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MONDAINE
Swiss  Watch

Timeless, simple and iconic.

Ingenuity and simplicity are the elements which often distinguish an attractive piece of design from a truly iconic design classic. At Mondaine we focus on what really matters, uniting distinguished and timeless Swiss design with innovation, high craftsmanship and functionality providing a lifetime of reliability. Who else but a Swiss engineer would design an ingenious clock that ensured train punctuality would become a visible concept to everyone in Switzerland and abroad? A timepiece that ticks off a minute in only 58 seconds at first baffled people and continues to charm them today, but this unique feature of the Swiss Railway Clock has ensured smooth and absolutely precise departures of Swiss trains on the full minute for the last 70 years. Easily one of the most recognizable watch dials in the world, Mondaine SBB watches are styled after the classic railway clocks found all over Switzerland. In fact more than 3,000 original clocks still grace Swiss train stations. (It was in 1944 that Hans Hilfiker, engineer, designer and employee of the Federal Swiss Railways, created an easily readable clock that fast became the Official Swiss Railways Clock.) The iconic look has been the blueprint for Mondaine's watches since 1986. Now, Mondaine takes the iconic and timeless Swiss look a step further - unveiling an all new Swiss inspired watch line that is bound to also intrigue purists, typographers, journalists and a host of artistic types with its legendary history. The new line: Mondaine Helvetica. Helvetica is a sans-serif font developed in 1957 by Eduard Hoffmann and Max Miedinger, a Swiss typeface designer. It is a monument of International Typographic Style, meaning it is one of, if not the most recognized font in print. Keeping with the reincarnated classic typeface, the lugs of the watch are designed after the famously curved "1" of the Helvetica font. Centered on the watch are the words "Mondaine Helvetica Swiss Made" in - you guessed it - Helvetica type. Mondaine - you won't forget this face.