

3-Horses of KERBEDANZ, a concentrate of equine symbols

The watchmaking brand of Neuchâtel, in its approach to give sense to the beauty, transcends the status of universal icon of the horse starting from the know-how of unique houses inherited from the highest jeweler's traditions.

If there was a watchmaker award as well as a honors list of animal representation among the watch manufacturers, the horse would be for sure on the highest step of the podium. Thus it has always inspired the brands and the creators of sector. As a supreme planetary symbol it embodies at once the freedom of the great spaces yet empty, the universal elegance, as well as the noblest of human domestication.

Transparency and grace of a sapphire tourbillon caliber

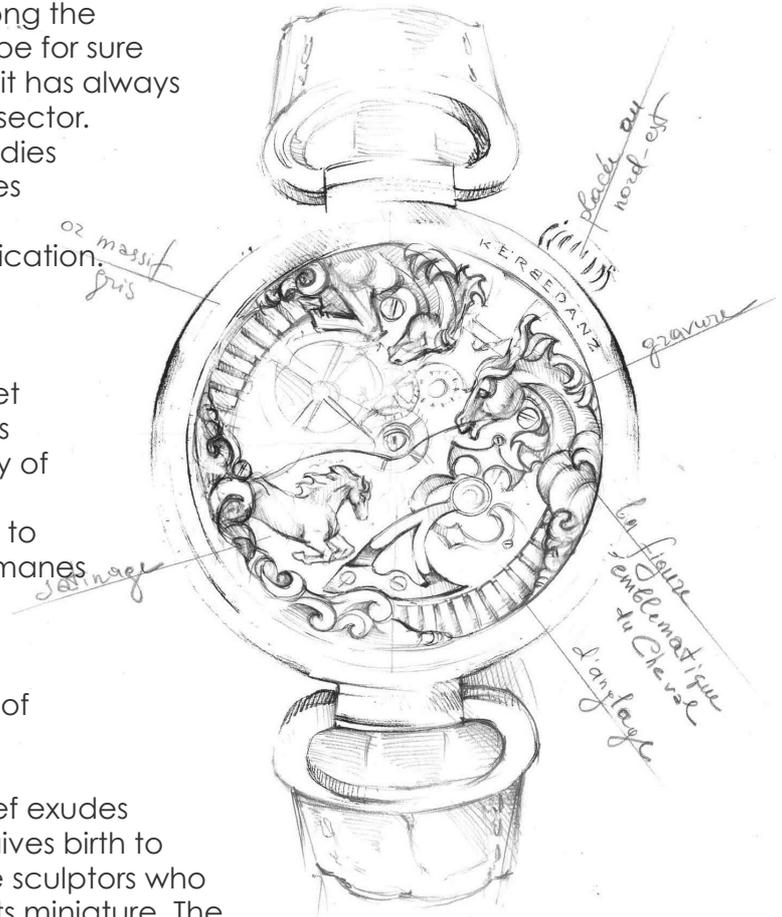
The KERBEDANZ brand, precursor in its yet unexplored approach in traditional Swiss watchmaking industry to initiate the way of civilizational and cultural symbolisms, adds its stone to the building: it chooses to represent the busts of three horses, the manes to the wind, like galloping hung from white gold bezel of a model named soberly 3-Horses. A novelty launched in 2015 in Baselworld in a limited edition of 14 exemplars in white gold.

The elegance that stands out in low relief exudes the finesse. It borders on admiration. It gives birth to rounded reliefs worthy of famous wildlife sculptors who have been affected by the grace of arts miniature. The effect of lights emanating from this scene full of poetry is accentuated by the fact that some parts which carry the tourbillon movement that inhabits this mechanical construction have been shaped in sapphire. The result is a luminous transparency in the middle of which still stand out more equine silhouettes and the visible geartrains.

Totemic emblem

With each of its timepieces, whether it is about the unique pieces open for more advanced customizations or pieces in limited even ultra limited edition, the KERBEDANZ brand offers a *Book of Birth* written to the glory of mentioned symbols. To decode the importance of the horse in current and past civilizations, it evokes its totemic dimension. The human is therefore recognized in horses, symbols of freedom, of motivation and desire to live. They embody the enthusiasm, the visceral desire for escape. They are the balance between instinctive and tamed parts of the being, between controlled reason and passionate unreason. (((2'371 signs)))

www.kerbedanz.com



**KERBEDANZ 3-Horses
Ultra Limited Edition
14 numbered pieces**

**Manufacture Tourbillon Caliber,
Functions Hours, Minutes**

Sapphire Tourbillon caliber KRB-02 mechanical hand-wound skeleton movement designed, manufactured and decorated by KERBEDANZ and Concepto. 19 jewel, 21'600 alternations per hour, 72 hours of power reserve. A total of 168 components, the tourbillon cage with 80 components and a weight of 0.42g.

Case & Bracelet

18K white gold, diameter 46 mm. Design and manufacture by KERBEDANZ. Sapphire glass and caseback, with anti-glare. 5 atmospheres water-resistant (50 meters) crown placed in the north-east at 1h 30. Piece served on its band of leather of Alligator Mississippiensis, the KERBEDANZ personalized folding buckle in 18K white gold.

Dial

Solid white gold. Low relief with the pattern of 3 horses. Exclusively designed, fabricated, hand carved, and decorated by KERBEDANZ.



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The KERBEDANZ legend

By founding the KERBEDANZ brand, its current president Tigran Kerbedanz, firstly makes an eponymous tribute to his ancestor, to the origin of the family dynasty famous in the world of know-how coming from traditional goldsmith's haute art. Then he refers to the etymology of his name Kerbedanz which means the *leader*, the *precursor*. It turns out that these two terms come into perfect harmony with the spirit of the brand: *leader* in its hardliner attachment in the values of Swiss watchmaking craftsmanship, *precursor* in its concept which consists in transcending in an unheard tone, universal experiences and their immutable symbols.

Having already designed and manufactured in 4 years more than four hundred models for *MIP*, these *Most Important People* who are statesmen or first class personalities, whatever are their areas of influence, it is on the way of unique pieces and ultra limited series that KERBEDANZ mark explores the history of civilization. The historical universes where jostle cultural and geographical allusions, peculiarities which are locally circumscribed to their original cradles or, conversely, globally universal. As a result, these rare and precious timepieces turn into concentrates of initiatory way.