



LABELNOIR
GENÈVE

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“creative luxury dedicated
to the arts of personalization”



Label Noir, from desire to fantasy...

Since 2011, the **Label Noir** brand has chosen personalization and its plural arts as its credo, in compliance with watchmaking History and its fundamentals.

With its master craftsmanship and the most prestigious techniques, the brand fulfils both conventional desires and the most extravagant follies. On his way, memorable encounters, confessions expressed through manufacturing options. The achievement of human or technical challenges.

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EMBRACING, DESTRUCTURING CODES

The arts of personalization are at the origin of an acquisition style, an approach based on listening and participation in the conceptualization of the product. The consumer becomes a player, the amateur, the collector or even the neophyte, enters the process of creation or transformation. In front of the professional, the watchmaker, he expresses his preference, he has his say.

To appropriate a mythical piece to the point of adding a personal touch in a long-lasting way, whether it is the aesthetics of a simple hand or the most eccentric of transformations... **Label Noir** initiates this kind of process, leads it to ripeness, transcending rebellions and stimulating digressions.

EMBLEMATIC MODELS

Among the most fascinating requests for personalization, those that revisit and rewrite the destiny of emblematic timepieces testify to an amazing level of individuality on the part of their authors: daring to attack a legend, at the risk of causing it to lose any resale value. It demands the most rigorous of minutiae, respect for skills and historical data, as well as the ethical safeguard of a faith profession that enshrines the swiss made as an absolute reference.

Label Noir contributes to the deconstructing of codes while encouraging creative exploration. What a happy way to proclaim the subversive temptation to free oneself from convenience and to adopt a slightly rebellious posture that accommodates as much the ego trip as the vow of sharing!



HISTORICAL ORIGINS

“**Label noir**, arts of personalization
in watchmaking History”



In the early days of watchmaking...

The brand **Label Noir** appropriates the fundamentals of watchmaking. It rekindles personalization, one of the noblest traditions. Welcome to the heights of the most desirable luxury, that of being able to get involved in the creation of your own watch.

The first watchmakers used to work mainly on order and therefore in customization mode. This way of doing things is closely linked to the history of watchmaking. Once the creation was finished, they used to sign the dial and added to their first and last names the place where their workshop was located.

Other master craftsmen when faced with ultra-special orders, also used to rename their works after their future owners....



PARTNERS IN CREATION

Historically, master watchmakers would get down to work as soon as an order was concluded. The future owner therefore used to be found himself most naturally involved in the key options associated to his watch: choice of the calibre and its possibly additional functions - complications -, selection of the colors used both for the dial and for its decoration, choice of the shape of the indexes and hands. Also, choice of materials to work with, surface treatments, engraving patterns...

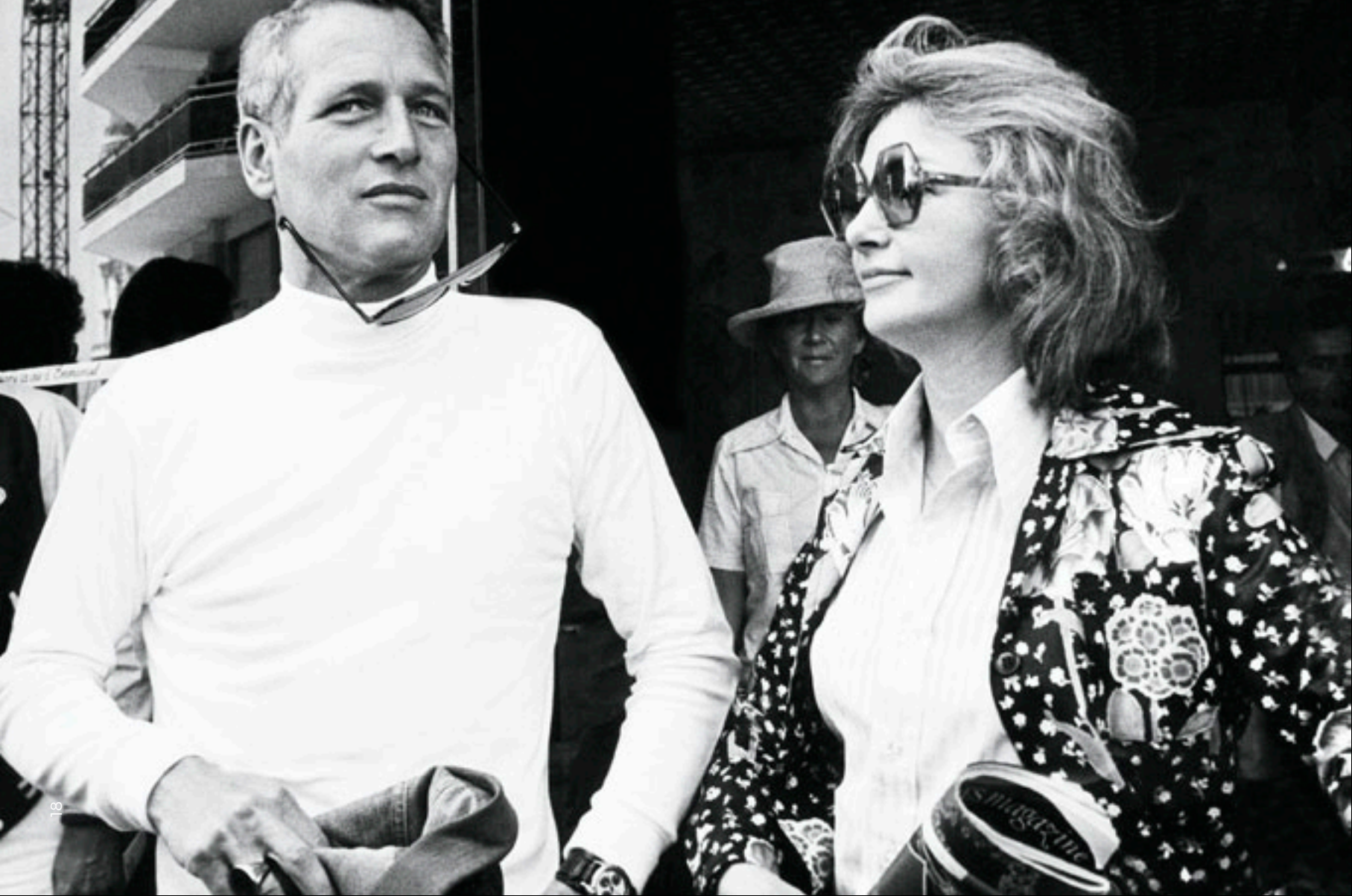
In those days, personalizing a watch was the only way to proceed. Then, in order to be able to demonstrate concretely the scale of their abilities, watchmakers began to manufacture in advance models that could seduce amateurs without any modification. The principle of limited series production had just been born and with it, the problem of storage.



NAMES, TRADEMARKS

Before the emergence of trademarks, watchmakers offered their future customers the ultimate guarantee of their total involvement: they associated to their artwork their reputation and their intimacy by applying on the dials their name and their surname, very often followed by the location of their artisanal residence.

Some of these watchmakers' names became brands that were challenged by an anthology of short and powerful words, embodying concepts and positioning. The era of branding was born. It had the effect of reducing the principle of involvement before production of the future owner of the object. Only wealthy customers could still claim such favours in their orders. They thus participated in making rare and exclusive the plural arts of personalization.



Paul Newman and Joanne Woodward at the Film Festival at Cannes, France on May 24th 1973.

MARIE-ANTOINETTE, PACKARD, GRAVES, NEWMAN...

The ultimate and supreme expression of personalization is when future buyers or timepiece owners are at the origin of the name of their model.

Marie-Antoinette of Austria was Queen of France, James Ward Packard was an American automobile manufacturer, Henry Graves Jr. was a New York banker, Paul Newman was an automobile driver and an actor. These four figures embody the most accomplished form of the personalization arts. The first three for their love of the most incredible watch complications, the fourth for the famous private words written by his wife on the back of his watch.

These four characters have taken so much ownership of their commission specifically made and personalized according to their wishes, that they have given their own name to the final timepiece. And their timepieces have left a special legacy in the history of watchmaking. These watches still fascinate even today the craziest collectors as well as the most prominent auctioneers.



BEYOND HISTORY, STORIES

A watch is always laden with a real-life experience, regardless of its market value. It always tells a particular human story-whether it is associated with a prestigious brand or a forgotten company: the circumstances of its acquisition, the origin of the gift, the meeting with the watchmaker, the heritage from which it came, the great moment experienced with it.

In watchmaking, beyond history and its already printed legends, there are thousands of "little stories" that remain to be written.... In order to be able to write and transmit these personal messages, **Label Noir** offers to be at the same time the pen and the ink, the letterhead and the wrapper.



FOUNDATIONAL VALUES

“**Label noir**, noble and discreet crafts
raised into ultimate brand”

A full-fledged brand...



Suddenly, the hushed and discreet world of watchmaking suppliers at the service of the most prestigious brands, gives birth to a signature synonymous with watchmaking excellence and rare skills.

This is a premiere, **Label Noir** is not a watch brand because what it produces are customizations and transformations of existing models, sometimes emblematic timepieces. Ultimate luxury.



FROM SHADOW TO LIGHT

Label Noir, the ultimate in luxury, transcends the extraordinary assets of watchmaking know-how intended to remain secret. It embodies the ultimate recognition of crafts whose beauty of gestures and materials crystallizes the founding values of an entrepreneurial project at the service of a growing public of connoisseurs.

WATCHMAKING CO-CONTRACTING

In watchmaking, the word "subcontracting" -the world of suppliers is gradually changing into "co-contracting". At the dawn of the 3rd millennium, the trend is towards the recognition and highlighting of all those skills which, traditionally and naturally, have humbly placed themselves at the service of Swiss watch brands.

Even today, the independent companies that hold this know-how are historically established in a position of discretion with respect to their customers, the brands, to whom must be reserved all the light. They do not claim in the open what the professions they cultivate and exercise are capable of generating. Because it is accepted that any exposure to media or general public light must go back in priority to watch brands.

A GALAXY OF EXPERTISE...

Label Noir is a sparkling star whose light is visible in a constellation of fiercely independent watchmaking companies, mainly SMEs suppliers. It is a display cabinet for this network of watch factories with whom it collaborates, since it illustrates in concrete terms the reasons that drive so many of the most recognised brands in the Swiss watch industry to place their trust in them.

Without ever overshadowing them, LABEL NOIR asserts in high-end fashion the most extraordinary mastery of the watchmaking sector: calibers and complications, casing and finishings (from the watch case in any material to the most subtle embellishments), treatments and coatings, from the most traditional to the most avant-garde.



LEADING SWISS WATCHMAKING COMPANIES, INDEPENDENT GROUP

This cluster of skills in partnership with **Label Noir**, a company attached to the 21st Luxury Group, belongs to a network of companies rooted in the most originally famous "terroirs" and birthplaces of Swiss watchmaking. Entities that inspire respect and that, when they knock on the door of complementary skills, receive an excellent welcome from their peers with a background of recognition.



ETHICAL PRINCIPLES

“Devotion and passion:
controlled observance of Swissness origin”



Label Noir, the ultimate commitment...

Respecting practices, technologies, methods and their applications. Search for the spirit of truth and genuineness even in the most subtle expression of customization. Respectful observance for the age-old values of authentic watchmaking. Active fight against all forms of counterfeiting.



ETHICS POLICY

Label Noir campaigns for the cleanliness of gold, the traceability of diamonds and other precious stones. The brand professes the nobleness of materials, the wisdom of age-old skills associated with mastery of contemporary and current processes.

The companies in partnership with **Label Noir** in connection with precious materials are RJC certified, **the Responsible Jewellery Council**. Everything related to diamonds is in compliance with **the Kimberley Process**.



HUNTING DOWN BAD PRACTICES

The **Label Noir** brand guarantees good customization practices. It vehemently and vigorously dissociates itself from players who yield to the temptations of imitation or to the misguided forms of disguised counterfeiting.

ADVANCED KNOWLEDGE IN ICONIC PIECES

Sometimes few modifications are needed to transform a “normal” model into an “emblematic timepiece”. **Label Noir** has a broad understanding of these iconic objects, which ensures it never to yield to pressure or fall into the trap of dubious solicitations.

Because being well-versed in the skills useful in the design and manufacture of a swiss-made authentic wristwatch, having the tools and having access to techniques and machine parks confers immense responsibility in front of misleading abuses and disguised expressions of counterfeiting.



FIGURE

“Emmanuel Curti, Watchmaker,
SSC’s Member and collector’s friend”



Distinguished watchmaker...

Emmanuel Curti is a watchmaker at the helm of **Label Noir**, having forged his skills on the workbenches and decision-making offices of three of Switzerland's leading watch manufacturers. Coming from the additional worlds of restoration, quality control or new products development, he has a passion for the plural arts of personalization. As Director of the SME Les Gardiens du Temps SA, in the field of watchmaking excellence, he is renowned among the world of watchmaking suppliers.

Collectors love him, they share their passion for iconic models that he does not hesitate to metamorphose and customize.



COLLECTION



LABEL NOIR COMPLICATION



ROLEX MILGAUSS 116400
LNT01HS







ROLEX COSMOGRAPH DAYTONA



ROLEX DAYTONA 116520
LN001H



ROLEX DAYTONA 116520
LN002H





ROLEX DAYTONA 116520
LN003C



ROLEX DAYTONA 116520
LN006C



ROLEX DAYTONA 116520
LN005C



ROLEX DAYTONA 116520
LN046C





ROLEX DEEPSEA



ROLEX DEEPSEA 116660
LN009C



ROLEX DEEPSEA 116660
LN010C





ROLEX DEEPSEA 116660
LN008C



ROLEX SUBMARINER



ROLEX SUBMARINER 114060
LN012H



ROLEX SUBMARINER 114060
LN013C



ROLEX SUBMARINER 114060
LN016C



ROLEX SUBMARINER 116610
LN045C





ROLEX GMT-MASTER II



ROLEX GMT-MASTER II 116710
LN029C



ROLEX GMT-MASTER II 116710
LN030C



ROLEX GMT-MASTER II 116710
LN037C





ROLEX DATEJUST II





ROLEX DATEJUST II 116300
LN023C





ROLEX DATEJUST II 116300
LN024C



ROLEX DATEJUST 41 126300
LN039C



ROLEX EXPLORER II





ROLEX EXPLORER II 216570
LN027C



ROLEX EXPLORER II 216570
LN028H





ROLEX EXPLORER II 216570
POPEYE BASEBALL LN040C



ROLEX EXPLORER II 216570
POPEYE GOLF LN041C



ROLEX EXPLORER II 216570
POPEY SAILOR LN042C





ROLEX MILGAUSS





ROLEX MILGLAUSS 116400
LN017C



ROLEX MILGLAUSS 116400
LN018H





ROLEX MILGLAUSS 116400
LN020C



ROLEX MILGLAUSS 116400
LN021C





ROLEX MILGLAUSS 116400
LN022C



ROLEX MILGLAUSS 116400
LN043C





ROLEX YACHT-MASTER



ROLEX YACHTMASTER 116622
LN035C



ROLEX YACHTMASTER 116622
LN036C





AUDEMARS PIGUET ROYAL OAK



AUDEMARS PIGUET ROYAL OAK 15400ST
LN044C



AUDEMARS PIGUET ROYAL OAK 26574OR
LN047C



TECHNOLOGIES

“Improved and sublimated surfaces”

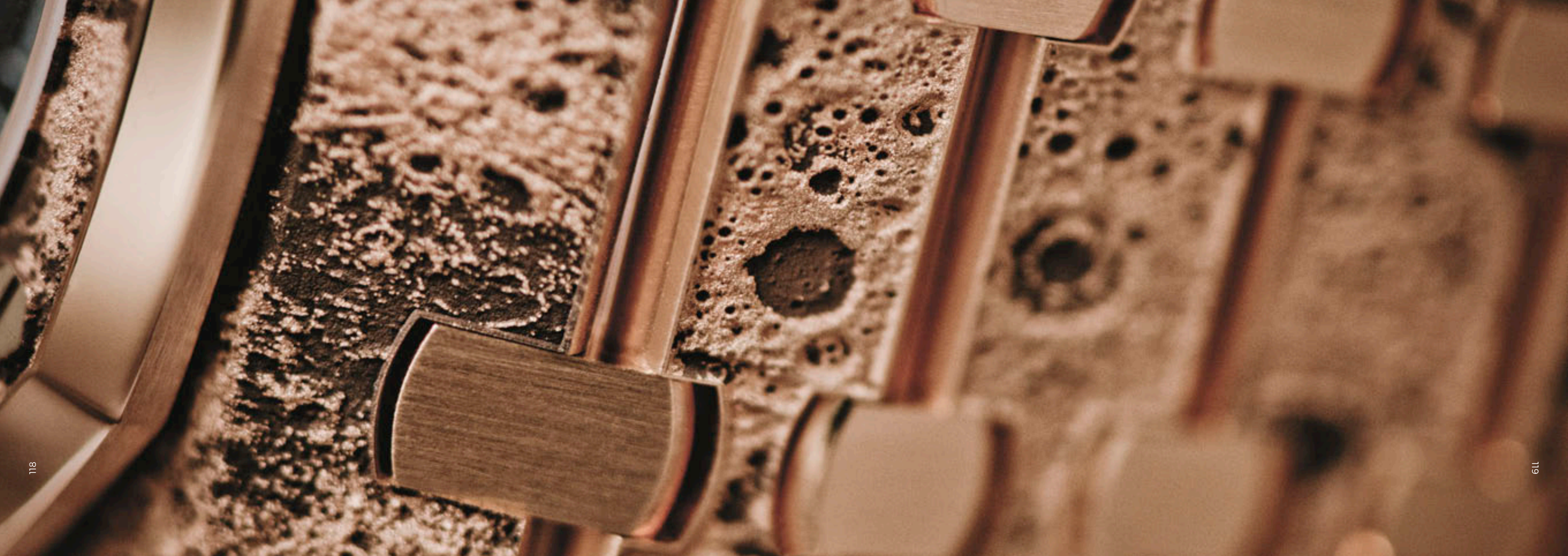
Among the customization options that appeal to a large number of aficionados, there are galvanic treatments which imply that the model to be customized must be completely disassembled in order to be subjected to chemical baths or electrolytic material deposition operations. The brand clearly masters the most popular expressions and operating methods, **Label Noir** also performs all forms of exploration and research. As a signature, it invents a lunar decoration whose reliefs overcome materials such as gold...



MMC

“Magmatic Moon Coating (MMC) applies lunar reliefs to your watch and its strap”

According to a technical definition, MMC (Magma Moon Coating) is a 3D texturing operation performed with a laser. It is a matter of reproducing the visible face of the moon according to an official image of NASA on the required areas, the case, the bezel or even the metal strap. The use of laser favours the appearance of various finishes on the treated surface, covering the full spectrum of matt and gloss, also covering the extremes of ultra-dark and extra-light.





BLACK AND TITANE ADLC

ADLC Amorphous Diamond-Like Carbon or, more abbreviated, DLC, Diamond Like Carbon. In the same line, the PACVD technique for Plasma Assisted Chemical Vapor Deposition. The process is used for coatings on a wide range of conductive and non-conductive substrates at temperatures below 200°C.

This treatment deposits a layer of about 2 or 3 microns on any watch component, be it a watch bezel or a calibre wheel, whatever its material. This carbon-based coating, which produces some of the deepest blacks, offers an excellent compromise between protective hardness and ductility.

Our ADLC treatment maintains dedicated certifications for the automotive, the medical and the aerospace industries. ISO/TS 16949 (Automotive) ISO 13485 (Medical) AS 9100 (Aerospace).



TO CONCLUDE

“**Label noir**, is to the definition of watch branding what the black hole and antimatter are to the understanding of the cosmos: a fascinating, mysterious and terribly attractive openness to our origins”

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h-equestrianpassion for the Lindbergh hour angle watch 90th anniversary

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