



## TUDOR STYLE

### A CONTEMPORARY EXPRESSION OF ELEGANCE AND REFINEMENT

#### TUDOR PRESS KIT – BASELWORLD 2014

Is it a wish, a dream, the beginnings of a passionate encounter? Or might it simply be a reflection of the famous Italian *dolce vita* that nurtures seduction? An object of desire that marks time to a pulsating, throbbing beat? The new TUDOR Style is all that rolled into one – and much more besides, since it draws its personality from the brand's stylistic roots.

Classic elegant watches have always been a remarkable field of expression for TUDOR. The company's rich heritage of subtle and refined watches for all occasions has consistently driven the creativity of the Geneva-based brand. Perpetuating the dynamic stylistic renewal undertaken five years ago, TUDOR is now pleased to present its new TUDOR Style line. This contemporary interpretation of the classic watch borrows its aesthetic codes from the fabled models that made their mark on watchmaking history from the 1950s to the 1970s, echoing an era of vintage Italian two-wheelers and romantic rides. A retro chic watch offered in steel or steel and gold versions and designed to be a perfect fit in all circumstances, it attests to rigorous attention to detail and strikes an ideal balance between elegance and comfort.

TUDOR Style is a concentrated blend of watchmaking references and tradition distinguished by a round case waterproof to 100 metres (330 feet) – available in four sizes: 28, 34, 38 and 41 mm – enhanced with a double bezel featuring alternating polished and satin-finished surfaces. The refined nature of this model is accentuated by light lugs supported by a slender middle case and a cone-shaped winding crown for a flowing design. Embellished by the play of the alternating polished and satin finishes, the five-link (three broad and two slim) bracelet, fitted with a folding clasp and crafted using proven in-house skills, guarantees remarkable comfort on the wrist.

The dial of the new TUDOR Style plays an essential expressive role and TUDOR has once again devoted extreme care to this aspect of the watch, which is lacquered to create greater depth and available in three colour variations: glossy black, champagne sunray or silver coloured sunray. Each comes in a version set with three diamonds or a non gem-set version. While eminently contemporary in both functional and aesthetic terms, the new TUDOR Style nonetheless draws on certain benchmark features of the 20th century wristwatch, including 1950s-inspired hour markers, such as the famous double hour markers at 12 and 6 o'clock favoured by TUDOR. Its inherently modern nature also stems from the extremely high-quality treatment of its now three-dimensional hour markers bevelled on four sides to endow the dial with an inimitably elegant glow. Sleek lines and readability are keynotes evidenced in the understated minute track and dauphine hands echoing TUDOR watches of the 1960s and 70s, but they are now bevelled for increased brilliance and clarity.

Fitted with a sapphire crystal and a screw-down crown with TUDOR fluting, the new TUDOR Style beats to the rhythm of a mechanical self-winding movement with an approximately 38-hour power reserve. All its versions display the hours, minutes, seconds and date.

The retro chic style of the new TUDOR Style, designed for both men and women, is entirely in line with the latest creations from the brand. Modern, reliable and unfailingly precise, the new TUDOR Style features elegantly sophisticated lines. This glamorous expression of watchmaking expertise mirrors the legendary scenes of Italian cinema and embodies a perfect match between performance and sensuality. A dream companion in every situation, an object of desire and seduction, it is imbued with a rich history and the easy-going lifestyle of a bygone carefree age.

**TUDOR STYLE**

References 12700 and 12703 (Ø 41), 12500 and 12503 (Ø 38), 12300 and 12303 (Ø 34), 12100 and 12103 (Ø 28)

**CASE**

Ø 41 / 38 / 34 / 28 mm steel case with polished finish and satin finish

**BEZEL**

Steel or steel and 18 ct yellow gold double bezel with polished finish and satin finish

**MOVEMENT**

Self-winding mechanical movement, TUDOR calibre 2671 (Ø 28) or 2824 (Ø 41 / 38 / 34)

**POWER RESERVE**

Power reserve of approximately 38 hours

**WINDING CROWN**

Screw-down winding crown in steel with the TUDOR logo

**FUNCTIONS**

Date at 3 o'clock

**CRYSTAL**

Scratch-resistant sapphire crystal

**WATERPROOFNESS**

Waterproof to 100 m (330 ft)

**BRACELET**

Leather strap; steel or steel and 18 ct yellow gold bracelet; with folding clasp and safety catch



12100



12100



12103