

## LADOIRE Genève - punk rock watch-making

***Swiss watch-maker LADOIRE Genève unveils the very limited serie RGT Punk Rock during the Geneva Time Exhibition in January.***

**Genève, February 12<sup>th</sup>, 2010** - LADOIRE Geneva pushes even further the concept of tailor-made, with the ultimate interpretation of the RGT timepiece, the Punk Rock edition.

The RGT Punk Rock is the latest interpretation of the exclusive Roller Guardian Time. Without marketing objective or constraint from marketing criteria, Lionel Ladoire gave full rein to creativity, at the crossroads of watchmaking tradition and punk-hardcore atmosphere. LADOIRE explores the creative possibilities given by the opulent RGT and its technical movement to provide a timepiece with a very strong personality.

La **RGT Punk Rock**, limited to 3 pieces only, marries dial skeleton hand-made by Lionel Ladoire and 'Clou de Paris' on a titanium box.



Photo by Guy Lucas de Peslouan for LADOIRE Genève

This limited edition found 2 passionates during the Geneva Time Exhibition in January 2010 (CHF 158'800, price exclusive of taxes).

New player since 2007 in the Luxury industry, LADOIRE is positioned on the market of high-end watch making, in the exclusive segment of avant-garde Swiss timepieces with complications. With a vision reaching the highest ambitions: to create a new dynamic in the watch industry, the Haute Couture Watch dynamic.

Emblematic of this visionary ambition, **ROLLER GUARDIAN TIME (RGT)** is the first timepiece created by LADOIRE. A piece of enigmatic beauty that resembles no other existing timepiece.

With a mechanical movement entirely developed and manufactured in-house, the RGT is an unconventional piece that intrigues with its avant-garde look and display completely non-standard.



«The main interest of RGT is to be fully customizable, with almost no limit», says Richard Piras, co-founder of the brand. A feature LADOIRE Geneva likes to use with success.

Baptized "Sur Mesure", this collection proposes to custom-make the RGT to create unique pieces in both design and technical component level, according to the desires of its clientele.

## ***Technical features of the RGT – Roller Guardian Time***

### **Movement manufactured by Ladoire**

- Caliber with automatic winding-mechanism, manufactured «Calvet/01/RGT» 26 jewels, on plate case : 9h 3h > 39.50mm / 12h 6h > 29.50mm, thickness 9.30mm.
- Bridges of circular geometry
- Hand skeleton dial
- Micro rotor up-lifted with two parts 15/2, Position 6 o'clock
- Balance at 8.40
- Escapement 15.1
- Optimized gear train profile
- Frequency 18'000 a/h (2.5Hz)
- Power reserve 44 hours

### **Functions**

- Hours, minutes, seconds. Time setting with the crown, position 8 o'clock
- Indication H, M, S by discs set on ceramic ball-bearing (Lubrication/OFF)
- GMT with fast correction position 2 and 4 o'clock
- GMT indication by profiled hand

### **Case**

- Titanium in 3 modules: bezel/case/back-case, engraved with "Clou de Paris"
- Dimensions 9h 3h > 56mm / 12h 6h > 45mm, thickness 16.3mm
- Bezel sapphire glass incurved with anti-reflection treatment
- Back-case sapphire glass convex with anti-reflection treatment
- Water resistance 50 meters / 165 feet

## ***Pictures***

High definition pictures are available on <http://ladoire.ch/eng/pics.html>

- [http://ladoire.ch/eng/presse/punk\\_rock/Ladoire\\_RGT\\_PunkRock\\_Face-201002.jpg](http://ladoire.ch/eng/presse/punk_rock/Ladoire_RGT_PunkRock_Face-201002.jpg)
- [http://ladoire.ch/eng/presse/punk\\_rock/Ladoire\\_RGT\\_PunkRock\\_Back-201002.jpg](http://ladoire.ch/eng/presse/punk_rock/Ladoire_RGT_PunkRock_Back-201002.jpg)

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