

PIERRE DEROCHE

PIERRE DEROCHE - Milady Royal Retro : Giving Engineering a Feminine Face

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A watch that women will love a little, a lot, passionately, or to distraction.

Movement

Automatic, exclusive Dubois Dépraz calibre, 58 jewels
Decorated and engraved rotor
12-pivot central bridge and 6 chamfered, engraved and diamond-set seconds bridges
Mobile retrograde hand indicator
Minute wheel with PIERRE DEROCHE logo
Hour hand held by a transversal pin
6 retrograde seconds hands driven by gears; return to initial positions with strip-springs
Date window at 6 o'clock

Functions

Hours, minutes, retrograde seconds in 6 ten-second sectors, date

Case

316L steel
Set with 64 diamonds (1.28 cts)
Screw-down crown
Double-sealed pushpieces
42.5 mm.
Anti-reflective glass and sapphire back
Water-resistant to 100 m

Strap

Alligator with folding clasp

ABOUT THE BRAND

Watchmaking in the genes

For four generations, the family of Pierre Dubois, founder and CEO of Pierre DeRoche, has passionately cultivated the science of calculating time, a savoir-faire initiated in 1901 by his great-grandfather Marcel Dépraz, founder of Dubois-Dépraz. He was succeeded by Reynold his son-in-law, Gérald his grandson, then his great grandchildren Jean-Philippe and Pascal, Pierre Dubois' brothers. A heritage transmitted and developed from generation to generation, and marked by over fifty patents registered in 100 years. Not only a family of dedicated watchmakers, but real trailblazers.

Three brothers, innovative ideas

More than a brand, Pierre DeRoche is all about a family spirit, that of the Dubois and the Dépraz families, living since the 1500's in Le Lieu, a small village in the Joux Valley, in the heart of Switzerland's watchmaking region. Today, it is through the Pierre DeRoche brand that Pierre Dubois and his two brothers Jean-Philippe and Pascal explore the boldest ideas and create technically sophisticated and exclusive timepieces, following in their predecessors' footsteps.

Pierre and Carole, sharing an adventure

With their deep horological roots and knowledge of cutting-edge technology, Pierre and Carole Dubois are committed to the development of Pierre DeRoche. Their business is a perfect synthesis of family origins and a spirit of independence, both of which form an integral part of the Dubois family's DNA.