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GENUS

SINGULARITY OF TIME



GENUS

CHANGING THE WAY WE
THINK ABOUT TIME



TIME. CHOREOGRAPHED.



GNS1.2 TD

A WATCH OF INCOMPARABLE DESIGN

How should time be told? GENUS dares to pose the fundamental question. The singularity of this exceptional watch design resides in its mesmerizing display of time in motion.

Avant-garde, yet true to the exacting principles of *Haute Horlogerie*, whose state-of-the-art finishing shines through with the subtlest attention to detail.

From the very first glance, the aesthetic impact and architectural richness of the GNS evoke emotions.

Time itself becomes captivating.

VIRTUOSO WATCHMAKING

THE HOUR INDICES
ADVANCE **AND** PIVOT

A WORLD FIRST

THE FREE-MOVING MECHANICAL ELEMENTS
TRAVEL **AND** INDICATE THE MINUTES



GNS1.2 WG



REFUSE TO REPLICATE
DARE TO GO FURTHER

Entirely designed, developed and manufactured in our workshop, this original watch marks the birth of an independent Geneva brand. A passion for watchmaking that combines innovation with tradition. GENUS traces its own path.

2 Patents for inventions | Movement manufactured by GENUS, in 18K gold | Display complication, case, bridges and main plate in 18K gold | Decorations meticulously handcrafted to the highest level of finish and the most exacting *Haute Horlogerie* standards | Ethical leather and gold with certified traceability.

GENUS TIMELINE

◆ **SOFT LAUNCH JUNE | 2019**

GENUS steps onto the watchmaking stage.

Registration for the *Grand Prix d'Horlogerie de Genève* – 2019 GPHG Awards.

◆ **GPHG NOMINATION SEPTEMBER | 2019**

The GNS1.2 WG is one of 84 watches preselected for awards by the 2019 GPHG Jury.

There are 196 entries in total.

◆ **WORLD TOUR AUTUMN | 2019**

Australia, Asia, Mexico – GENUS covers the globe as part of a travelling exhibition organized by the GPHG.

◆ **GPHG MECHANICAL EXCEPTION PRIZE NOVEMBER | 2019**

The GNS1.2 WG wins first prize in the Mechanical Exception category at the 2019 GPHG Awards.

◆ **BUCHERER AUTUMN | 2019**

GENUS is invited to exhibit the winning watch and trophy at the inauguration of the Bucherer Gallery, to celebrate the Mechanical Exception Prize in this exclusive setting.

◆ **@DUBAI WATCH WEEK | 2019**

GENUS exhibits with top independent watchmakers during Dubai Watch Week 2019.

The daily Master Classes offered by GENUS are a great success.

◆ **@AHMED SEDDIQI & SONS | 2020**

GENUS selected by one of the world's most important watch distributors, and is showcased at the Ahmed Seddiqi & Sons boutique in Dubai Mall.

◆ **@LES AMBASSADEURS | 2020**

GENUS showcased with a selection of high-end horology masterpieces at *l'Espace Connaisseur* in Geneva.

◆ **@BASELWORLD | 2020**

Presentation of new products – the watch gallery.

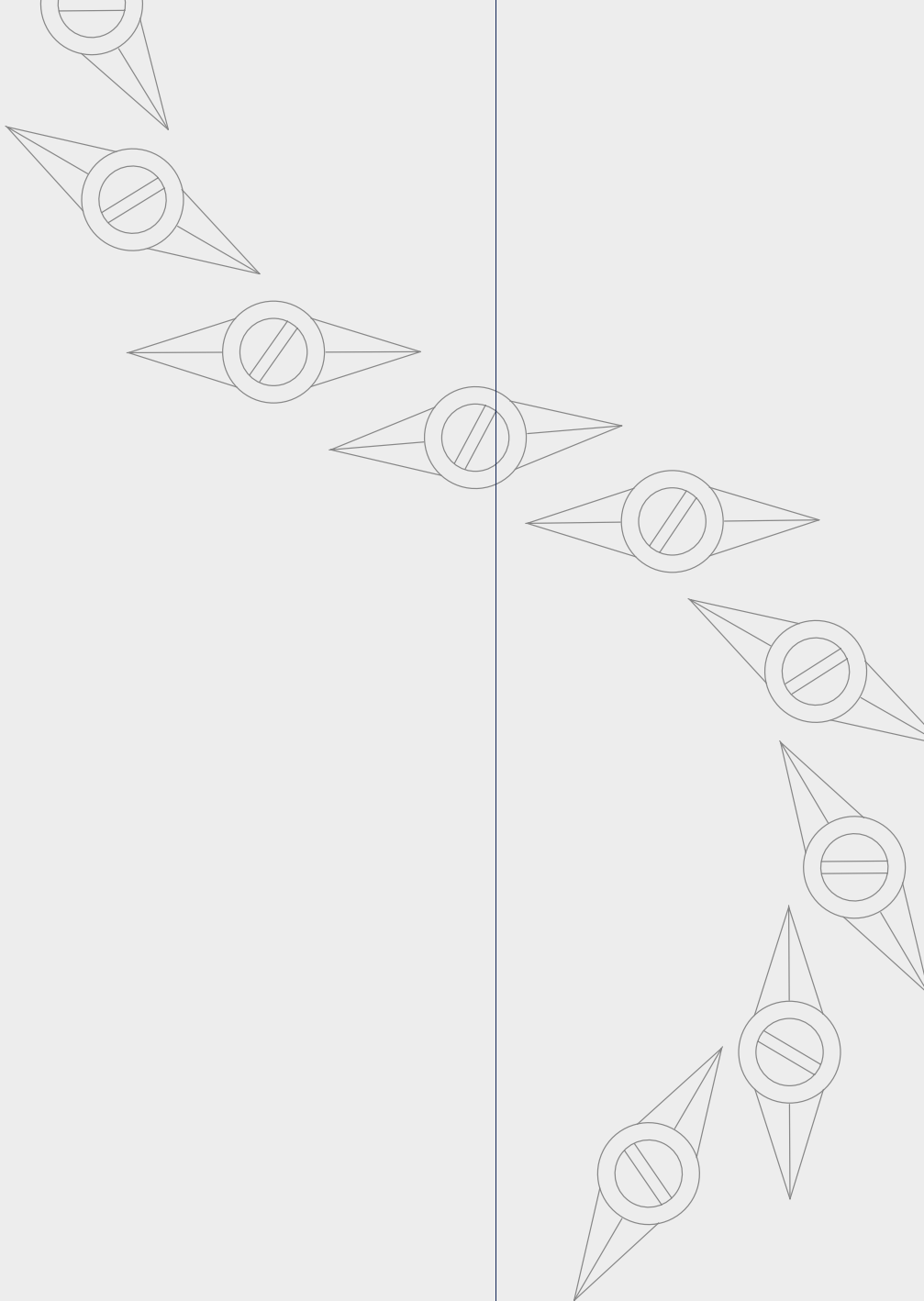
[Cancelled due to Covid-19]

◆ **@GENEVA WATCH WEEK | 2020**

GENUS takes center stage together with independent watchmakers.

◆ **@YISHI SALON BEIJING | 2020**

GENUS inaugurates a permanent presence in Beijing.



NO DIAL, NO HANDS



THE ENTIRE DISPLAY
COMPLICATION IS IN PERPETUAL
MOTION

GENUS DEFINES ITS
OWN LANGUAGE

PRECISE MINUTE

GNS1.2 WG

GENUS

HOW TO TELL TIME

HOURS

It is the fixed white arrow at the very left which points to the current hour. The twelve indices – or satellites, one for each hour – pass before it. To remain aligned in the reading direction, the indices pivot 90° every 3 hours, i.e., 4 times, as they complete one revolution every 12 hours along the periphery, flush with the crystal.

TENS-OF-MINUTES

At the heart of GNS, are two large, counter-rotating wheels that barely touch each other. The indices in increments of ten seem to float above the wheels as they guide the transition of 'free-moving' elements from one orbit to the other. The *genus*, the first element indicating the tens-of-minutes leads 11 *genera* (plural of '*genus*') in a mesmerizing procession.

PRECISE MINUTE

At the very right, near the crown, the white arrow points to the precise minute on a skeletonized rotating disc graduated from 0 to 9. Starting from the center, reading from left to right, one adds the tens-of-minutes indicated by the *genus* and the single precise minute indicated at the right to obtain the accurate number of minutes past the hour.

MECHANICAL EXCEPTION PRIZE GPHG 2019



GNS1.2 WG

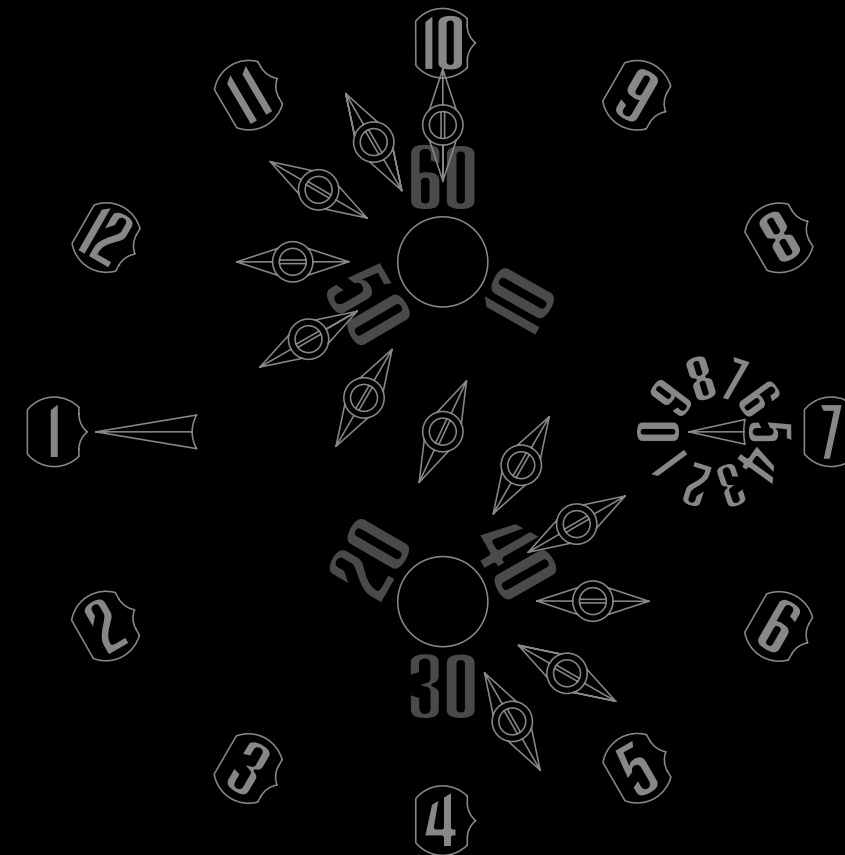
GENUS – IN A CLASS BY ITSELF

The GNS1.2 WG marks the birth of an independent Geneva brand. A new brick respectfully brought to the edifice of Swiss watchmaking and rewarded, as a show of peer recognition, by the prestigious and coveted Mechanical Exception Prize at the 2019 GPHG Awards.

GENUS wins in the Mechanical Exception category in competition with these nominees: Audemars Piguet – Royal Oak Perpetual Calendar Ultra-Thin, Bvlgari – Octo Roma Grande Sonnerie Perpetual Calendar, Ulysse Nardin – Freak NeXt, Urwerk – AMC, Vacheron Constantin – Traditionnelle Twin Beat Perpetual Calendar.

GENUS CO-FOUNDERS

SIGNATURE INVENTIVENESS AND SAVOIR-FAIRE



SÉBASTIEN BILLIÈRES

Son of a watchmaker, watchmaking graduate, trainer, watchmaking consultant, entrepreneur, he successfully leveraged his acquired expertise in terms of creations.

SB *"To see our creation resonate in such a way with the watchmaking community is both humbling and immensely gratifying. If I am here, it is thanks to many hours at the workbenches of the greatest independent Master Watchmakers."*

CATHERINE HENRY

A beautiful blend of dynamism and entrepreneurship. A career in multinationals, then support for start-ups and SMEs. HEC graduate, mentor, she offers solid expertise alongside the watchmaker.

CH *"Starting from a blank page is a very stimulating challenge. I'm thrilled by how far we've come. And we have a long way to go. Launching and developing GENUS is the story of a close-knit team and great mentors, and the goodwill of the community. It's quite magical."*

MOMENTS IN WATCHMAKING

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SINGULARITY OF TIME

A movement entirely designed, developed and assembled in the Geneva workshop.

This calibre operates at 18,000 vibrations per hour, i.e., 2.5 Hz. Regulation is ensured by an oscillator equipped with a variable inertia balance wheel and traditional Swiss anchor escapement.

Its power reserve is about fifty hours, which is considerable given the complexity of the calibre and time display.

FIGURES OF STYLE

APPROACH

Although the arrangement is traditional, the construction is unusual. The movement is separated into two modules: one for energy accumulation and transmission (cylinder & gear train), and the other for energy distribution and regulation (escapement & balance wheel).

RATIONALE

Being able to remove the distribution and regulation module during the various stages of adjustment allows each complication to be optimally tested. A ruthenium surface treatment visually enhances the module which can be separated, making it easily recognizable by the contrasting finishes and color choices.

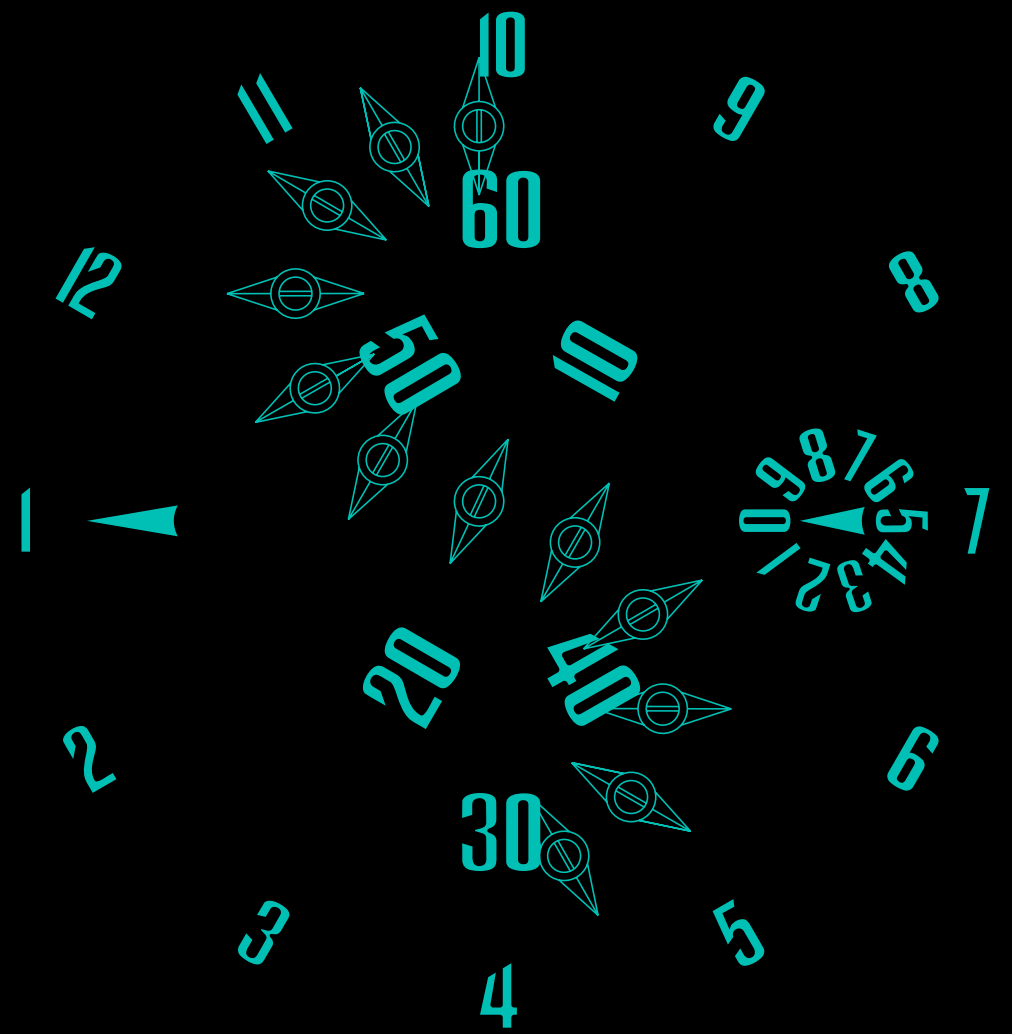
SIGNATURE

From one's very first glance, the display complication conjures up an intriguing juxtaposition of innovation and tradition. Creative renewal intertwined with the singularity of time are the foundation hallmarks of GENUS and its singularity.

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SINGULARITY OF TIME

g



TAMING LIGHT

SUPERLUMINOVA™
THE DANCE OF TIME
IN THE DARK

All the numbers on the hour satellites, tens-of-minutes, and precise minutes are meticulously designed and machined and are coated with SuperLuminova™. It is in the dark that the luminescent procession of the *genus* and *genera* becomes completely magical.



A setting in which form follows function, aesthetics serve substance. Generously dimensioned to house intricate mechanics, the minimalist case subtly protects whilst enhancing the inner richness of the GNS.

A MECHANICAL EXCEPTION ON THE WRIST

The search for perfect balance in terms of style led to a case that subtly plays with depth perception. Whether sculpted in 18K gold, Grade 5 Titanium or Damascene Titanium, the design is unobtrusive and naturally follows the curve of even the smallest wrist. GENUS believes a watch should be ergonomically comfortable and eminently wearable on a daily basis.

TAILOR MADE

GENUS CREATIONS ARE ADAPTABLE.
CERTAIN ASPECTS CAN BE CUSTOMIZED
ON REQUEST, ACCORDING TO PERSONAL
WISHES AND TASTE.



PERSONALIZATION

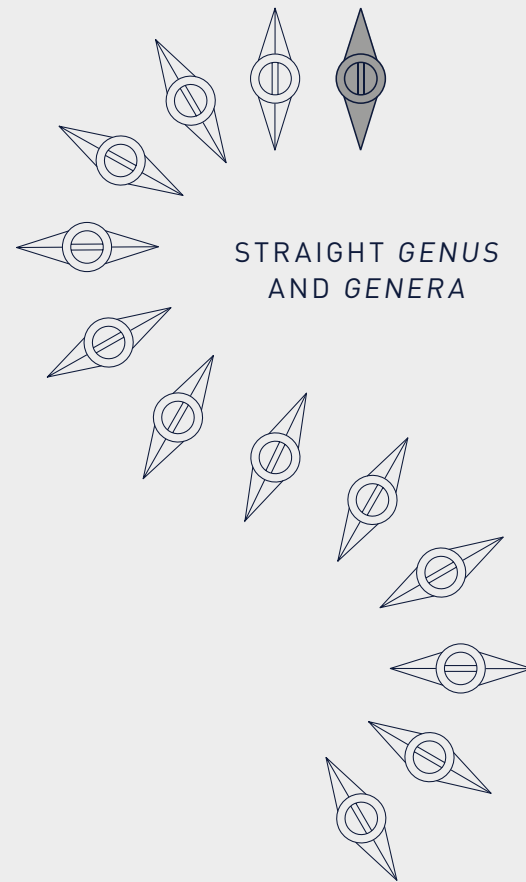
GENUS, always attentive to the client's needs, is of course open to customizing any of its creations. Thus, future owners of a GNS can make their personal mark on their exceptional timepiece. With this spirit in mind, GENUS offers a broad range of creative possibilities with infinite variations.

GEM SETTING

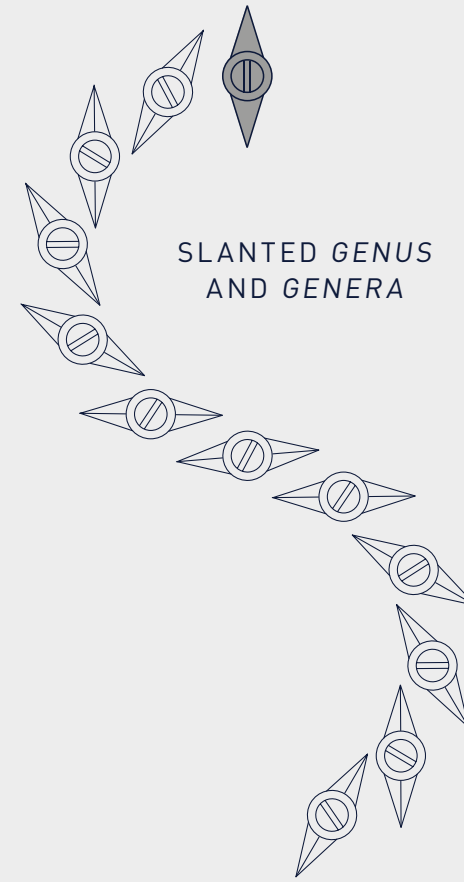
One of the rewards of the ingenious and complex GNS mechanism comes from the versatility of materials and design. It allows for greater artistic freedom and infinite possibilities for variations in terms of aesthetic choices and types of finishes that span the gamut, from engraving to gem setting to colors and much more.

INFINITE POSSIBILITIES

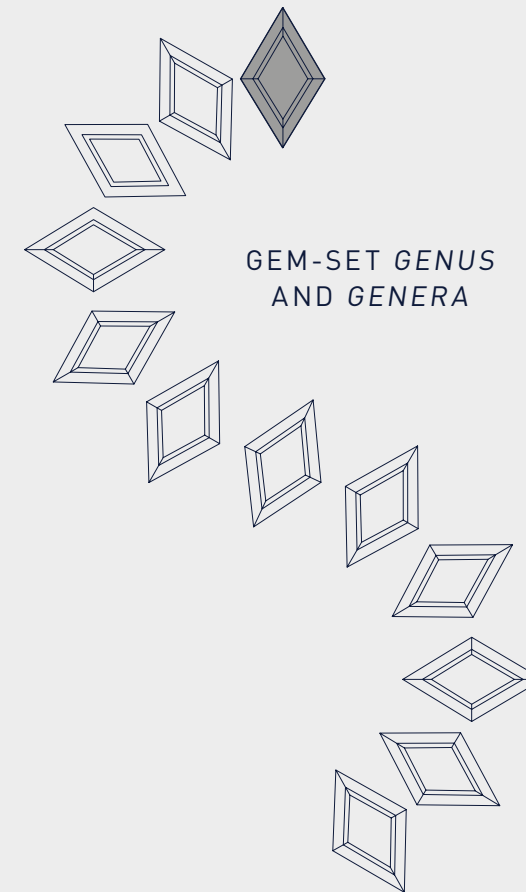
STRAIGHT GENUS AND GENERA



SLANTED GENUS AND GENERA



GEM-SET GENUS AND GENERA



TECHNICAL DETAILS



COLLECTION | **GNS**

MODEL | **GNS1** REF | **GNS1.2**

MATERIALS

- WG** WHITE GOLD
- RG** ROSE GOLD
- T5** GRADE 5 TITANIUM
- TD** DAMASCENE TITANIUM

SUGGESTED RETAIL PRICES

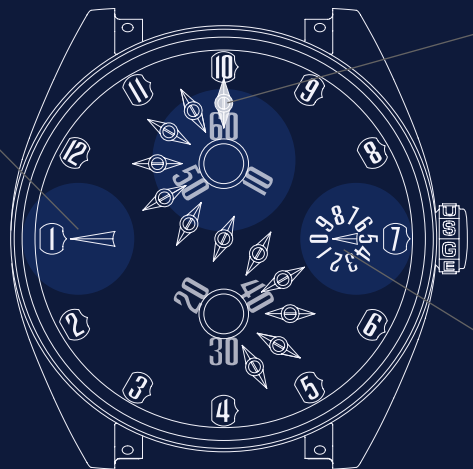
(EX-WORKS, EXCLUDING VAT)

- WG** 148'000.- CHF
- RG** 148'000.- CHF
- T5** 118'000.- CHF
- TD** 145'000.- CHF

TIME DISPLAY

HOURS

Fixed arrow
index on the left



TENS-OF-MINUTES

The leading element
called the *genus*, with its
following of *genera*

PRECISE MINUTE

Fixed arrow index
on the right

TIME IS READ FROM **LEFT TO RIGHT**
IT IS NOW **1 A.M. OR 1 P.M.**

CASE

- MATERIALS** 18K GOLD OR TITANIUM
- ORIGIN** ETHICAL GOLD, RJC-CERTIFIED
- DIAMETER** 43 MM
- THICKNESS** 13,1 MM
- CROWN** 18K GOLD OR TITANIUM – G-E-N-U-S LETTERING
IN POSITIVE RELIEF ON THE CIRCUMFERENCE,
PROVIDING GRIP FOR WINDING
- CRYSTAL** DOMED (‘CHEVÉ’) SAPPHIRE CRYSTAL
WITH ANTIREFLECTIVE COATING
- CASE BACK** SCREW-SECURED, 18K GOLD,
SAPPHIRE CRYSTAL WITH ANTIREFLECTIVE COATING
- WATER
RESISTANCE** 30 METERS (3 ATM)

STRAP & BUCKLE

- LEATHER** CALF SKIN (ALLIGATOR UPON REQUEST),
ROLLED-EDGE (‘REMBORDÉ’), HAND-STITCHED
- BUCKLE** PIN BUCKLE IN 18K GOLD OR TITANIUM,
ENGRAVED WITH THE GENUS LOGO
- FOLD-OVER
CLASP** AVAILABLE UPON REQUEST

MOVEMENT

- MANUAL WINDING** CALIBRE 160W-1.2
- DIAMETER** 38 MM
- THICKNESS** 7,7 MM
- COMPONENTS** 418
- RUBIES** 26
- FREQUENCY** 2.5 HZ, I.E., 18 000 VIBRATION PER HOUR
- POWER RESERVE
REGULATOR** APPROX. 50 HOURS
VARIABLE INERTIA BALANCE WHEEL,
SWISS ANCHOR ESCAPEMENT
- MODULAR** IN TWO PARTS:
 - Power storage and transmission
 - Power distribution and regulation

DISPLAY COMPLICATION

- HOURS** 12 SATELLITE INDICES / PERIPHERAL AND
AXIAL ROTATION (PATENT PENDING)
- TENS-OF-MINUTES** 12 ELEMENTS TRANSITIONING BETWEEN TWO
COUNTER-ROTATING WHEELS (PATENT PENDING)
- PRECISE MINUTE
NUMBERS AND
INDICATORS** SKELETONIZED DISC
WITH SUPERLUMINOVA™

COLLECTION **HIGHLIGHTS**



GNS1.2 WG

1 *genus*, 11 *genera*
'STRAIGHT'



GNS1.2 RG

1 *genus*, 11 *genera*
'SLANTED'



GNS1.1 RG

1 *genus*

COLLECTION **HIGHLIGHTS**

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SINGULARITY OF TIME



GNS1.2 TD

1 *genus*, 11 *genera*
'STRAIGHT'



GNS1.2 TD

1 *genus*, 11 *genera*
'SLANTED'



GNS1.2 TD

1 *genus*, 11 *genera*
'SET WITH A RUBY AND DIAMONDS'



GNS1.2 TD

1 *genus*, 11 *genera*
'SET WITH A RUBY AND A GRADATION OF SAPPHIRES'

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SINGULARITY OF TIME





Let's continue the conversation.
We invite you to contact us for a
personalized presentation.

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