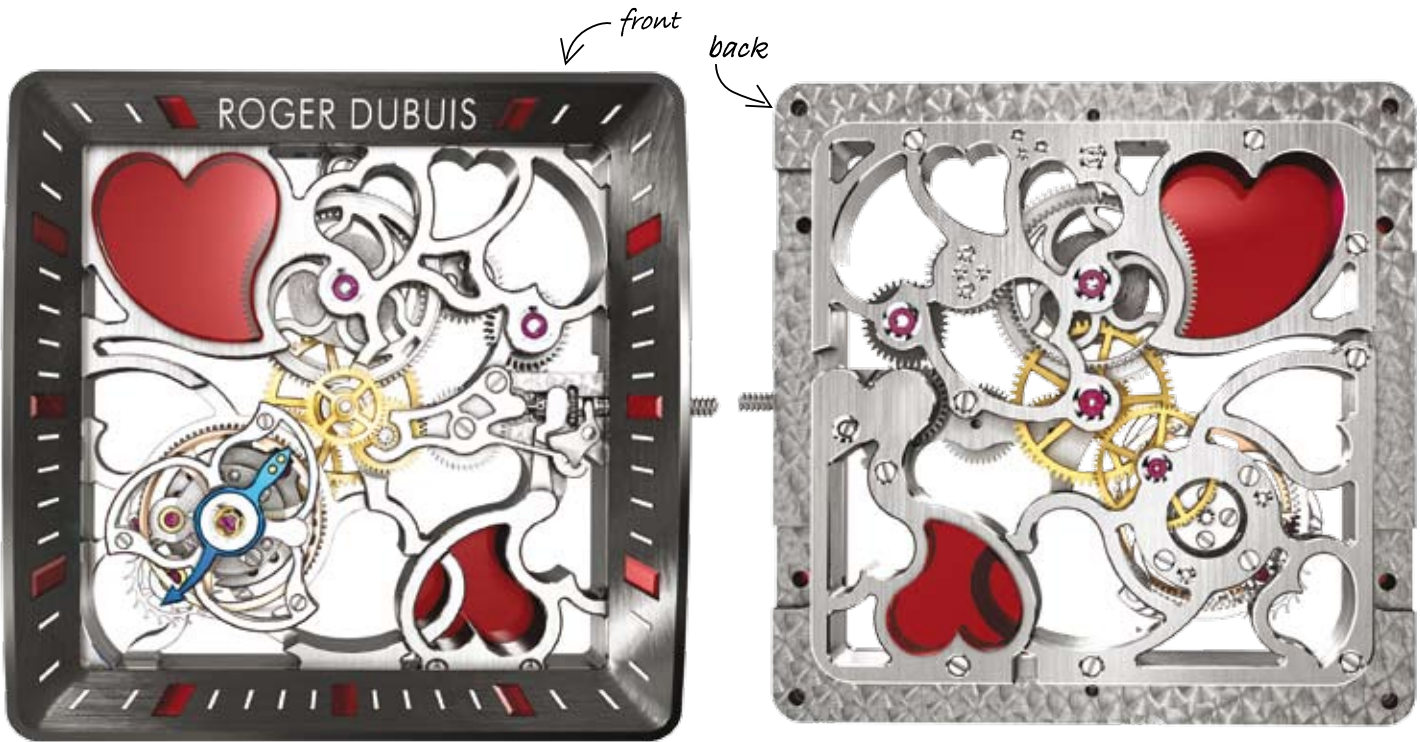


PROFILE



CAN'T BUY ME LOVE?

MORE THAN 40 YEARS AGO, THE BEATLES DECLARED THAT LOVE CANNOT BE BOUGHT. BUT LENNON AND MCCARTNEY NEVER LAID EYES ON THE KINGSQUARE BY ROGER DUBUIS.

PULSATING WITH LOVE

Carlos Dias, the creative force behind Roger Dubuis, has created a fascinating lacework pattern of swirling arabesques depicting a landscape of open hearts – an innovative skeleton solution from a brand whose string of incredible horological wonders never seems to end. The so-called Kingsquare model was introduced at the 2008 SIHH show in Geneva, where the top luxury watch brands are showing off their novelties. The watch pulsates with love, featuring no less than 28 open hearts, a number that has an important meaning to the young company from 1995, with an impressive production of 28 in-house movements behind them.

ASIAN ROYALTY

When Carlos Dias and Roger Dubuis were introduced to an Asian royal in their early days of production, he specifically asked for a production of 28 watches due to the serendipitous qualities associated with that number in his lore. The number 8

shares pronunciation with the word for 'prosperity', while the number 2 similarly matches the word 'soon', suggesting imminent prosperity associated with the number 28. Carlos Dias and Roger Dubuis would not find fault with this logic since those 28 watches launched them on the path to the success they now enjoy. Carlos Dias' production numbers have stuck to that quantity ever

since, although zeros have been added to the less complicated series, such as the steel sports watch, Easy Diver, which was produced in 280 pieces.

CUPID'S ARROW

Besides the innovative skeleton construction, the manually-wound Kingsquare lady in white gold contains a triple heart-shaped, flying one-minute tourbillon accompanied by a blued second hand that looks like Cupid's magic arrow. The case is paved with 388 diamonds totalling approximately 2.3 carats and, furthermore, is fitted with a feminine white-rubber strap with a white-gold folding buckle. Indeed a King fit for a Queen and produced in...you guessed it...28 pieces, which bears out the company's philosophy of exclusivity and uniqueness. ✦

