



EXCLUSIVE AND UNIQUE

**A luxury object by its design, its technical choices
and its 100% Swiss realization**

A logo that is a strong symbol of Switzerland

Intergenerational and community

CONCEPT

Values, ethics, ideology

A watch to bear witness, illustrating the values of determination and the desire to push limits, a source of inspiration and meaning, steeped in the emotions of its delighted owner, the hero of his or her own story, and of the achievements that this watch records.



A timepiece with a pure, timeless aesthetic, which only the skills of the watchmaking profession's finest master craftsmen can achieve.

Marcel Bouvier creates luxury products manufactured in Switzerland.

Distribution costs are minimised, allowing the value of the watch to be concentrated on its design and realisation.

A WATCH TO SUIT YOU

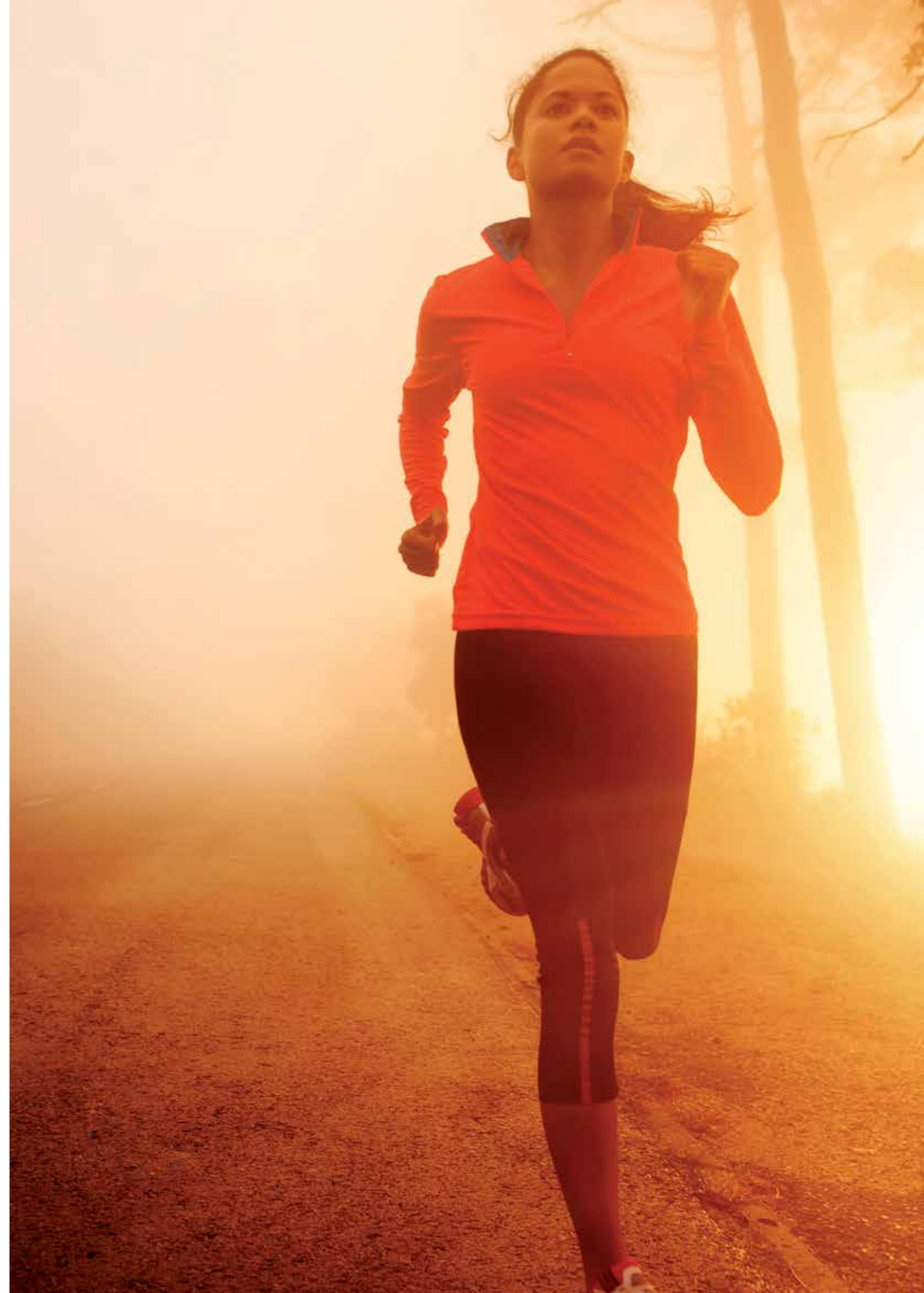
With its distinctive bezel, the Marcel Bouvier watch is designed to create links between those sharing the same values and to become a symbol of life itself.

The Marcel Bouvier watch hopes to be to horology what the 911 is to the motor car: high-performance, reliable, stunning yet functional, with a meticulous elegance, and exclusive, but with cross-generational appeal.

A luxury timepiece which brooks no compromise! Nothing but the very best has been selected to obtain an exceptional finish and ensure reliability and functionality.

An exclusive and individual watch, as it is manufactured to the specifications of its future owner (theme and finish for the back, bezel, strap and middle).

**A customised timepiece,
with a traditional
burr-engraved dedication.**





100% SWISS-MADE LUXURY

Exclusive Swiss-made design

A watch manufactured in Switzerland by the industry's best master craftsmen.

A logo that symbolizes Switzerland: anchoring, reliability and immutability.

EMOTIONALLY YOURS

Exclusively designed for you

Finished to your specifications, the Marcel Bouvier watch stands testament to your emotions and your personal achievements.



WATCHMAKING ROOTS

Tradition and Swiss diligence since 1876

Elegance, luxury, watchmaking culture and ethical values are part of Marcel Bouvier's DNA.



AESTHETICS

Our quest for excellence

The highest level of attention to aesthetics, and the care and the finish applied to each component ensure that the end result is a breathtaking and unique timepiece.

HISTORY

In 1876, Joseph Bouvier created his own watch manufacture in the small medieval town of St-Ursanne.

In 1908, his son Paul started to specialise in creating watch cases, employing over 200 people. Over a number of decades, the products manufactured gained recognition from the entire watchmaking profession for their exceptional quality and finish.

In 1916, Marcel Bouvier was born in St-Ursanne. The eldest of three boys, he started helping his parents from a very young age.

As a young adult, he served his country during the mobilisation, becoming involved in the postal service for the troops, which later became his profession.

An upstanding, discreet and modest man, altruistic and respectful, he spent much of his energy educating his five children, but also found the time and strength of character to help his neighbours and the most deprived families, sharing his values (rigour, reliability, dedication, honesty) with them.

A man of faith, with great conviction, he led by example, and devoted a large part of himself and his life to others.

Located in Switzerland's watchmaking heart, with its excellence and skills, the Marcel Bouvier brand is the re-birth of over a century's worth of savoir-faire, continuing its founder's values and inspired by the legendary elegance of Jackie Bouvier-Kennedy.

Marcel Bouvier: a hub of watchmaking culture, ethical values, elegance and luxury



Small stamping presses



Creating escapements



Stamping, group of balances





MANUFACTURE

**From the Latin
"Manu facere",
to be made by hand**

Marcel Bouvier timepieces are manufactured by the best workshops in the Jura region. To create a luxury watch, a huge array of expertise is needed.

Some operations can only be carried out by hand and tool, others require machines, but man's involvement in the design and manufacture process is always crucial.



Without betraying confidentiality, and in a spirit of transparency, we can give the locations of our various partners within Switzerland's watchmaking hub.

Conception, design and technical development are carried out in St-Ursanne.

The watch cases and accessories are manufactured and assembled in Saignelégier.

Finishing (polishing) of the cased-up watch and case backs is carried out in St-Ursanne.

The assembly and final inspection of watch is carried out in Le Noirmont and Glovelier.

The tools, stamping of case middles, bezels and the various case backs illustrated are carried out in Le Noirmont.

The casing-up rings are machined in Vicques.

The customised data, dedicated to the future owner, is engraved by hand with a burr in Porrentruy.

At each step, the best craftsmen proudly devote their skills to ensure reliable functions, boasting exceptional quality, in the finest "Swiss-made" tradition.

THE WATCHES

Finished by you, the Marcel Bouvier watch carries your emotions and your personal success.



MB 001 POLISHED STEEL



Case

Shape:	Round
Material:	Polished stainless steel
Case back:	Titanium Themed Exclusive, custom engraving Screw-down Polished or sand-blasted
Bezel:	Polished steel
Dimensions:	Ø 43 mm
Water resistance:	Water-resistant to 50 m

Movement and functions

Movement:	Quartz Marcel Bouvier Ronda 5030
Functions:	Hours, minutes, seconds Date at four o'clock Chronograph

Dial and hands

Couleurs :	Silver, anthracite grey, blue, black
Hour-circle:	Index with Superluminova
Hands:	Aluminium
Dial plate:	Barleycorn or lined pattern

Strap

Material:	Cordura or leather
Colour:	Black or White
Clasp:	Deployant or tang buckle

MB 002 SAND-BLASTED TITANIUM

Case

Shape: Round
Material: Sand-blasted titanium
Case back: Sand-blasted titanium | Themed | Exclusive, custom engraving | Screw-down | Polished or sand-blasted
Bezel: Sand-blasted titanium
Dimensions: Ø 43 mm
Water resistance: Water-resistant to 50 m

Movement and functions

Movement: Quartz Marcel Bouvier | Ronda 5030
Functions: Hours, minutes, seconds | Date at four o'clock
Chronograph

Dial and hands

Couleurs : Silver, anthracite grey, blue, black
Hour-circle: Index with Superluminova
Hands: Aluminium
Dial plate: Barleycorn or lined pattern

Strap

Material: Cordura or leather
Colour: Black or White
Clasp: Deployant or tang buckle



MB 003 POLISHED BRUSHED TITANIUM



Case

Shape:	Round
Material:	Polished brushed titanium
Case back:	Polished brushed titanium Themed Exclusive, custom engraving Screw-down Polished or sand-blasted
Bezel:	Polished brushed titanium
Dimensions:	Ø 43 mm
Water resistance:	Water-resistant to 50 m

Movement and functions

Movement:	Quartz Marcel Bouvier Ronda 5030
Functions:	Hours, minutes, seconds Date at four o'clock Chronograph

Dial and hands

Couleurs :	Silver, anthracite grey, blue, black
Hour-circle:	Index with Superluminova
Hands:	Aluminium
Dial plate:	Barleycorn or lined pattern

Strap

Material:	Cordura or leather
Colour:	Black or White
Clasp:	Deployant or tang buckle

BEAUTY AND EXCELLENCE

Complexity, technology, beauty and exclusivity

A watch case back is like a precious jewel. To create tools which can be used to shape a medal from titanium requires the skills of engravers who are true artists in their profession; trained by the famous Boule de Paris school and with many years of practical experience.

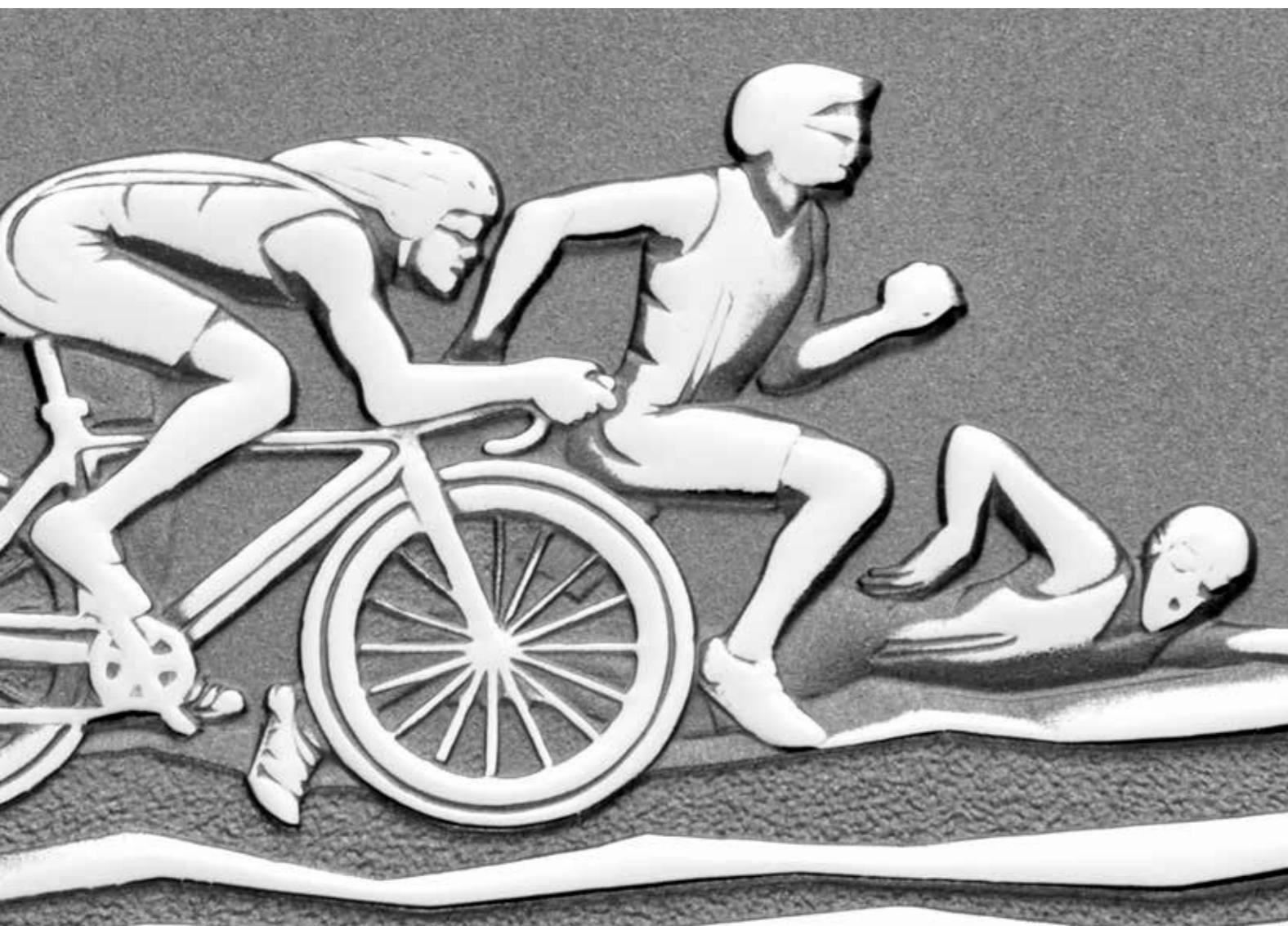
After the design has been created, the engraver must spend several days crafting the tool (boss), engraving it into a piece of hard metal by hand. This boss will be integrated into the stamper's tooling; the latter must then achieve a true technical feat: reproduce the pattern engraved in a titanium disc (a metal which is both light and highly resilient), without breaking the boss, to obtain the best possible rendering.



The "unfinished" case back this creates is then turned and drilled to achieve the correct dimensions and ensure it fits flush with the case middle to guarantee perfect water resistance.

After this phase of manufacture, completed by both man and machine, the talents of a veritable artist are required: the polisher. This expert will use brushes and sand paper of various grades to bring the case back to life, giving the watch its depth.

Skilled polishers are very difficult to find, as this craft takes many years to master. This is why the unique complexity and beauty of its case makes the Marcel Bouvier timepiece a rare and prestigious jewel.



DIAL AND HANDS

As a rule, the hands are standardised. However, in line with the luxury Swiss aesthetic, Marcel Bouvier has designed finely drawn, openworked hands.

These are practical, making the watch easier to read, and lend it a sense of lightness.

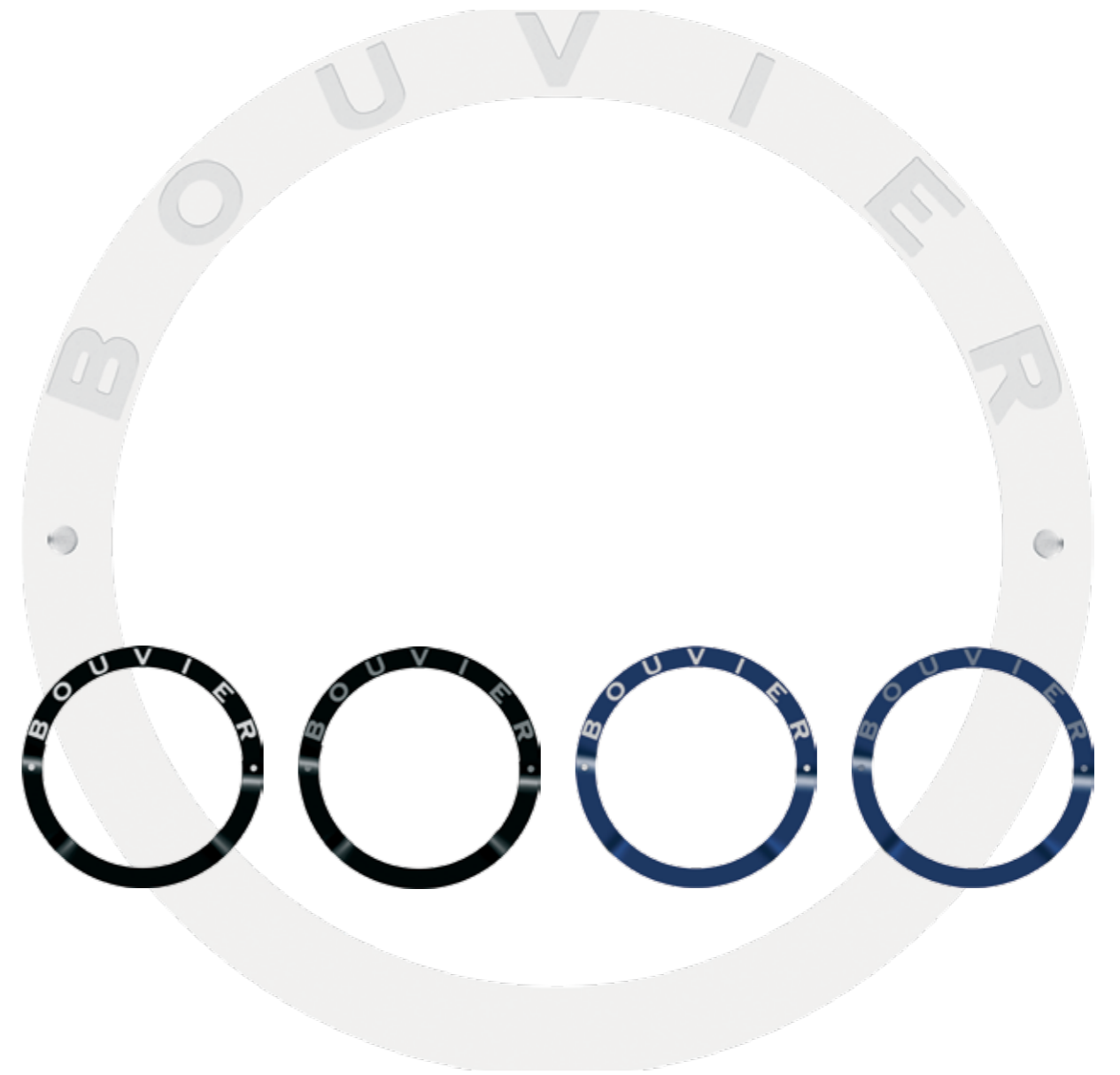


The dial should express the nature and character of the watch, and its dual purpose as measuring instrument and cultural object. The care taken in its execution will bring your timepiece to life, giving it light and emotion. To meet this challenge, Marcel Bouvier has chosen a dial which is complex to create.

The dial is available with a textured plate (either a barleycorn or lined pattern). The indices have been customised, reworked and adjusted, and fitted on a convex ring to provide volume and depth. To highlight them, the counters at 6 and 9 o'clock have their own rings, which are also set in relief. The end result is a vivid, highly attractive dial.

CASE MIDDLE AND BEZEL

Marcel Bouvier has designed a robust case middle to protect the heart of the timepiece, which is both functional and a delight to wear. Because of its timeless aesthetic qualities, a round case middle was preferred with slightly curved horns to allow the watch to fit to the shape of the wrist. The horns are delicately integrated into the case middle and bevelled to add a touch of elegance. The same attention to detail has been applied to the crown, which sports the MB logo in relief. The bezel should be the watch's signature, to give it its own unique identity.



The stamping process used to mark the bezel with "Bouvier", used only by the high-end watchmaking sector, lends it an exclusive air.

The optional screw-down bezel is another exclusive choice, and one which opens up a world of high-tech materials (titanium, ceramic).

DEPLOYANT BUCKLE

Thanks to the relationships it has cultivated with the very best buckle providers in the industry, Marcel Bouvier has been able to design its own deployant buckle, based on decades of experience in this sector.



A reliable and ergonomic buckle with a perfect finish, resulting in a product which is simply magnificent.

In technical terms, it comprises 20 components with the "Bouvier" logo stamped on the main link.

To ensure its reliability, wherever possible, the clasp features no screws, and meticulous adjustment is required.



PRESENTATION CASE

**A Marcel Bouvier timepiece is a gift for life.
Therefore, it deserves an equally prestigious case.**

Protected in its case, your watch can also be exhibited in your chosen location in those rare moments you can bear to be parted from it.



CUSTOMISATION: ENGRAVED CASE BACK

The specificity of Marcel Bouvier
Your watch will be unique!

Every Marcel Bouvier watch is assembled according to the choices made by its future owner. The choice of case, dial, theme, finish of the theme and exclusive customisation: up to 38 characters can be selected and engraved with a burr.
Suggestion: First name + event + date + time

**Finished by you, the Marcel Bouvier watch
is the bearer of your emotions
and your personal success.**



THEMES

Compostela, running, triathlon, mountain bike VTT,
cyclo, ambassador... you choose your theme!



Compostela
theme



Running
theme



Triathlon
theme



Mountain bike VTT
theme



Cyclo
theme



Ambassador
theme

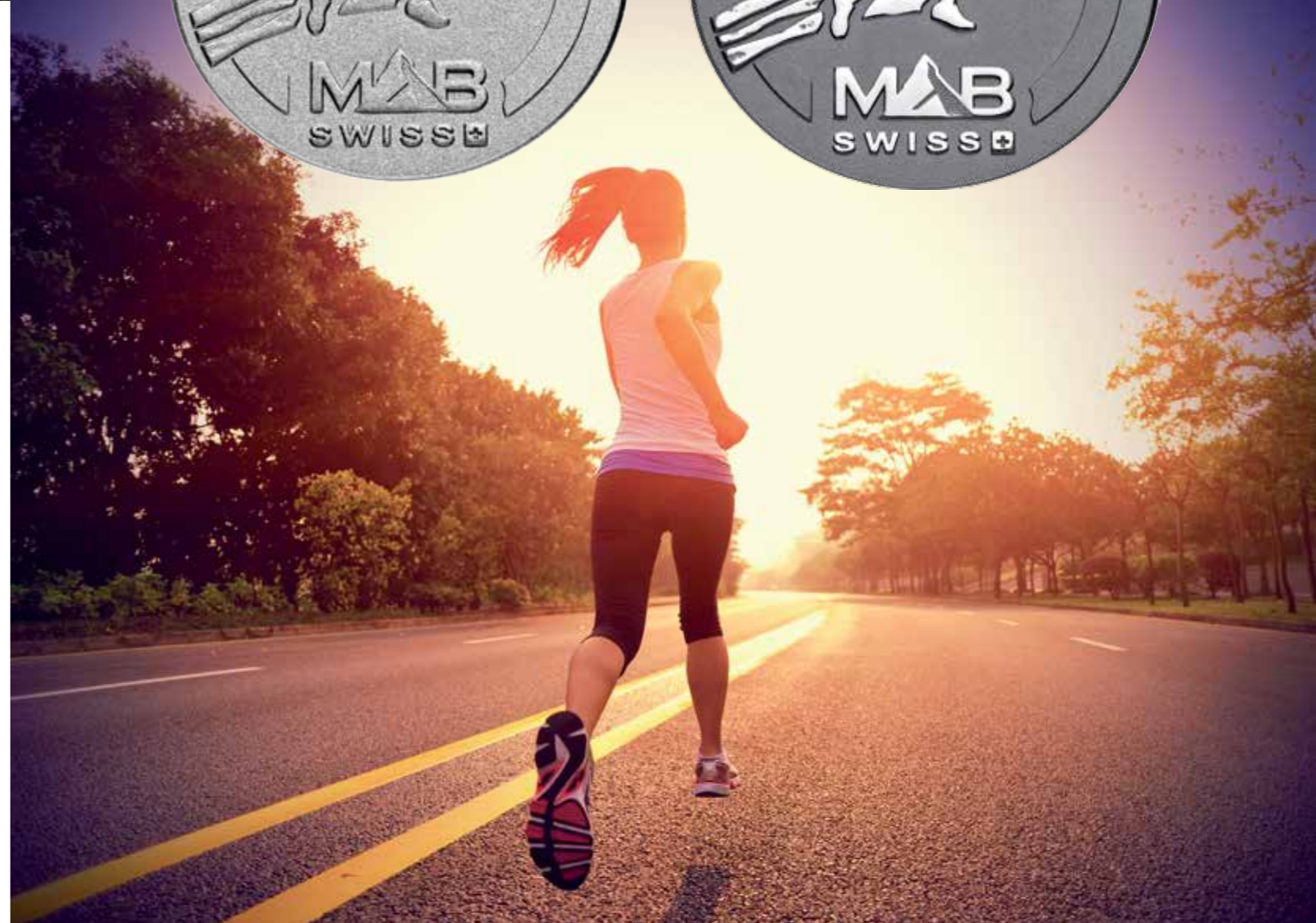


COMPOSTELA THEME

The pilgrimage to Compostela is an incredible, unique experience; a life goal for many people, and a true adventure for all. Each pilgrimage is unique because of the route taken, the starting point, and the way it is carried out. Discover the MB Compostela adventure: www.mb-compostela.com

RUNNING THEME

A marathon, fell race, trail race or regional race: all of these can become an important personal challenge, events which leave their mark on life, clear, incredible memories, a rightful source of pride and a sense of achievement. Your Marcel Bouvier Running watch will be the guardian of your emotions.



TRIATHLON THEME

Three highly technical disciplines, each of which must be conquered in turn. Turning a triathlon dream into reality takes a vast amount of training. Diligence, endurance and courage are the values needed on a daily basis. Your Marcel Bouvier Triathlon will be the guardian of your values and the privileged witness to your perseverance.



MOUNTAIN BIKE - VTT THEME

Discovering nature, the mountains, trails, breathtaking scenery, the scent of freshly-cut grass or the heady perfume of the forest, the light scattered between the leaves... so many aspects to make you feel truly alive. Your Marcel Bouvier Mountain Bike watch will be the privileged witness, allowing you to pass on your values as your legacy.



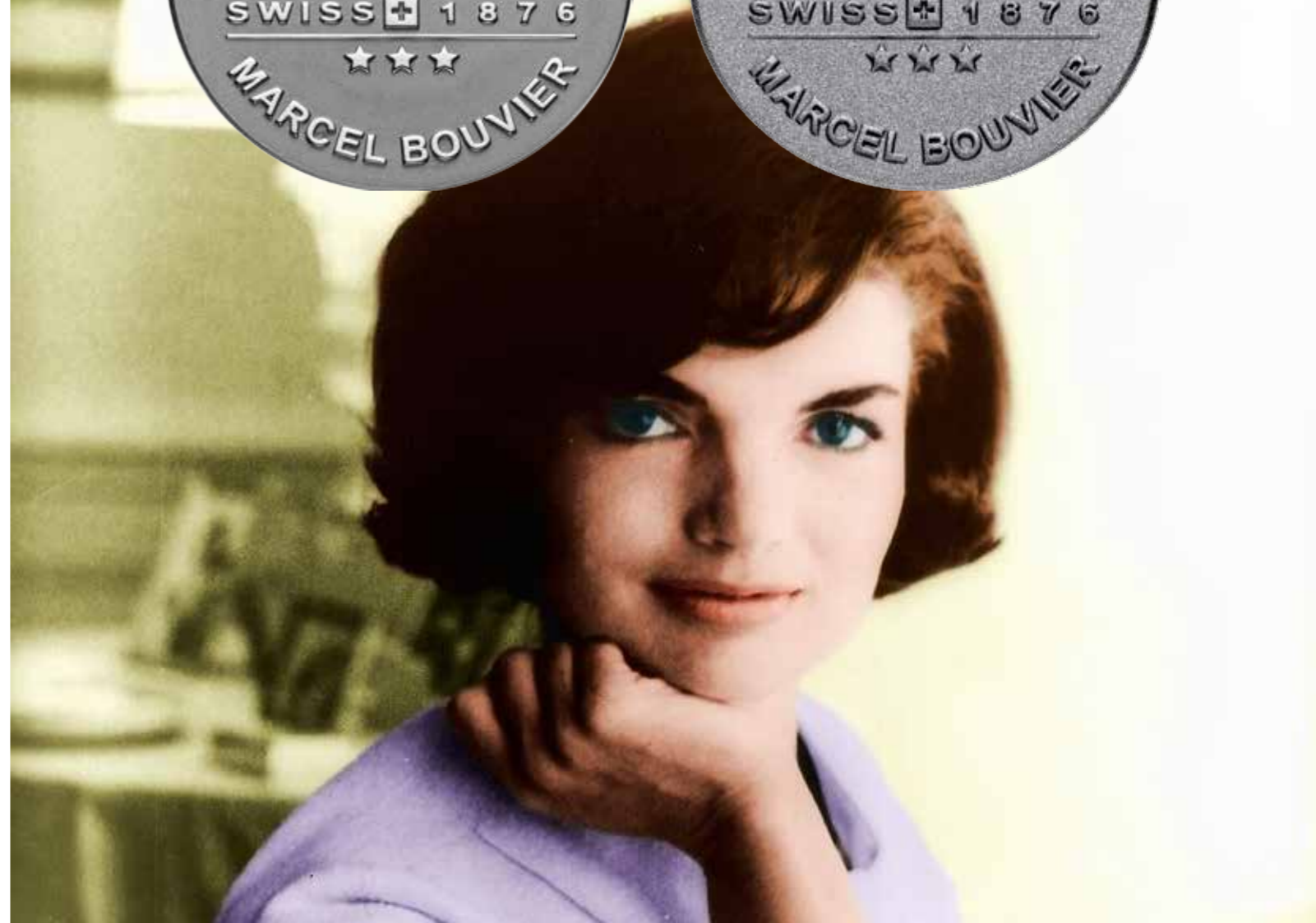


CYCLO THEME

This Marcel Bouvier version is aimed at the many cyclists who have taken part in a cyclosporive or cycling tour, or who have defeated a legendary col: Alpe d'Huez, Mont-Ventoux. Joy and pain written all over the body, and a will as strong as your calves. Your Marcel Bouvier Cyclo will become a lifelong souvenir.

AMBASSADOR THEME

MB Ambassador is dedicated to Marcel Bouvier's brand ambassadors and those bearing the Bouvier surname.



SPECIAL SERIES

Always striving to be more exclusive and to focus on specific events, Marcel Bouvier is producing special series which feature machine engraving on the watch case middle.

HAUTE ROUTE SPECIAL SERIE

Designed for Marcel Bouvier's many cyclist friends, and in recognition of Valérie, Dimitri and Paul who proudly wore the Marcel Bouvier colors on the passes of the Haute Route.

GRAND RAID SPECIAL SERIE

Many mountain bikers from the Jura region have been taking on this challenge for many years, including our ambassador Valérie. We dedicate this series to all these nameless heroes and heroines.

SIERRE-ZINAL SPECIAL SERIE

An insanely demanding race, but one which has its rewards in the peaks which offer an unrivalled and unforgettable panorama. A true challenge, for a lifetime of satisfaction.

NEW YORK SPECIAL SERIE

Insane coverage, fantastic images, the desire to experience this unique atmosphere in an amazing setting. Completing the New York marathon is certainly every runner's dream.

Also available:

SWISSPEAKS | PARIS | AMSTERDAM | BUDAPEST
ROC D'AZUR | ZERMATT | MONTREAL | BERLIN



COMMUNITY

With its highly distinctive stamped bezel, the Marcel Bouvier timepiece aims to create links between people aspiring to the same values (endurance, self-determination).

When you wear a Marcel Bouvier, you share emotions only experienced by those who have set themselves a goal and achieved it.



Men and women from every nation experience the same feelings, the same effort in pursuit of sporting victory, the same sense of accomplishment when the goal has been reached.

Imagine two delighted owners of a Marcel Bouvier timepiece who happen to meet, with so many emotions and experiences to share...

RESPONSABILITY

Marcel Bouvier has a policy of environmental and social responsibility, which respects the interests of both mankind and our universe.

Going against the current trend, Marcel Bouvier watches are designed for life. Therefore, we value the work of people who are invested in their own manufacturing processes, and take care of the resources required to create their pieces.



