



Press Kit
March 2025
EMBARGO until 18 March 2025

2025: Introducing the GNS2 Infinity Blue, a new vision of Infinite Time

Where Time Meets Eternity

Time has no beginning and no end - it flows infinitely, like the deep blue of the ocean and the golden sands shaped by the wind.

The **GNS2 Infinity Blue** embodies this endless motion, merging dreamlike depth with the ceaseless passage of time.

Crafted with precision, this exceptional timepiece redefines the boundaries of watchmaking, offering a vision of time as fluid, elegant, and eternal.

PRESS INVITATION

*You are cordially invited to make an appointment to
discover the GNS2 Infinity Blue - Watches and Wonders 2025
at the GENUS Booth, on the Mezzanine Level*

Watches and Wonders Geneva - from Tuesday, April 1st, through Monday, April 7th, 2025

Revolutionary "8-Path" Movement

A New Way to Read Time

GENUS challenges convention by eliminating traditional hands. Instead, time is displayed through a **patented system of golden arrows** in perpetual movement. The **peripheral arrows indicate the hours**, while the **arrows traveling the signature "8-path" trace the minutes**, forming an ever-flowing representation of time. The result is a mesmerizing dance of mechanics—both innovative and poetic.

The **Infinity Blue's motion is organic**, guided by masterful engineering and an uncompromising commitment to craftsmanship.

Every glance at the dial reveals a choreography of precision and artistry. The seamless transition of each arrow across its trajectory creates an illusion of weightlessness, making the passage of time feel both tangible and ethereal.



Savoir-Faire & Materials

Handcrafted Excellence

GENUS combines technical mastery with artistic expression. The **GNS2 Infinity Blue** is housed in a robust **Grade 5 titanium case**, chosen for its durability and lightness. The dial blends deep, **dreamlike blue, that of a dreamscape or the boundless night sky**, with the warm glow of gold, evoking both the **mystery of infinity** and the **eternal passage of time**—themes that lie at the heart of GENUS' horological philosophy.

The **golden pair of double-crescent dials are meticulously hand-hammered**, creating a texture reminiscent of **the eternal sands of time**.

Every component is finished by hand, following the strictest Haute Horlogerie traditions, ensuring that each timepiece is not just an instrument of precision but a **true work of art**.

Mechanical Innovation

A Movement Unlike Any Other

At the heart of **GNS2 Infinity Blue** lies a fully **in-house movement**, entirely designed, developed, and assembled in Geneva, by GENUS. With its **patented display system**, GENUS reinvents timekeeping with a dynamic mechanism where time flows, rather than ticks.

This exclusive caliber is **manually wound** and boasts an approximate **50-hour power reserve**, ensuring reliability while maintaining the highest standards of Fine Watchmaking. A seamless fusion of technical ingenuity and artistry, this movement is as captivating as the timepiece itself.

Wearing Infinity

A Timepiece, An Experience

Beyond its mechanical innovation, the **GNS2 Infinity Blue** is an immersive experience—an invitation to embrace time's infinite nature. Its presence on the wrist is both powerful and refined, a testament to those who appreciate **luxury, innovation, and craftsmanship**.

Designed for both elegance and comfort, it features a **rubber strap with a new fold-over "G" clasp**, ensuring a perfect fit while enhancing the contemporary appeal of the piece.



Exclusivity & Limited Production

Time - Only for the Few

To own a **GENUS timepiece** is to possess something rare. The **GNS2 Infinity Blue** is produced in **strictly limited numbers**, ensuring its place among the most exclusive and coveted collector's pieces. Each watch is numbered, making it a **singular expression of mechanical art**—a fusion of heritage, innovation, and boundless imagination.

Set to debut at Watches and Wonders Geneva 2025, the GNS2 Infinity Blue invites connoisseurs to explore an unexpected fusion of artistic craftsmanship and avant-garde technology.

International Media Relations

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Technical Specifications

Inside the Infinity Blue

The **GNS2 Infinity Blue** is the product of pioneering horology, blending innovation with timeless aesthetics. Explore the full Technical Specifications to uncover the intricate details that make this timepiece truly unique.

Case

Material	Grade 5 titanium
Thickness	13.3 mm
Diameter	43 mm
Crystals	Domed “glass box” sapphire crystal on the dial side; open view case back with sapphire crystal – both crystals with anti-reflective coating
Crown	Grade 5 titanium; raised G-E-N-U-S letters on circumference provide winding grip
Water resistance	~3 ATM (equivalent to 30 meters)

Caliber

Caliber	260Rh-2, hand-wound, manufactured in the GENUS workshops in Geneva. The movement is divided into two parts: one dedicated to energy generation and transmission; the other to energy distribution and regulation
Components	278
Jewels	26 rubies
Frequency	2.5 Hz (18,000 vph – vibrations per hour)
Power reserve	Approximately 50 hours
Regulating organ	Swiss lever escapement, variable inertia balance wheel

Time Display Complication

Hours	3 free-moving elements, arrows glide along the display complication’s periphery
Minutes	3 free-moving elements, arrows following a figure-eight track (patented)

Strap & Buckle

Material	Textured rubber with calf leather lining
Clasp	Fold-over 3-part “G” clasp of Grade 5 titanium, with “comfort” adjustment

Price

Suggested Retail Price CHF 59'250 without VAT