Muller world premieres representing landmarks in the selective circle of Fine Watchmaking brands. So make a note in your diaries for a festive and colourful WPHH from January 14<sup>th</sup> to 18<sup>th</sup> 2019 on the Watchland site.

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### MEDIA NEWS 1/3

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FRANCK MULLER Founded in 1992 by the talented watchmaker Franck Muller, in partnership with the fine watchmaking specialist Vartan Sirmakes, Franck Muller has become, in less than 30 years, an authentic benchmark in the field of luxury watchmaking, thanks to its exceptional expertise and its innovative design. The brand has filed 50 patents to date and currently runs 48 exclusive boutiques around the world, along with 7 production sites in Switzerland.

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## New collection preview

FranckMullerbrilliantlytakesupanewchallengeandextendsitsfamousVanguard™ collection by incorporating the Maison's most iconoclastic complication: Crazy Hours™. Powered by a movement structure composed of alternating concave and convex bridges, its spectacular dial interpreted through a range of pop-style contemporary shades features numerals appearing in an unconventional order. This combination of boldness and creativity sends a colourful avant-garde breeze blowing across the wrist, offering owners of these exceptional timepieces a whole new way of reading off the time.

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# WPHH

THE WORLD PRESENTATION OF HAUTE HORLOGERIE

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## In preview, Franck Muller unveils its new collection the Vanguard Crazy Hours™

Franck Muller will present the new Vanguard Crazy Hours™ collection during its traditional watchmaking fair, the WPHH (the World Presentation of Haute Horlogerie), at the heart of its manufacture in Geneva, from Monday, January 14<sup>th</sup> to Friday, January 18<sup>th</sup>, 2019.

The Vanguard Crazy Hours™ collection faithfully reflects the House's audacity, while bringing a unique aestheticism to the collection.

The most iconoclastic complication of Franck Muller: the Crazy Hours™, is highlighted in a Vanguard™ case with sporty curves and colorful numbers applied by hand. The material is into the spotlight, with the brushed stainless steel case and dial. An aesthetic that lives up to the eccentricity of the complication, with the iconic numbers of the Vanguard™ collection in blue, red, green or orange, that seem to stand out from the brushed stainless steel dial.

The luminescent hands match the color of the audacious applied numerals, and the lines of the box have been worked to give it a sporty and modern character.

The Vanguard Crazy Hours™ collection, combines boldness and creativity, giving people who wear this exceptional timepiece a new way to read the time.

Indeed, since the earliest sun dials, the watch hands have always moved in chronological order from 1 to 12 and the association of the zenith with noon is so strong that nobody needs to recognise the numeral 12 in order to know what time it is. The Crazy Hours offers a new reading of time, showing hour numerals in the most unconventional order.

Thanks to a patented mechanism, the central hour hand literally jumps from one hour to the next, respectfully following the randomly numbers on the dial. Thereby, after every 60 minutes, the hour hand would jump to the next correct number. Meanwhile, the minute hand follows a conventional 60-minute cycle revolving around the dial. Time becomes a value that is personal, individual, and unique. You find yourself eagerly waiting at each 59<sup>th</sup> minute to observe the Crazy Hours' mesmerizing jump.

The collection is designed to express the concept of time as an abstract construct – that time is ultimately what one makes of it.

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## About the Crazy Hours™

Launched in 2003, the Crazy Hours™ complication has attracted watch aficionados for more than fifteen years in its famous Cintrée Curvex™ case. It is presented for the first time in a Vanguard™ case in January 2019 during the must-see watchmaking fair of the House, the WPHH.

The complication comprises a jumping hour module and an automatic movement. While the hour hand jumps to point the correct hour numeral, the minute hand revolves round the dial in a traditional 60-minute cycle. Although the hour numerals seem randomly placed, there is a sequence to the 'crazy' hours – each subsequent number is placed at an approximately 120-degree arc away from the preceding number.



**REFERENCE :** V 45 CH BR. **CASE :** Stainless steel. Width 44 mm x Length 53.7 x Height 13.70 mm. Water resistant up to 30 meters. **FUNCTIONS :** Central jumping hour hand. Central minutes and seconds. **MOVEMENT :** FM 2800 CH. Self-winding mechanical movement. Diamètre 25.60 mm x Height 5.60 mm. 28'800 vibrations/hour. 42 hours power reserve. 203 components, 27 jewels. **MOVEMENT DECORATION :** Côtes de Genève and sunray brushing on the bridges and oscillating weight. Circular graining of both side of the bottom plate. Diamond polishing on the bridges. 24k gold bath and rhodium treatment. 24k gold finish on the engravings. Blued screws. Sunray brushing on the rolling barrel and ratchet. **DIAL :** Brushed dial and applied Arabic numerals. **STRAP :** Hand-sewn alligator strap and folding buckle.

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