

## I. Time, choreographed – Preamble

### SUMMARY

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*When a timepiece becomes an object of incomparable design, that reinterprets and pushes the boundaries of how time is told by a watch face – and also opens a new chapter in the enduring story of watchmaking – that is the singularity of GENUS. It resides in the unique manner by which time is displayed in a choreography of mobile elements. Telling time becomes captivating, its fleeting quality all the more evident.*

### A BRAND IS BORN: GENUS

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- An unprecedented timepiece to celebrate the birth of an independent High Watchmaking brand in Geneva
- Named GENUS by its co-founders (Latin etymological root: a new class, a beginning)
- A world premiere
- Two patents filed:
  - A mechanical element circulates freely from one orbit to another **AND** provides information
  - The hour indices revolve around the periphery and are orientated in the direction of reading time
- Entirely conceived, developed and manufactured in its independent workshop in Geneva
- In compliance with the standards and requirements of *Haute Horlogerie*
- Manufactured movement, time display complication, 18K gold case, main plate and bridges
- Highest-level hand-finishing & decoration
- Ethical 18K gold and leather straps (RJC, certified traceability)

### CO-FOUNDERS

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#### Sébastien Billières

Son of a watchmaker, graduate of watchmaking, trainer, watchmaking consultant, entrepreneur. He successfully leveraged his expertise acquired with the industry's best and greatest. *Bio in the Appendix.*

#### Catherine Henry

A perfect alliance of dynamism and entrepreneurship, graduate in Management Sciences, mentor. She heads Operations for the brand launch and onward development. *Bio in the Appendix.*

### A “SOFT LAUNCH” FOR THE BRAND

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June 2019: The brand steps on the watchmaking scene by submitting an entry for the Geneva Watchmaking Grand Prix (GPHG) as a launch pad and media springboard to unveil the first model in its collection.

## II. Time, choreographed – Press Information

## A BRIEF HOROLOGICAL PROFILE

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GENUS believes in small production numbers. In this niche workshop, it's not about economies of scale. This expression of beauty in mechanical form, with an uncompromising quality of finish is aimed at enthusiasts, amateurs, collectors - in short, true aficionados.

Ten years of research, two inventions and three years of development went into the making of this watch. Two patents establish the basic principles of its free-floating time display. Extensively tested on the wrist, it is extremely reliable and accurate. *Avant-garde* yet unwaveringly faithful to the principles of *Haute Horlogerie*, and true to the watchmaking tradition of exquisite finishing, GENUS sets its own course. No dial, no hands: The time-telling elements of its intriguing display complication move. The mechanics offer a spectacle: The hours dance and the minutes follow in an endless procession.

## REVISITING HOW TIME IS TOLD

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Watchmaking is traditionally based on a system of fixed elements driven by gears. By introducing a new time display complication that deconstructs conventional systems, GENUS defines new principles for telling time. They require initiation.

Indeed, it shakes-up the foundations of what has been unquestioningly accepted for centuries: How should time be told?

### Hours

There are twelve satellites, one for each hour. They each make a complete revolution every twelve hours around the periphery, flush with the crystal. The current hour is indicated by the white stationary fixed arrow on the left, in front of which the satellites pass. They remain aligned in the reading direction, by rotating 90° every 3 hours, i.e. four times on their 12-hour journey. The numerals affixed to the hour satellites are luminous and the result of meticulous design and artisanship.

### Minutes

Minutes are precisely broken down into tens and single digits and are not indicated as an approximation. The white stationary arrow on the right, near the crown, points to the precise minute digit on a skeletonised rotary dial that is graduated from 0 to 9. In the center of the timepiece, two large blue counter-rotating wheels are graduated in increments of 10 minutes by cut-out numbers that seem to float in space. The two minutes wheels drive a procession of lozenge-shaped pieces that travel freely from one orbit to the other. The way they progress in single file to express the passage of time in a large 8, symbol of infinity is the genesis of the time display concept of this watch. The first element of the procession, indicates the tens-of-minutes. This is the lead indicator, called the *Genus*. It is followed by 11 *Genera* (the plural of *Genus*) which evoke a trailing memory of the elapsed minutes.

### In Pictures

Left: The stationary white arrow, in front of which the satellites pass, indicates the current hour.



**Right: The stationary white arrow on the crown-side points to the precise minute.**



**Center: The Genus (lead element) of the procession points to the tens of minutes and is followed by the 11 Genera.**



**Aesthetics**

**A rosette forms on the watch face every 15 and 45 minutes, alternating between the upper and lower minute wheels as the procession of the *Genus* and *Genera* progresses. This corollary mechanism draws the eye, ever so subtly, and gives the timepiece an ever-changing face. In it, some see an analemma, the figure 8 drawn in the**

sky by recording the different positions of the sun, at the same time and from the same location during a calendar year – a most compelling representation of the passage of time.

### SuperLuminova™

For enhanced legibility in low light conditions, the elements providing time information are treated with a luminescent coating.

## PREPARE FOR AN INNER JOURNEY

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The *manufacture* movement – entirely designed, developed and assembled at the Geneva workshop – combines the functions of energy storage (winding and barrel), transmission (gear box) and time regulation (balance wheel, hairspring and escapement). A single large-diameter barrel stores enough energy to ensure a power reserve of approximately fifty hours, which is considerable given the complexity of the calibre and the time indication components that need to be kept in motion. This hand-wound movement operates at 18,000 vibrations per hour or 2.5 Hz. Regulation is assured by a traditional Swiss anchor escapement, coupled with a balance hairspring and variable inertia balance wheel.

A contrast of styles under perfect control. *Avant-garde* from the front, the movement seen from the back appears to be more classic, reminiscent of pocket watch movements. Although the layout may be seen as traditional, the actual construction is quite unusual. That is because the movement is made in two parts that separate power storage and transmission (cylinder & counter gear) from power distribution and regulation (escapement & hairspring). The benefit is that the fluidity of each complication can be optimally verified and adjusted, by simply removing the power distribution and regulation part of the movement if additional adjustment steps are needed. A ruthenium treatment visually distinguishes the 'separation of powers' underscoring this aspect of the design with contrasting finishes and color choices.

The distinctive time display complication, being at the nexus of tradition, innovation and creative renewal, epitomizes the cornerstone of GENUS' singularity: The arched bridges, the shape of the of steel components (springs, scales) and wheels create a sophisticated style with contrasting points and curves. These inflection points create zones of variation in light giving added effect – the pleasing result of aesthetic choices combined with an extremely high level of finish. This ingenious, complex, and meticulously finished mechanism animates the passage of time in what we might describe as a fractioned manner. If the analemma traced by the *Genera* is a figure 8, intimately linked to the nature of the project, it is by no means the only one that could be envisaged. This versatile complication, which not only tracks time but also tells its story, presages new interpretations and iterations for the future.

## IT STARTS WITH THE FINISHES

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The GNS is instantly recognizable. Thanks to a sophisticated construction, the indices and *Genera* move with fluidity, precision, and reliability. The impression of the whole is that of an architectural object animated by moving elements that each play a role in indicating the passage of time. Distilling

the essence of the concept is the hypnotic display of tens of minutes, like a kinetic sculpture. The generous aperture of the watch face and domed crystal, sitting flush with the edge of the case, together provide optimal visibility for appreciation of the intricacies of the time-telling complication

The choice of 18K gold for building this watch is driven by a double ambition. Firstly, the nobility of GENUS resides in its watchmaking substance and legitimacy. It is therefore logical for it to be crafted in a noble material.

Secondly, besides being synonymous with high value and exclusivity, 18K gold offers other advantages. It is largely immune to the detrimental influence of magnetic fields on a timepiece movement and it is extremely suitable for high levels of finishing and decoration.

All components have been designed and hand-worked in our Geneva workshop, in accordance with the exacting standards of *Haute Horlogerie*. The gears, main plate and bridges are all hand-bevelled, angled, and straight-grained by hand and most steel parts are mirror-polished.

In *Haute Horlogerie*, the mirror polish – also called “black polish” – represents the highest level of finish achievable on steel components. For each GNS1.2WG, steel parts are skilfully and delicately polished by hand in a circular pattern using diamantine powder on a zinc plate. The result is a perfectly pristine surface without the slightest hint of a mark, even under high magnification. More than 4 hours of painstaking polishing and attention to detail are dedicated to achieve such a high-quality finish on components of such small dimensions - not counting the work that goes into hand-bevelling the sides. Each GNS1.2WG has 12 different, individually finished, steel components.

The Manufacture movement comes with the same high standard of finishing. Meticulous care is taken at every step. The ratchet is snailed, the click spring is satin finished, the plate and four bridges are micro-blasted, creating a matte effect that gives more depth whilst allowing those parts that are polished to a shine, to stand out. All edges are hand-chamfered and polished by a demanding and uncompromising watchmaker.

## PRINCIPLES OF DESIGN

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From first glance, the aesthetic impact incites a feeling, rousing emotions that are unique to each beholder.

Being acutely aware of the intrinsic limitations of the conceptual watches upon which he worked throughout his career, Sébastien, made a central design principle for GENUS that each timepiece he would be ergonomically comfortable and wearable on a daily basis. The perfectly balanced GNS1.2WG espouses a beautifully contemporary line.

Significant emphasis has been placed on the case design whose dimensions are dictated by the needs of the movement – 43 mm in diameter and 13.1 mm in thickness. The search for the ideal balance in terms of case style, resulted in a subtle, downturned form. Sculpted in 18K gold, the design is distinctive yet understated. Stable and very comfortable, it naturally follows the curves of the wrist.

Like a jewellery display case, the minimalist cladding unobtrusively protects and at the same time showcases the inner workings of the GNS1.2WG architecture. The seamless integration of the domed sapphire crystal offers a spectacular and deep view into the lace-like intricacy of the time display complication.

## ETHICAL GOLD SHINES BRIGHTER

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As ever, GENUS remains committed to sustainable development and suppliers are individually selected with environmental and social impact in mind. GENUS is dedicated to promoting the global standards of responsibility for its sector.

The case, movement main plate, bridges, and buckle are made of ethical 18K gold, certified by the Responsible Jewellery Council (RJC). The leather strap is sourced from a supply chain with certified traceability.



## ONE WORLD PREMIERE, TWO INVENTIONS

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The innovations introduced by this GNS model, imagined by Geneva watchmaker Sébastien Billières, stem from his passion, his expertise, his skill and abundant creativity. Behind this distinctive approach to telling time resides a series of challenges.

First, the two main characteristics that distinguish the GNS are the subject of two patent applications. The procession of the *Genera* around the orbits was a major challenge. Indeed, whilst they must be held in place, they must also be able to move untethered. Solidly anchored and yet mobile, they travel from one section of the figure 8-shaped display to the other, smoothly crossing the tangent of the two large wheels. This 'changing of the guard', as it were, occurs as the eleven *Genera* advance in single file, without the risk of friction damage to the blued finish of the wheels. The *Genus* and trailing *Genera* are completely independent and unattached and follow each other without touching.

Second, the gear that guides each hour satellite is one of the largest designed. Its teeth are located on the inner edge. This ring must remain perfectly flat, even after the extreme precision wire-cut EDM process - erosion wire cutting – and its finishing. Finally, work on the reduction of friction has been effected to guarantee a running time compatible with current standards, while feeding energy to a particularly high number of moving parts.

## DEDICATED TO PRECISION, RELIABILITY & AFTERSALES SERVICE

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The methods and materials involved in the construction of this timepiece illustrate the highest standards of horological artistry. The tests and checks to which each piece is subjected guarantees lasting mechanical efficiency and absolute reliability. The water resistant case shields the precision in-house movement and its complication module, from particulate matter, water, and perspiration. The water resistance rating ensures optimum reliability for daily wear.

The proven experience and expertise of its co-founders not only gives GENUS a legitimacy that is unprecedented for such a young Geneva brand, but also provides the best assurance of it becoming an enduring brand. The message to clients could not be stronger. The 40-year-old Master Watchmaker behind the brand will remain dedicated to his passion and to those who share it for many decades to come. The solid trust that Sébastien Billières has built over the past 20 years with the greatest names in watchmaking, still abides, and gives GENUS unparalleled credibility in terms of watchmaking performance, which is only reinforced by the Maestro's skills as a restorer, builder, mentor and advisor.

As GENUS enters the scene, the brand is in a unique position from the start to, make its mark within the rarefied sphere of High Watchmaking by unveiling its own movement manufactured in solid 18K gold.

## LINKS

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WhatsApp	<a href="#">f rmq8-u u u, wnsrs` c, ank -af _l l cj-SA. Qct XN&amp;OA +u jq5k +v] dRO-</a>
Uc`	<a href="#">f rmq8-ecl squ_raf cq,qu qq</a>
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Jg i cbG	<a href="#">f rmq8-u u u, jg i cbg ,ank -ank n_l wecl s,,,</a>

## CONTACT

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### III. Technical Specifications

#### GNS1.2WG

Collection	<b>GNS</b>
Watch name	<b>GNS 1</b>
Watch reference	<b>GNS1.2</b>
Material	<b>WG</b> (white gold)
<b><i>Complete reference for the watch in white gold: GNS1.2WG</i></b>	

#### Case

<b>Material</b>	<b>18K white gold</b>
<b>Origin</b>	<b>Ethical gold, RJC-certified (Responsible Jewellery Council)</b>
<b>Diameter</b>	<b>43 mm</b>
<b>Thickness</b>	<b>13.1 mm</b>
<b>Crown</b>	<b>Gold18K – G-E-N-U-S letters in relief around its circumference for winding grip</b>
<b>Crystal</b>	<b>Domed (“chevé”) sapphire crystal with antireflective coating</b>
<b>Caseback</b>	<b>18K screw secured, sapphire crystal with antireflective coating</b>
<b>Water resistance</b>	<b>30 meters (3 ATM)</b>

#### Movement

<b>Winding</b>	<b>Manual</b>
<b>Calibre</b>	<b>160W-1.2</b>
<b>Material</b>	<b>18K solid gold, including main plate &amp; bridges</b>
<b>Diameter</b>	<b>38 mm</b>
<b>Height</b>	<b>7.7 mm</b>
<b>Components</b>	<b>418</b>
<b>Rubies</b>	<b>26</b>
<b>Frequency</b>	<b>2.5 Hz, or 18,000 vibrations per hour</b>
<b>Power reserve</b>	<b>About 50 hours</b>
<b>Regulating organ</b>	<b>Escapement with a Swiss anchor, hair spring, variable inertia balance wheel</b>
<b>Modular construction</b>	<b>in two parts:</b>
	<ul style="list-style-type: none"> <li>✦ <b>One for power storage and transmission,</b></li> <li>✦ <b>The other for distribution and regulation.</b></li> </ul>

#### Time Display Complication

<b>Hours</b>	<b>12 satellites/peripheral and axial rotation index (patent pending)</b>
<b>Tens-of-minutes</b>	<b>12 free components circulating to-and-from between 2 counter rotating wheels (patent pending)</b>
<b>Units of minutes</b>	<b>Skeletonised disc</b>
<b>Numerals &amp; indicators</b>	<b>With SuperLuminova™</b>

#### Strap & Buckle

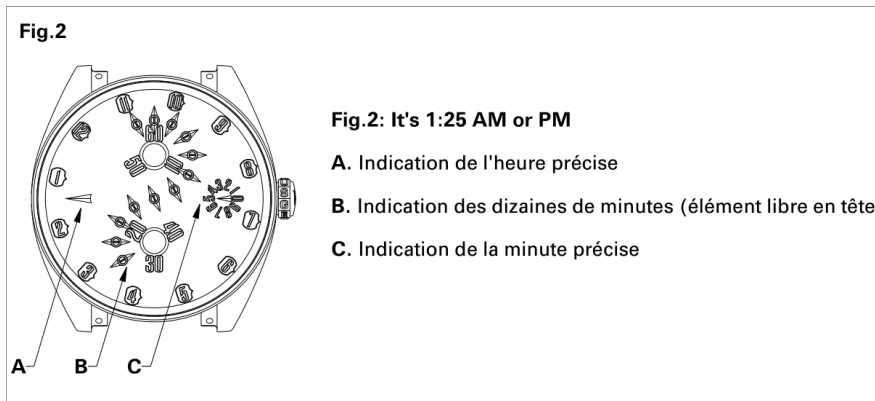
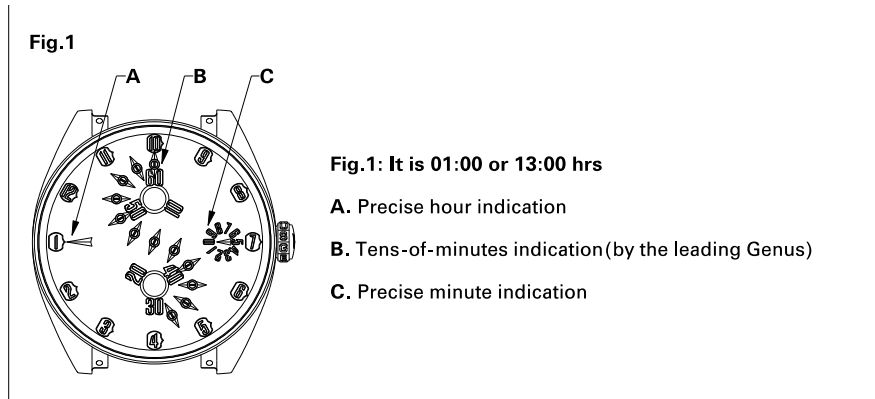
<b>Leather</b>	<b>Calfskin, hand-stitched – navy blue</b>
<b>Buckle</b>	<b>Pin buckle in 18K gold, engraved with the GENUS logo</b>
<b>Clasp</b>	<b>Fold-over clasp available upon request</b>



**Telling the time**

*Time is read from left to right*

- ✦ **Left:** Hour (12 moving indices, pass in front of a fixed arrow)
- ✦ **Center:** Tens-of-minutes (free-moving lead element —called the *Genus*— followed by its procession of 11 *Genera*)
- ✦ **Right:** Minute (near the crown, fixed arrow)



**SELLING PRICES**

WG (white gold)	CHF <b>148 000</b> VAT not included
RG (rose gold)	CHF <b>148 000</b> VAT not included
R3 & p_bc 3 Rg_l gk '	AFD <b>128 000</b> T?RI m g ajsbcb

**APPENDICES**

Co-founders bios

## SÉBASTIEN BILLIÈRES, THE FREE SPIRIT OF WATCHMAKING

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Watchmaker, instructor, entrepreneur, and co-founder of GENUS, Sébastien Billières successfully leverages an expertise in Fine Watchmaking acquired while working with some of the greatest in the field.

A proud father of three, he is the son of a watchmaker who devoted 35 years of his career to Rolex. Barely a few days after obtaining his CFC as a watchmaker in 1999, Sébastien Billières shifts into high gear at the workshop of Roger Dubuis, which had approximately ten employees at the time, and collaborates directly with the master himself.

Eager for experience, he enters the orbit of other strong personalities, like Felix Baumgartner in the early years of Urwerk. Sébastien Billières then becomes part of the Opus V project team at Harry Winston, in charge of fine-tuning alongside Felix (prototyping), and testing and parts production. Until today he remains in charge of after-sales service operations for Harry Winston.

There is no mistaking the signs of destiny. When Sébastien Billières decides to set up on his own, the workbench he rents from Svend Andersen turns out to have been previously occupied by none other than Felix Baumgartner, his friend and mentor, and Franck Muller.

The production of tourbillons, a specialization in automatons – just two of the fields in which the budding watchmaker develops a wide range of skills that don't go unnoticed for long.

In 2006, Billières is approached by IFAGE, the Foundation for Adult Education in Geneva, to broaden the scope of its watchmaking curriculum. He is the Chairman of the departments he created: Modular Training in Watchmaking and Training in Industrial Quality, and still teaches there.

In 2007, he co-founds a company to develop new mechanisms and complications for high watchmaking "Maisons". It's a success. Sébastien Billières then he sets up shop on his own, and GMTI soon becomes one of the region's leading subcontractors to the watchmaking industry with state-of-the-art facilities specialized in the manufacture and assembly of "Poinçon de Genève" calibers. The team at GMTI is currently twenty-strong.

Throughout his watchmaking journey, Sébastien Billières' guiding principle is and remains, *"We live in an infinite universe, limited only by our beliefs."*

This free spirit dreams of an innovative, and continuously evolving concept of watchmaking that ventures into unexplored territory. His first creation is entered in the 2019 "Grand Prix d'Horlogerie de Genève" competition and marks the unveiling of the exciting and independent Fine Watchmaking brand newly co-founded with his business partner Catherine Henry: GENUS.

## **CATHERINE HENRY, DYNAMISM AND ENTREPRENEURIAL DRIVE OF A SPECIAL CALIBRE**

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Graduate in Management Sciences, mentor, entrepreneur and now co-founder of a Fine Watchmaking brand, Catherine Henry is Chief Operations Officer at GENUS and spearheading the start-up's launch and business development.

After obtaining her Swiss commercial CFC certificate, she began her career in Zurich with an insurance company and then move to the stock trading desk at the headquarters of a major international bank. Thereafter which she multiplied her work experiences, and each of her positions served as a springboard for the next. Building on her extensive and solid practical experience, acquired over more than 25 years in different fields and types of organizations, ranging from a multinational to the food industry to construction technology, she then chose to support SMEs and start-ups as mentor in organizing, managing and growing their businesses. Catherine's working languages are French, English and German.

Married in 2008 and mother of an 11-year old boy, she was awarded the "*Prix de la femme romande entrepreneure*" in 2011 (Female Entrepreneur of Romandie Award – Women In Swiss Business). In action mode, Catherine is a real dynamo!

At 40, she confirms her broad and deep skillset by completing an ambitious academic program in Business and Administration. She now holds an EBBA Degree from the Geneva School of Economics and Management (formerly HEC Geneva) and a Bachelor's Degree in Management Sciences from the University of Savoie Mont-Blanc, having obtained her titles with distinction and graduated first in her class. Catherine is a mentor at the Career Centre of the University of Geneva.

Passionate and authentic, she embodies a refreshing notion of dynamism and female entrepreneurship.

*"I love to innovate and develop new things. Starting from a blank page with GENUS has been a very stimulating challenge. As a perfectionist and someone who's quite determined, I always like to maintain forward motion, to surpass myself, and always keep doing better. When you venture into unknown territory as we are today with GENUS, you can't expect the road to be an easy one, but we are proud of how far we've come so far. And we're only at the beginning of our journey."*

Catherine Henry and her business partner in this remarkable watchmaking venture, Sébastien Billières, are entering their first time piece in the 2019 edition of the Grand Prix d'Horlogerie de Genève (GPHG) competition – an apt celebration for the birth of their creative and independent brand, GENUS.



#\_EN\_Bio Annexe\_GENUS