TO BREAK THE RULES
YOU MUST FIRST
MASTER THEM
1875

JULES LOUIS AUDEMARS
1851-1918

EDWARD AUGUSTE PIGUET
1853-1919
CONTINUITY

1875 1910s 1960s 1990s

2 FAMILIES - 4 GENERATIONS
CONTINUITY
CONTINUITE
INNOVATION - FORWARD THINKING

38 WORLD FIRSTS
IN
> 140 YEARS
FORWARD THINKING

1892
1st wristwatch minute repeater

1921
The thinnest mechanical movement in the world (1.32mm)

1927
The smallest mechanical movement in the world
FORWARD THINKING

1955
1st wristwatch with perpetual calendar which indicates leap years

1967
The thinnest automatic movement in the world (2.45mm)
REVOLUTION – THE QUARTZ CRISIS
World's first quartz wristwatch

1969
December 25th

Photos Credit: Seiko Watch Corporation
BRISER LES REGLES

1972
ROYAL OAK
A WORLD FIRST complication: chronograph with CONSECUTIVE LAP TIMING and flyback function

1. Basic chronograph
2. Chronograph with flyback function
3. Lap timing

3 TIME RECORDING OPTIONS

• Three column wheels
• Oscillating wheel coupling mechanism
FORWARD THINKING

2015 RD# 1 SUPERSONNERIE
WHAT ARE THE IMPORTANT CRITERIA OF A MINUTE REPEATER?
PUSHING THE LIMITS OF CHIMING WATCHES

THE FIRST TIME
ROYAL OAK CONCEPT SUPERSONNERIE

SUSTAINED AS LONG AS A POCKET WATCH

10x USUAL MINUTE REPEATER

THE FIRST TIME YOU CAN TRULY SHARE THE SOUND

3 PATENTED INNOVATIONS
FORWARD THINKING

SIHH 2018

???
UNIQUE RELATIONSHIPS
WORK THE BASIS
DETAILS, DETAILS,...
"IN A WAY, THE BIGGEST RISK TO AN ENTREPRENEUR’S SUCCESS IS THE FEAR OF STARTING"

- Sir Richard Branson
DO OR
DO NOT
...THERE IS NO TRY.

- Master Yoda
C'est pas le moment d'être fiers.
LOYALTY TO HIS VALUES

CAPACITY TO RECONSIDER
THANK YOU FOR YOUR ATTENTION