

LOUIS ERARD

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Héritage Sport Chrono: new setting for Louis Erard's values

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Pursuing its quest for perfection, Louis Erard has returned to the Héritage line and, with the Chrono model, invested it with new youth. Sporty and elegant, it will appeal to all those men and women who aspire to a certain air of refinement and do not wish to pay an astronomical price. Adhering firmly to its beliefs, values which have cemented its reputation, Louis Erard offers another reasonably-priced haute horlogerie model. Honesty, accessibility and excellence are the brand's guidelines in its aspirations and day-to-day work. Elegant designs, quality materials, meticulous finishing, reliability, mechanical precision, and above all a fair price, testify to this.

If the Chrono Héritage Sport is an assertion of understatement and authenticity, it is because Louis Erard has concentrated exclusively on steel, a material that guarantees unequalled solidity, durability and modularity. The steel is brushed and brightly polished, a dichotomy that brings freshness to the colours as well as strength of character to the whole composition.

Graceful Roman numerals embellish the dial, which is available in black, anthracite, blue, white, and shimmering mother-of-pearl. The dial also features a day/date window at 3 o'clock and three hour, minute and seconds chronograph counters in a perfectly balanced and functional arrangement.

As if to underscore the contrasts, Louis Erard adorns this pleasing sport-chic combination with the everlastingness of diamonds, bathing these jewel-set versions of the Héritage line in a brilliant incandescence of light!

With its refined appearance and easily-identifiable lines, this timepiece is the perfect setting for the Louis Erard brand to proclaim its values and ambitions. Its prestigious mechanical movement gives it genuine horological credibility while meeting the expectations of consumers in terms of both design and price.

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Technical Specifications:

Movement

mechanical self-winding, ETA Valjoux 7750

Functions

hours, minutes, seconds, date, day and chronograph

Case

stainless steel
42 mm diameter
anti-reflective sapphire crystal
opening of 8 mm on the back
water-resistant to 50 metres

Bezel

optional : set with 66 Top Wesselton VS-SI diamonds (1 ct)

Dial

grey (03), blue (05), silvered, black or mother-of-pearl (04)
silvered index
hands coated with superluminova
30-minute counter at 12 o'clock, 12-hour counter at 6 o'clock, small seconds at 9 o'clock
calendar window and date at 3 o'clock

Bracelet/Strap

stainless steel brushed and polished with stainless steel folding clasp