

Robert & Fils 1630 testifies to time-honoured Swiss watchmaking with an exquisite ‘lacework’ creation.

Geneva, May 2nd 2019 - Founded nearly 400 years ago, Robert & Fils 1630, currently headed by Gilles Robert – representing the 11th generation of watchmakers – presents an astonishing 100% Swiss Made “archaemodern” creation. A fusion between past and present imbued from tradition, modernity, beauty and balance. Based on vintage “Robert” manual-winding movements from the 1960s and 1970s, this line is entirely restored with a pink or white gold case delicately set with diamonds. Remade the old-fashioned way in the pure traditional style of women’s watches from the 1930 and 1940s – combined with a highly original and intricately crafted “lace” leather strap adorned with diamond-set jewellery inlays – this exclusive 20-piece edition comprises 10 watches in pink gold set with 123 diamonds and 10 in white gold set with 187 diamonds. One of Baselworld’s most charming new releases, to be discovered and published without delay...



MOVEMENT Mechanical manual-winding, 1960s-1970s “Robert” mechanical manual-winding calibre, entirely restored and decorated in 2019. **FUNCTIONS** Hours and minutes. **CASE** 18K pink gold or white gold, 37 x 21mm, respectively set with 76 and 140 brilliant-cut diamonds, crown topped with a cabochon-cut diamond. Sapphire crystal and caseback with anti-reflective treatment. **DIAL** White with central décor and Roman numerals, blued steel hands. **STRAP** Hand-made. Black leather, adorned with six 18K gold strands set with 30 brilliant-cut diamonds. Double pin buckle set with 16 brilliant-cut diamonds. Strap also available in vegan leather. **PUBLIC PRICE IN SWISS FRANCS** Rose gold with 123 diamonds CHF 35,000.- White gold with 187 diamonds CHF 37,000.-

Artistic, creative and historic: the new ladies' watch by Robert & Fils 1630 is aptly named “La Dentelle”.

For its return to Baselworld 2019, the historic brand Robert & Fils 1630 is exhibiting in the new section called “The Watch Incubator.” For the occasion, Gilles Robert is presenting “La Dentelle,” an original ladies' watch crafted with great attention to detail and creativity, like a fine lace bracelet.



Robert & Fils 1630 is steeped in history, enjoying one of the longest timekeeping traditions in the world. For nearly 400 years, the Robert family has created hundreds of mechanical movements for the industry. Today, heir to this incredible watchmaking and artistic patrimony – which includes the famous painter Léopold Robert (1794-1835) – Gilles Robert represents the 11th generation. And, true to his illustrious roots, he continues this unique tradition by creating exclusive timekeepers with contemporary classic styling – styling that was awarded with a first prize in design in New York.

Today, much like “The Watch Incubator” at Baselworld, the latest creation from Robert & Fils 1630 blends tradition and modernity. A captivating women’s watch, “La Dentelle” attests to this blend of tradition and modernity, not only with its original movement but, most importantly, with its inventive bracelet. Wide, feminine, lacy and adorned with jewellery, the bracelet evokes innovation and elegance. This new Robert & Fils 1630 timepiece will clearly attract women who appreciate beauty and for whom the delicateness inspired by the lace is as important as the quality and originality of the historic movement.