



# TUDOR

**TUDOR**

**HERITAGE**

**BLACK BAY**

## **TUDOR PRESS KIT – BASELWORLD 2012**

For TUDOR, 2012 is devoted to the sea. Following its chosen path, where style meets performance, the brand is presenting two major new watches this year. The Heritage Black Bay model pays tribute to the company's rich history, with a fresh interpretation of an old standard created in the 1950s that left a lasting mark on the history of divers' watches. The Pelagos model, which is waterproof to a depth of 500 metres (1640 feet), is a fusion of technology and innovation. Its sporting character and impeccable reliability will meet the requirements of lovers of the deep and those who are passionate about the vital marine environment. With these two models devoted to the sea, TUDOR demonstrates not just the wealth of its precious, 60-year-old heritage, but also its ability to delve into history and offer products that are completely up to date. Now more than ever, TUDOR, the icon of retro chic style, is affirming its genetic heritage, combining aesthetic power with technical virtuosity.

# **TUDOR** **HERITAGE** **BLACK BAY**

The new TUDOR Heritage Black Bay is steeped in the mysterious aura of a hidden bay that gradually yields its secrets to those who venture there, a long-lost treasure returning to the light of day. It is the latest addition to the TUDOR Heritage collection launched in 2010 which is aimed at drawing together some of the brand's emblematic models, inspired by its past and revisited. The Heritage Black Bay is a perfect embodiment of TUDOR's vintage spirit.

While it is a comprehensive response to today's stylistic aspirations, the TUDOR Heritage Black Bay is inspired by a diving model that first appeared in 1954 and continually evolved until the 1980s. Its domed dial – an exquisite vintage detail – unusual burgundy colour bezel and “snowflake” hands all helped build the reputation of this iconic model during a period that saw the emergence of the very first divers' watches.

Although it temptingly retains a small part of mystery, like any treasure emerging from the bottom of the sea, the Heritage Black Bay model does yield many of its secrets. Starting with its lines, inspired by the 1954 model, and its slender, elongated lugs, reworked and resized to produce a contemporary steel case with a diameter of 41 mm, waterproof to 200 metres (660 feet) and enhanced by a domed crystal. The black dial, which is also elegantly domed, displays generous luminescent hour markers for perfect visibility. Like that of the hour markers, the pink gold of the hands represents a gentle hint of nostalgia, suggesting the characteristic patina of older timepieces. The burgundy colour of the unidirectional rotatable bezel, an original feature exclusive to TUDOR – faithful to the original 1970s models – is given a matt finish here, to beautiful effect. As attention to detail is always important to TUDOR, a similar touch of burgundy red appears on the insert of the winding crown, which is engraved with the TUDOR rose. Equipped with the new folding clasp developed by TUDOR, the Heritage Black Bay model is delivered with a black fabric strap and a steel bracelet, or with a black fabric strap and a second strap in exclusive aged leather: another original touch for an elegant, contemporary watch.



## **TUDOR HERITAGE BLACK BAY**

*Reference 79220R*

*41 mm steel case with polished and satin finish*

*Unidirectional rotatable bezel in steel with burgundy red disc*

*Self-winding mechanical movement*

*Power reserve of approximately 38 hours*

*Screw-down steel winding crown engraved with the TUDOR rose*

*Domed sapphire crystal*

*Waterproof to 200 m (660 ft)*

*Steel bracelet or leather strap with folding clasp and safety catch, additional fabric strap with buckle*

