

C1 Pure

The Concord Personality

Following the resounding success of the C1 Chronograph launch, Concord is putting out a new variation on its timepiece, in monochrome white. This watch has a new, powerful temperament, an assured presence and is ready for anything, like the active, decisive men and women able to control things and take charge of time in much the same way as mechanical watchmaking.

The *C1 Pure*, made for personalities who know how to manage time or even keep one step ahead of it, so as to make it fit their lifestyle, accurately embodies the 21st century. The shape and performance of the watch reflect this energy. Its contemporary unisex silhouette is a trend setter rather than a trend follower, like men and women driven by a passion. Its unmatched performance fits in with their ability to take on multiple roles, to juggle responsibilities every day, and to diversify their aspirations. Its bold dimensions, a symbol of this independence and eclecticism, firmly anchor the new C1 in this new century.

A COSC-certified chronometer, the *C1 Pure* boldly imposes its technical and esthetic demands in a majestic case measuring 44 mm in diameter and 16.7 mm thick. Notwithstanding these measurements, the watch hugs the slimmest of wrists thanks to its unique attachment system devoid of case horns, which ensures that it drapes exceptionally well and fits perfectly. In a great departure from the usual stereotypes, its white exterior gives it drive and energy, emphasizing the many novel aspects of its construction. The diamonds adorning the bezel and case middle add their sparkle to the graphic eurythmy of the whole.

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Water-resistant to 20 atmospheres, the steel case is circled by a protective metal ring covered with white rubber, fitted on the case middle. The ring is attached by self-blocking side screws and features eight tabs that extend over the bezel. The system protects an impressive, 3.3. mm-thick anti-reflective sapphire crystal that seems to emerge from the case. The winding-crown is made of steel, composite materials and rubber, consisting of seven interlocking parts to provide extra strength.

The dial is daring in its workmanship and monochrome design. It also combines Concord's superior quality requirements and constant quest for high performance. The structure of its white garb, which looks like fiberglass, presents time with sophistication and panache. Its layered construction, which plays with light and relief, accentuates its perspective and readability, emphasizing even the smallest element of time measurement.

The luminescent hour and minute hands feature taut, spirited lines. With their asymmetrical cutouts, they exert significant force on the central winding shaft, involving complex and sophisticated design work. The running seconds subdial at 9 o'clock, a constantly rotating disk, is another exercise in style and complex development research. Across the dial at 3 o'clock, the date seems to fade in and out of the semi-transparent dial aperture. The 30-minute and 12-hour counters are positioned at 12 and 6 o'clock. Finally, the sweep seconds hand indulges in the luxury and impertinence of Concord blue, matching the points of the running seconds subdial.

The transparent caseback reveals the 25-jewel self-winding movement oscillating at 28'8000 vph. The movement also has a 48-hour power reserve. Finished with rhodium and stamped with the C1 logo, the rotor is decorated with the ribbed Côtes de Genève pattern, in keeping with the finest Swiss watchmaking traditions. The model's matching white vulcanized rubber strap has a velvety matte finish and is fitted with a double folding clasp.