

CHARLES GIRARDIER BRAND BOOK

The Charles Girardier Brand Book is much more than a mere compendium of information about our luxury watch brand. It is the living reflection of our captivating history, exceptional craftsmanship, and bold vision. As you peruse its pages, you will delve into the rich and timeless universe of Charles Girardier, discovering our prestigious horological heritage and the values that guide each creation.

Through this Brand Book, we invite you on an immersive journey into the heart of our identity, where every detail is meticulously crafted to embody horological excellence and timeless elegance.



THE BRAND CHARLES GIRARDIER

It's the captivating story of a resurgence, a revival dedicated to exceptional watchmaking. A prestigious Geneva watchmaking house, dormant since the passing of its creator in 1839, rises from its ashes in 2018 with a determination to inscribe its name once again in the grand saga of watchmaking.

Charles Antoine Girardier, known as "Girardier L'ainé," was a master watchmaker active in Geneva from the second half of the 18th century to the early 19th century. His renown rested on his expertise in Geneva enamelling, characterized by hand-painted miniatures on the dials of his clocks. He was also passionate about mechanical art and was known for his creations of animated scenes (*saynètes*), including automatons, including the famous *Jaquemarts*. (A *Jaquemart* is a piece of artistic automaton, depicting a finely carved character in wood or metal, gracefully integrated into a clock to strike the hours using a hammer to strike a bell.)

In 2018, Patrick Alexandre Ulm, the spiritual successor of Charles Girardier, explores the past of the Geneva watchmaker through the acquisition of antique pieces at auctions. This revelation triggers the birth of a new chapter for the House of Charles Girardier, once dormant.

Guided by fervent passion, he envisions and conceptualizes the rebirth of this watchmaking brand in a contemporary version while preserving its historical heritage. This new chapter celebrates the 18th-century watchmaker while appropriating the codes of the present.

With unwavering dedication, Patrick Alexandre Ulm strives to perpetuate these values and breathe new life into the Charles Girardier brand, while retaining the essence of this ancient watchmaking manufacture.



Portrait of Patrick Alexandre Ulm in his watchmaking hub in Buchs, a small town in the canton of Aargau in German-speaking Switzerland.

THE WORLD OF PATRICK ALEXANDRE ULM, CEO

It is both a pleasure and an infinite privilege to welcome you into the refined universe of the Charles Girardier brand, and to unveil to you the odyssey of a renaissance in the centuries-old horological heritage.

A delight, for there is nothing more rewarding than sharing a passion. While chronicling the twists and turns of history, the brand's portfolio, now in your hands, captures the pioneering spirit that elevated "Girardier L'ainé" to the forefront of Geneva's watchmaking elite, at a time when the city asserted itself as the epicentre of *Haute Horlogerie*.

This pioneering spirit, imbued with determination, lies at the very heart of the renaissance initiated in 2018.

The privilege, meanwhile, lies in narrating our story to connoisseurs of fine watchmaking, to enthusiasts of exceptional timepieces.

The integrated movement of the new "Plénitude" Collection, developed in this year 2024 within the watchmaking hub of Buchs, masterfully illustrates this commitment.

Join us in this endless quest for Excellence!

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(AVAILABLE IN THE MONTH OF APRIL)

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THE BRAND

THE HISTORY

It's the captivating story of a resurgence, a renewal dedicated to exceptional watchmaking. A beautiful Geneva watch house, dormant since the disappearance of its creator in 1839, rises from its ashes with a determination to inscribe its name once again in the grand saga of watchmaking.

Charles Girardier, nicknamed "Girardier L'ainé," was a master watchmaker active in Geneva from the second half of the 18th century to the early 19th century. His fame rested on his expertise in Geneva enamel, characterized by hand-painted miniatures on the dials of his clocks. He was also passionate about mechanical art and was known for his creations of animated scenes (automata), including the famous *Jaquemarts*. (A Jaquemart is an artistic automaton piece, depicting a finely carved character in wood or metal, gracefully integrated into a clock to strike the hours using a hammer to strike a bell.)

THE MISSION

Our mission is to reintegrate the history of exceptional watchmaking into the present by reviving the House of Charles Girardier. We are committed to preserving Charles Girardier's historical legacy while shaping a contemporary watchmaking brand, merging exquisite mechanical artistry and exceptional craftsmanship..

THE VISION

To revive a contemporary watchmaking brand while paying homage to the creative essence of Charles Girardier, an undisputed master of playful mechanical animation and refined craftsmanship, such as grand feu enamel with paillons, to elevate our watchmaking creations.

THE PROMISE

We are committed to perpetuating the authentic values and vibrant spirit of Charles Girardier through every timepiece we create. Each movement of our watches embodies the splendor, elegance, and mystery of a bygone era, evoking a past of excellence while embracing the future of contemporary watchmaking.

THE VALUES

Our company is built on deep-seated values of dedication, preservation of heritage, and exceptional craftsmanship. We believe in preserving the soul of Charles Girardier, perpetuating his legacy, and constantly drawing inspiration from our history to shape unique watch collections. Each timepiece carries within it this ethos, this timeless elegance that defines our identity.

THE SERVICES

At Charles Girardier, our commitment to our customers transcends mere watch service. Each of our watches is much more than a timepiece; it embodies a story, craftsmanship precision, and unmatched uniqueness.

Every intervention on a Charles Girardier watch is carried out with deep respect for the object, its history, and its owner. We consider each watch as a unique piece, reflecting the meticulous craftsmanship of our watchmakers.

Your Charles Girardier watch will always receive the careful and meticulous care necessary to maintain its value and integrity, thus preserving its heritage for generations to come. Choosing our service ensures your watch exceptional durability and the maintenance of its artisanal excellence from generation to generation.

THE GUIDELINES

1) THE LOGO

The Representation.

The Charles Girardier logo consists of a harmonized pictogram paired with a distinctive logotype, combining a visual representation with distinctive text.

The pictogram elegantly merges the letters “C” & “G” of Charles Girardier, forming a distinctive and refined union. Instantly recognizable, it seamlessly integrates into the realm of luxury watchmaking. This association reflects the characteristics of the watchmaking craftsmanship of our Master Watchmaker, Charles Girardier (“Girardier the Elder”), passionate and masterful in the art of mechanical horological scenes.

As for the logotype, its typographic choice embodies a structured and elegant classicism. Its readability and complexity simply evoke the spirit of a great renown, from its past to its present and future.



Charles Girardier

THE GUIDELINES

1) LE LOGO

The Variants.

The name “Charles Girardier” should never be used without the “CG” pictogram.

As for the “CG” pictogram, it can be used alone in a consistent and coherent manner, in black on white or white on black.



Charles Girardier



THE GUIDELINES

1) THE LOGO

Living Space & Minimum Size.

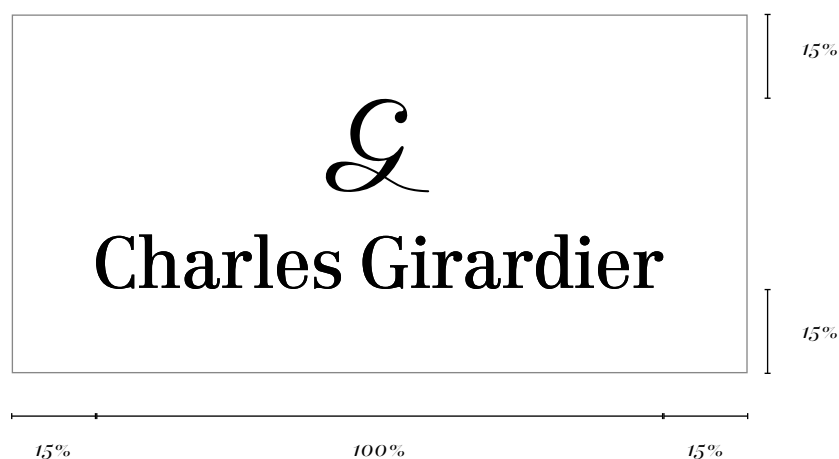
Living Space


The Charles Girardier logo must always maintain its living space, calculated at 15% of the logo width on the sides as well as in height.

Minimum Size

To ensure logo readability, its minimum size should be 18 mm in width. Below this dimension, you can opt for the use of the “Pictogram alone” with a minimum size of 6 mm in width.

These guidelines do not apply to watch dials.




18 mm


6 mm


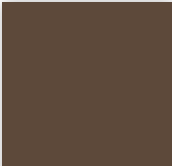
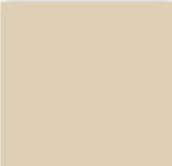


THE GUIDELINES

2) THE COLOURS

The Description.

The Charles Girardier logo should be printed using at least the metallic Pantone P8420. In case of technical impossibility to use this Pantone, black color should be preferred first. No variant with a metallic effect (for example, in gradient) is allowed; this rule also applies in negative mode.

However, the pictogram alone “CG” can be adapted to all brand colors, offering complete freedom for pattern creation, stamp usage, various effects, and many other creative possibilities.

				
P 407	P 7589	P 9162	P BLACK	P 8420
CMYK 32 % 32 % 33 % 10 %	CMYK 43 % 53 % 61 % 56 %	CMYK 13 % 16 % 30 % 3 %	CMYK 0 % 0 % 0 % 100 %	CMYK 43 % 38 % 34 % 15 %
RVB R173 V160 B154	RVB R93 V73 B58	RVB R223 V208 B181	RVB R0 V0 B0	RVB R145 V138 B140
WEB #ADA09A	WEB #5D493A	WEB #DFD0B5	WEB #000000	WEB #918A8C



THE GUIDELINES

2) THE COLOURS

The Use.

Colours

We have a primary color for our logo: P8420.

This shade is metallic, offering subtle reflections in the light, and it is printable on all paper media.

The brown P7589 and beige P9172 are extracted from the watch cases and their packaging.

The packaging of the watch case adopts a brown tone, while the case itself is made of American walnut with a beige velvet interior. These two shades, one dark and the other light, complement each other to create a luxurious and warm ambiance side by side.

The gray P407 can be used as an alternative to P8420 if necessary.

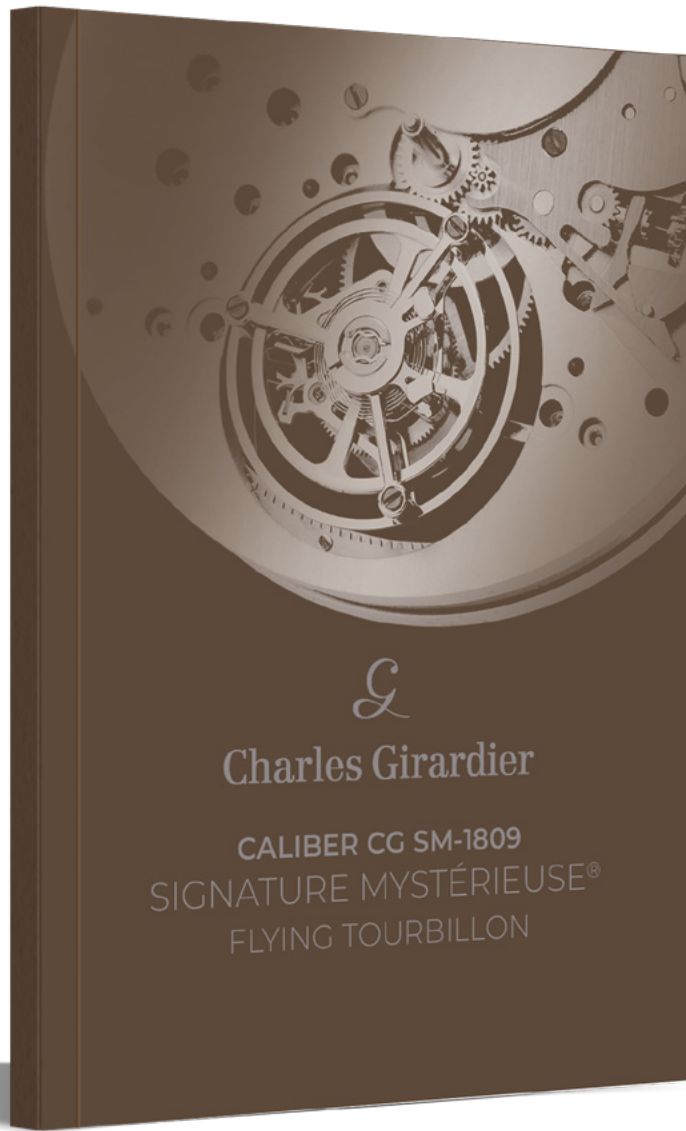
These two colors complement each other technically. P407 is also used for paper pouches. We aim to integrate these colors into the website, printed materials, stationery, and even the ambiance photos or videos, at least for technical aspects. Other color palettes may be explored in our artistic media.



P	9162
CMYK	13 % 16 % 30 % 3 %
RVB	R223 V208 B181
WEB	#DFD0B5

P	7589
CMYK	43 % 53 % 61 % 56 %
RVB	R93 V73 B58
WEB	#5D493A

P	8420
CMYK	43 % 38 % 34 % 15 %
RVB	R145 V138 B140
WEB	#918A8C



P8420

P7589

P	407
CMYK	32 % 32 % 33 % 10 %
RVB	R173 V160 B154
WEB	#ADA09A



THE GUIDELINES

3) TYPOGRAPHY

Choices & Description.

MONTSERRAT

Designed by Julieta Ulanovsky, Sol Matas, Juan Pablo del Peral, Jacques Le Bailly.

Styles: 18

Lisence: Free (via Google)

Type: Mac & PC

WebSite: Oui

OUR USAGE

This font combines all the advantages of a superbly designed Sans Serif version. It is ideal for paragraph titles while maintaining exceptional readability even at significantly reduced sizes.

We only use 6 of the existing 18 styles.

About

The old posters and signs of the traditional Montserrat neighborhood in Buenos Aires inspired Julieta Ulanovsky to design this font and preserve the beauty of urban typography that emerged in the first half of the 20th century. The letters that inspired this project have work, dedication, care, color, contrast, light, and life, day and night!

This is the regular family, and it currently has two sister families, Alternates and Subrayada. Many letter shapes are special in the alternate family, while «Subrayada» means «underlined» in Spanish and celebrates a special style of underlining integrated into the letter shapes found in the Montserrat neighborhood.

Updated in November 2017: the family was redesigned by Jacques Le Bailly at Baron von Fonhausen during the summer, and the set was adjusted to make the Regular lighter and better suited for longer texts.

THE GUIDELINES

MONTSERRAT Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKALMNOPQRSTUVWXYZ
1234567890&%£\$

MONTSERRAT Light Italic

*abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKALMNOPQRSTUVWXYZ
1234567890&%£\$*

Montserrat Medium

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKALMNOPQRSTUVWXYZ
1234567890&%£\$

MONTSERRAT Medium Italic

*abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKALMNOPQRSTUVWXYZ
1234567890&%£\$*

Montserrat Bold

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKALMNOPQRSTUVWXYZ
1234567890&%£\$**

MONTSERRAT Bold Italic

***abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKALMNOPQRSTUVWXYZ
1234567890&%£\$***

THE GUIDELINES

3) TYPOGRAPHY

Choices & Description.

PLAYFAIR DISPLAY

The Playfair project is led by Claus Eggers Sorensen, a type designer based in Amsterdam, the Netherlands.

Styles: 12

Lisence: Free (via Google)

Type: Mac & PC

WebSite: Oui

OUR USE

This typeface is very similar to the typography of our logo, offering remarkable legibility in both regular and italic versions. Its elegance perfectly aligns with the brand image.

We only use 4 out of the 12 existing styles.

About

Playfair is a transitional design. By the end of the 18th century, during the Enlightenment in Europe, broad nib quills were replaced by pointed steel pens as the popular writing tool of the time. Alongside advancements in printing technology, ink, and paper manufacturing, there arose a need to print letterforms with high contrast and delicate lines that increasingly diverged from handwritten letterforms.

This design suits that period, and while it's not a revival of any specific design, it draws inspiration from the designs of John Baskerville and «Scotch Roman» designs.

This is the main family, with a sister family of small capitals, Playfair Display SC. The main font files downloaded from the family include a full set of small capitals, common ligatures, and discretionary ligatures.

Updated in November 2017 with numerous minor improvements and additional language support. The family was converted to a variable font in August 2019.

THE GUIDELINES

Playfair 144pt Regular

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKALMNOPQRSTUVWXYZ
1234567890&°£\$

PlayFair 144pt Italic

*abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKALMNOPQRSTUVWXYZ
1234567890&°£\$*

PlayFair 144pt Medium

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKALMNOPQRSTUVWXYZ
1234567890&°£\$

PlayFair 144pt Medium Italic

*abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKALMNOPQRSTUVWXYZ
1234567890&°£\$*

THE GUIDELINES

3) TYPOGRAPHY

The Use.

IN STANDARD TEXT

Using the title in «Montserrat Medium» with color P8420 and «Montserrat Light» for body text provides a particular aesthetic and elegance. If including text, crucial information, or even captions, here's how to use this font:

«Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. *Signature Mystérieuse®*.

Ut enim ad minim veniam, quis nostrud **exercitation ullamco** laboris nisi ut aliquip ex ea commodo consequat.

(Here, use of Italic or Medium to highlight text and provide clear indications).

> Below:

Example of typography usage in descriptions, whether brief or more detailed.

① Caption: «References / Technical descriptions»

② Caption: «Catalogue descriptions»

③ Caption: «Short catalogue descriptions»

④ Caption: «Website short descriptions»



2

COLLECTION 1809

MODEL	1809/2
SINCE	2022
CASE	White-gold
DIAMETER	ø 37 mm
THICKNESS	6.54 mm
LIMITED EDITION	20 pieces
PUBLIC PRICE	- CHF

3

Ref: CG-1809 37/1WG
Ice Blue
 WHITE-GOLD
 2022



4

Ref: CG-1809 37/1WG Ice Blue
 WHITE-GOLD
 37 mm

1

Pocket watch in silver

Geneva, circa 1800.

Silver case.

White porcelain dial.

Hour and minute indications with Arabic numerals and hour and minute indexes painted in black.

Gilded brass movement, manually wound by key, engraved and numbered "Girardier L'ainé N° 5802".

Silvered metal disc with advance/retard adjustment.

Dial signed "Girardier L'ainé".

Diameter: ø 51.10 mm - Thickness: 22.1 mm.

UNIQUE FEATURE

- > The *Signature Mystérieuse*® System: two mobiles moving in opposite directions depending on the position in which the watch is held.

MOVEMENT

- > Self-winding by sun-rayed peripheral mass
- > Flying *tourbillon*
- > *Tourbillon* Cage set with 54 diamonds: 0.15 ct
- > The *Signature Mystérieuse*® System set with 12 diamonds: 0.04 ct
- > CG SM-1809/1/2/3 Caliber (Depending on the models)
- > Jewels: 32
- > Diameter: 30.6 mm
- > Thickness: 8.43 mm
- > Power reserve: 46 Hours
- > Frequency: 28,800 Vph - 4 Hz
- > Number of parts: 308
- > The bridges and plates are hand-polished and silver satin finish
- > Crown with rose-cut cabochon diamond of 0.05 ct

DIAL

- > Available in "Ice Blue", "Green Grey" or "Dark Red"
- > *Grand Feu* enamel with arabesque pattern
- > *Paillons* in silver or yellow-gold in the shape of flower called "*Fleur de sel*"
- > Bezel set with 60 diamonds: 0.9 ct
- > 60 seconds-flying *tourbillon*
- > Leaf-shaped hands in white or yellow-gold

CASE

- > Available in white-gold, rose-gold or yellow-gold
- > Water resistance: 30 meters / 100 feet
- > Crystal: Sapphire, anti-reflective coating
- > Sapphire crystal case back
- > Diameter: 37 mm
- > Thickness: 11.8 mm

STRAP

- > Colour: available in blue, grey and red
- > Material: Woven ribbon on a traditional Jacquard loom
- > Micro-metric watch band adjustment with 4 settings
- > Fold-over clasp in white, rose or yellow-gold
- > Interchangeable Presto System®

PRICING

- > Recommended retail price: -

THE GUIDELINES

4) PHOTOGRAPHIC VISUALS

The Description.

For each visual, its use

The quality, finish, complications, and design of our timepieces have allowed us to achieve the status of **Haute Horlogerie**, positioning us alongside brands such as Breguet, Vacheron Constantin, and Patek Philippe, among others.

Our most loyal collectors are also our best ambassadors!

We possess and utilize equipment that matches our quality and expertise.

In the watchmaking industry, the first impression is often uniform in terms of images or videos. The reality is that the need for visuals is considerable and time-consuming, especially with the proliferation of distribution channels. It is easier to capture details of a watch than to create quality scenes or “wrist shots”.

The value of an image at CHF 150 or a 50-second film at CHF 1000 for only 3 to 20 seconds of viewing is relative. **Social networks are not our main sales network, although they are important.** However, it is difficult to measure their true impact and results. Having 50K followers does not necessarily translate into 10K sales!

We have a regularly updated image bank and publish the best images on social networks to maintain the brand’s visibility with the general public.

However, we do not create visuals solely for these publications. Our priority is to provide quality material to our sales channels.

WebPress is our priority as it directly targets our audience. Although complex to handle, meeting their content needs is our major asset. Offering quality content is crucial for them.

THE GUIDELINES

4) PHOTOGRAPHIC VISUALS

Our Approach.

- > **Technical Shots: Soldier, Back, Profile shots.**
for the website, Brand Portfolio, and archives.
- > **Artistic Shots: Watch details, 3/4 view of the crown.**
for the website, Brand Portfolio, archives, and social media content.
- > **Wrist Shots or Atmosphere Shots:**
Website.
WebPress, with appropriate textual content highlighting our craftsmanship and brand history.
Brand Portfolio.
Advertising.
Social media.
- > **Workshop Shots: Manufacturing, finishing, assembly techniques, polishing, all decorations, etc.**
Website.
WebPress, with appropriate textual content highlighting our craftsmanship and brand history.
Brand Portfolio.
Advertising.
Social media.
- > **Event Shots: New models, launches, artistic techniques such as *guilloché*, decoration, enameling, etc.**
Website.
WebPress, with appropriate textual content highlighting our craftsmanship and brand history.
Brand Portfolio.
Advertising.
Social media.
- > **Vintage Watch Shots: Our Charles Girardier collection.**
Website.
WebPress, with appropriate textual content highlighting our craftsmanship and brand history.
Brand Portfolio.

THE GUIDELINES

4) PHOTOGRAPHIC VISUALS

The “Technical” Visuals.

Each watch reference should have 5 technical visuals:

- > Front
- > Back
- > Profil at 6 o'clock
- > Profil t 9 o'clock
- > 3/4 view on the crown

The 6 o'clock visual for the crown and the 9 o'clock one, either for pushers, or for the trigger lock of the chime, or even for engraved patterns or a particular finish.

- > Maximum resolution of the visuals.
- > Precisely defined colorimetry for:
Steel, platinum, titanium, red gold, yellow-gold, white-gold, rose-gold.
- > Recording files in at least 2 modes:
 CMYK, ISO Coated V2 300% (ECI) .PSD
 RVB, sRGB IEC61966-2.1 .PNG
- > Recording visuals in 100% format with maximum resolution.

This ensures high-resolution ready for printing as well as files suitable for office use with the same colorimetry.

Specific notifications and complete Metanames to ensure the sustainability of visuals over time, for later use in a DAM.

Integration of a mastered press visual as a priority for distribution as a single image.



CG_1809_37_1WG_IceBlue_DOS
WHITE-GOLD



CG_1809_37_1WG_9H
CG_1809_37_1WG_3H
WHITE-GOLD



CG_1809_37_1WG_IceBlue_STD
WHITE-GOLD



CG_1809_37_1WG_001

THE GUIDELINES

4) PHOTOGRAPHIC VISUALS

The “Artistic” Visuals.

Each watch reference should have 5-6 artistic visuals:

- > Maximum resolution of the visuals.
- > Precisely defined colorimetry for:
Steel, platinum, titanium, red gold, yellow gold, white gold, rose gold.
- > Recording files in at least 2 modes:
 - CMYK, ISO Coated V2 300% (ECI) .PSD
 - RVB, sRGB IEC61966-2.1 .PNG

This ensures high-resolution ready for printing as well as files suitable for office use with the same colorimetry.

Specific notifications and complete Metanames to ensure the sustainability of visuals over time, for later use in a DAM.

Integration of a mastered press visual as a priority for distribution as a single image.



CG_1809_37_1WG_001



CG_1809_37_2RG_001



CG_1809_37_3YG_001



CG_1809_37_1WG_002



CG_1809_37_2RG_002



CG_1809_37_3YG_002



CG_1809_37_2RG_003



CG_1809_37_3YG_003



CG_1809_37_3YG_004

THE GUIDELINES

4) PHOTOGRAPHIC VISUALS

The “Wrist shots” or “Atmosphere Shots”:

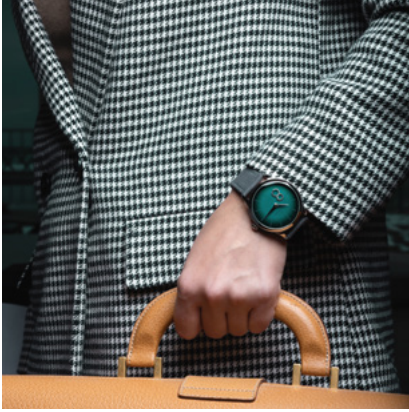
Each watch reference should have 2-3 “wrist shots and atmosphere shots” visuals

- > Maximum resolution of the visuals.
- > Precisely defined colorimetry for:
Steel, platinum, titanium, red gold, yellow gold, white gold, rose gold.
- > Recording files in at least 2 modes:
CMYK, ISO Coated V2 300% (ECI) .PSD
RVB, sRGB IEC61966-2.1 .PNG

Wristwatch images and scenes set in environments are crucial in the watch universe. These visuals capture the imagination of watch enthusiasts by showing how these pieces seamlessly integrate into everyday life. Wrist images provide a realistic view, allowing enthusiasts to visualize the watch in real contexts, highlighting its aesthetics, style, and presence. They also offer details on size, balance, and the watch's presence.

On the other hand, staged environments provide a rich visual context, presenting the watch as a sophisticated lifestyle element. They evoke a sense of elegance and refinement, showcasing the watch's association with other elements such as leather accessories, high-end pens, or luxury environments. These images create a visual story, adding depth to the experience and strengthening the emotional connection between the product and its audience.

In summary, these worn and ambient visuals contribute to evoking a sensory and emotional experience, going beyond the mere presentation of the watch to inspire and captivate enthusiasts of fine watchmaking.



CG_8080_41_IT_PORT_W



CG_8080_41_IT_PORT_M



CG_8080_41_2T_035



THE GUIDELINES

4) PHOTOGRAPHIC VISUALS

The “Workshop” Visuals.

Each watch reference has “Workshop” visuals:

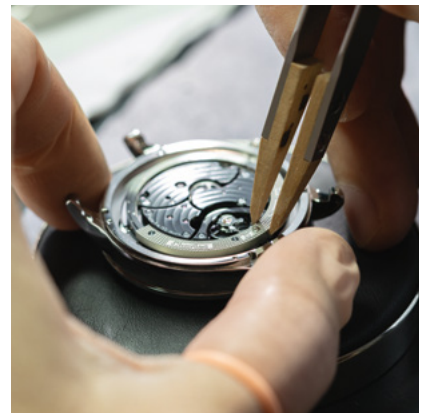
- > Maximum resolution of the visuals.
- > Precisely defined colorimetry for:
Steel, platinum, titanium, red gold, yellow gold, white gold, rose gold.
- > Recording files in at least 2 modes:
CMYK, ISO Coated V2 300% (ECI) .PSD
RVB, sRGB IEC61966-2.1 .PNG

Photographs taken in the watchmaking workshop offer a captivating dive into the very essence of watchmaking craftsmanship. They reveal the expertise, precision, and dedication of the artisans who meticulously shape each component of these exceptional timepieces. These images capture the soul of traditional craftsmanship, highlighting meticulous gestures, careful manipulation of tools, and the use of specialized equipment.

They reflect the ancestral tradition passed down from generation to generation, emphasizing the importance of respecting artisanal techniques in a world where modern technology is omnipresent. These visuals also unveil the harmonious fusion of tradition and innovation, illustrating how age-old methods are combined with cutting-edge technologies to create watches of exquisite precision.

These workshop shots tell a visual story of the passion, meticulousness, and commitment that underlie each watch piece.

They embody the heritage and pride of master watchmakers, offering enthusiasts a true immersion into the exceptional world of watchmaking, where perfection is the norm and time is an art.



THE GUIDELINES

4) PHOTOGRAPHIC VISUALS

The “Events” Visuals.

The importance and description:

- > Maximum resolution of the visuals.
- > Precisely defined colorimetry for:
Steel, platinum, titanium, red gold, yellow gold, white gold, rose gold.
- > Recording files in at least 2 modes:
CMYK, ISO Coated V2 300% (ECI) .PSD
RVB, sRGB IEC61966-2.1 .PNG

Photographs taken at watchmaking events, whether it be the launch of new collections or gatherings of passionate collectors, capture unique and precious moments. They are the visual testimony of the excitement and thrill surrounding these special occasions in the world of luxury watchmaking.

These images immortalize the moments when innovation meets admiration, where new releases are unveiled in a blend of anticipation and wonder. They highlight the meticulous details of the watches, the breathtaking technical features, and the unique artistic signatures.

Moreover, these event shots celebrate the community of collectors, these fervent advocates of horological beauty. They capture the emotional bonds between these enthusiasts and the watches that are much more than mere objects, but treasures laden with history and personal significance.

These images allow the magic of watchmaking events to be shared with the world, creating a bridge between the exclusive world of collectors and enthusiasts of fine watchmaking. They are the visual testimony of the enthusiasm, passion, and communion at the heart of these unique events, enriching the story of each watch and nurturing the passion that drives this exceptional community.



THE GUIDELINES

4) PHOTOGRAPHIC VISUALS

The «Vintage Watches» Visuals.

Our Charles Girardier Collection:

- > Maximum resolution of the visuals.
- > Precisely defined colorimetry for:
Steel, platinum, titanium, red gold, yellow gold, white gold, rose gold.
- > Recording files in at least 2 modes:
CMYK, ISO Coated V2 300% (ECI) .PSD
RVB, sRGB IEC61966-2.1 .PNG

The acquisition by Patrick Alexandre Ulm of Charles Girardier timepieces, obtained at prestigious auctions, represents the masterpieces in the construction of the brand's current universe. Each of these vintage watches, carefully selected, not only bears witness to the rich horological heritage but also embodies the Maison's commitment to preserving and celebrating the timeless art of watchmaking.

Patrick Alexandre Ulm's commitment to bringing together these horological treasures goes beyond mere acquisition. It is a passionate endeavor aimed at merging heritage and innovation, forging connections between the past and the present. Once restored and showcased, these vintage watches become ambassadors of the brand's soul, thus contributing to creating a universe where horological excellence transcends epochs.





4) PHOTOGRAPHIC VISUALS

Visuals "Vintage Watches"

Our Charles Girardier Vintage Collection

> Captions and photo of the watches.



CG-MA_RepetQuart_STD

Very rare quarter repeater pocket watch with Jaquemart automata

Geneva, circa 1815.

Silver case.

Quarter repeater on bell springs with 2 gongs, animated by a scene of two Jaquemart automata in finely chased gold.

Hour and minute indication on a white porcelain dial at the center of the scene, with Arabic numerals and hour and minute indexes painted in black.

Gilded brass movement, manually wound by key. Silvered metal disc with advance/retard adjustment.

Signed "Girardier L'ainé" and numbered "N°31".

Complication: Quarter repeater on demand.

Diameter: ø 54.8 mm - Thickness: 22.5 mm.



CG-MA-5802_STD

Pocket watch in silver

Geneva, circa 1800.

Silver case.

White porcelain dial.

Hour and minute indications with Arabic numerals and hour and minute indexes painted in black.

Gilded brass movement, manually wound by key, engraved and numbered "Girardier L'ainé N° 5802".

Silvered metal disc with advance/retard adjustment.

Dial signed "Girardier L'ainé".

Diameter: ø 51.10 mm - Thickness: 22.1 mm.



CG-MA_RepetQuart_STD_Bt



CG-MA_RepetQuart_SIGN



CG_MA_5802_Open

CG-MA-5802_STD_SIGN

4) PHOTOGRAPHIC VISUALS

Visuals "Vintage Watches"

Our Charles Girardier Vintage Collection

> Captions and photo of the watches.



CG-MA-DII546_STD

CG-MA-DII546_STD_Bt

Pocket watch in silver

Geneva, circa 1800.

Silver case engraved "JC", hallmarked "DI 1 546".

Polychrome porcelain dial with miniature painting depicting a dancer in a garden. Signed "Girardier L'ainé".

At 6 o'clock: Hour and minute indications with Arabic numerals and black painted indexes.

Complication: Date at 12 o'clock, Arabic numerals painted in black.

Gilded brass movement, manual winding by key, engraved "Girardier L'ainé".

Silvered metal disc with advance/retard adjustment.

Diameter: \varnothing 57.1 mm - Thickness: 20.09 mm.



CG-MA-Chasse_STD

Pocket watch in silver

Geneva, circa 1800.

Silver case, hallmarked "DCO 16034" and annotated: "x 204" - "x 1313" - "x 1646".

Polychrome porcelain dial with miniature painting depicting a hunting scene, possibly by Lake Geneva.

Hour and minute indications at 12 o'clock with Breguet numerals and black painted indexes.

Gilded brass movement, manual winding by key, engraved and numbered, "Girardier L'ainé N°1444".

Silvered metal disc with advance/retard adjustment.

Complication: Aperture at 6 o'clock, gilded brass disc with 4 (presumed) deer painted in black rotating approximately every 38 to 40 seconds.

Diameter: \varnothing 53 mm - Thickness: 22.1 mm.



CG-MA-DII546_Open



CG-MA-DII546_Open_2



CG-MA-Chasse_Open



CG-MA-Chasse_Prof



CG-MA-Chasse_Compl

4) PHOTOGRAPHIC VISUALS

Visuals "Vintage Watches"

Our Charles Girardier Vintage Collection

> Captions and photo of the watches.



CG-MA-I 252 I_STD_Verre

Pocket watch in silver

Geneva, circa 1800.

Silver case, hallmarked "I 252 I".

Dial with miniature painting on champlevé enamel and hand engraving.

Hour and minute indications on a chiseled gold dial, with Arabic numerals and hour and minute indexes painted in black in apertures.

Gilded brass movement, manually wound by key, engraved "Girardier L'ainé" and "M".

Silvered metal disc with advance/retard adjustment.

Diameter: 0 51 mm - Thickness: 20 mm.



CG-MA_1002_STD

Pocket watch in silver-plated brass

Geneva, circa 1815.

Silver-plated brass case.

Dial painted in miniature enamel. Muse in a poetic garden with her dog.

Hour and minute indications with Arabic numerals and hour and minute indexes painted in black.

Gilded brass movement, manually wound by key, engraved «Girardier L'ainé» and numbered «N 10002».

Silvered metal disc with advance/retard function.

Diameter: 0 58.9 mm. Thickness: 25.3 mm



CG-MA-I 252 I_Open



CG-MA_1002_Open

4) PHOTOGRAPHIC VISUALS

Visuals "Vintage Watches"

Our Charles Girardier Vintage Collection

> Captions and photo of the watches.



CG-MA_21702_STD

Pocket watch in silver

Geneva, circa 1800.

Embossed silver case adorned with a sun motif.

Porcelain dial with miniature enamel depicting a muse reading a poem to an esteemed firefighter (firefighter helmet with plume), signed "Girardier L'ainé".

Hour and minute indications with Arabic numerals and hour and minute indexes painted in black.

Gilded brass movement, manually wound by key, engraved "Girardier L'ainé" and numbered "N 21702".

Silvered metal disc with advance/retard function.

Diameter: ø 52.05 mm. Thickness: 20 mm.



CG-MA-33455_STD

Pocket watch in silver

Geneva, circa 1815.

Silver case, hallmarked "33455".

Polychrome porcelain dial with miniature painting depicting a fisherman in front of a bridge over a river.

Hour and minute indications with Arabic numerals and hour and minute indexes painted in black.

Gilded brass movement, manually wound by key, engraved «Girardier L'ainé».

Silvered metal disc with advance/retard adjustment.

Complication: aperture at 6 o'clock, brass disc, several "deer and/or does" painted in black rotating approximately every 40 seconds.

Diameter: ø 52.9 mm. Thickness: 22.5 mm.



CG-MA_21702_STD_Close



CG-MA_21702_Open



CG-MA_1002_Open

4) PHOTOGRAPHIC VISUALS

Visuals “Vintage Watches”

Our Charles Girardier Vintage Collection

> Captions and photo of the watches.

Watches from the Vintage Collection will be available by late April 2024.

THE GUIDELINES

4) PHOTOGRAPHIC VISUALS

The Integration of the “CG” Pictogram.

Description and Importance

Marking images with the “CG” pictogram provides a distinctive visual signature, immediately identifying the origin and belonging to the Charles Girardier brand. When the full logo is not immediately visible, this pictogram reinforces brand recognition and coherence.

Integrated with subtlety and elegance, **the “CG” pictogram becomes a discreet yet powerful imprint**, highlighting the brand’s presence in contexts where the full logo cannot be displayed. This ensures visual continuity, allowing images to maintain their undeniable connection with Charles Girardier, **thereby enhancing the perception of quality, reliability, and authenticity associated with the brand.**

It can be integrated into any corner of the image.





THE GUIDELINES

5) THE FILMS

The Description.

For each video, its usage remains the same!

For each video, its usage remains the same!

However, we recommend:

- > Creating a YouTube channel (when we have enough videos)
- > Using videos on the website for specific purposes
- > Prioritizing WebPress as it directly targets our audience. Addressing their content needs is our major advantage. Providing quality content is crucial to them.

Ensure minimum quality in HD filmed in 4K, depending on the type of video
Filmed/Edited in 4K.

Website: HD, Mpeg

Presentation: HD, 4K, Mpeg

Social media: HD, Mpeg

Specific notifications and comprehensive Metanames to ensure the longevity of visuals over time, for later use in a DAM.

THE GUIDELINES

5) THE FILMS

Our Approach.

- > **“Watches” Videos:** Model presentation, without voiceover, maximum 59 seconds.
 - Website.
 - Social Media.
- > **“Ambience” Videos:** Watch details, set in a particular environment, watch worn or placed, possibility of voiceover, maximum 59 seconds.
 - Website.
 - WebPress.
 - Social Media.
- > **“Presentations” Videos:** Watch details, set in a particular environment, watch worn or placed, voiceover, interview, views of workshops, manufacturing techniques, finishing, assembly, decoration, etc. No predetermined duration, plan for a short version.
 - Website.
 - WebPress, with appropriate textual content, showcasing our craftsmanship and brand history.
 - Advertising.
 - Social media.
- > **“Workshops” Videos:** Manufacturing techniques, finishing, assembly, polishing, all decorations.
 - WebPress with appropriate textual content, showcasing our craftsmanship and brand history.
 - Social media.
- > **“Events” Videos:** Launches, particular techniques, customer experience, etc.
 - WebPress with adapted textual content, showcasing our craftsmanship and brand history.
 - Social media.
 - Clients - Collectors.
- > **“Vintage Watches” Videos:** Our Charles Girardier collection, correspondence with new models, discoveries, etc.
 - Website.
 - WebPress, with appropriate textual content, showcasing our craftsmanship and brand history.
 - Clients - Collectors.

THE GUIDELINES

5) THE FILMS

The “Watches” Videos.

Description and Importance:

Horological videos exclusively showcasing the watch, in meticulous detail and without vocal commentary, offer a unique immersive visual experience. They allow viewers to delve into the intimate universe of the watch, to explore its every detail, precise mechanics, and exquisite finishes.

This streamlined approach enables full appreciation of the watch’s beauty, to perceive its aesthetic and technical subtleties without any distractions. Every angle, every component is magnified, offering a comprehensive view of the horological masterpiece.

These videos, devoid of voiceovers or external distractions, capture the pure essence of the watch, highlighting its design, craftsmanship, and technical complexity.

They provide a contemplative experience, allowing watch enthusiasts to immerse themselves in the purity and excellence of each detail, for a complete appreciation of the horological work.

THE GUIDELINES

5) THE FILMS

The “Watches” Videos.

We do not yet have this type of video in our brand.

THE GUIDELINES

5) THE FILMS

The “Ambience” Videos

Description and Importance:

The “Ambience” horological videos, featuring watch models in distinct settings, offer a captivating immersion into a world where time intertwines with style and emotion. These videos capture the very essence of the watch, not merely as a timepiece but also as a fashion accessory and lifestyle statement.

By skillfully blending the watch model with evocative environments, these videos create a unique atmosphere, revealing the timeless elegance and personality of each piece. They allow for the narration of a visual story, evoking a sense of luxury, sophistication, and authenticity.

By subtly intertwining a few technical details with artistic portrayal, these videos strike a perfect balance between aesthetic appeal and technical insight into the watch. They evoke emotion and aspiration while maintaining a close connection with precision and watchmaking expertise.

The potential inclusion of a narrative text in voice-over enriches the experience without diverting attention from the essence: the harmony between the watch and its environment.

Thus, these horological ambience videos offer a visual journey where each image and movement capture the timeless magic of watchmaking.

LES GUIDELINES

5) THE FILMS

The “Ambience” Videos.

We do not yet have this type of video in our brand.

THE GUIDELINES

5) THE FILMS

The «Presentations» Videos.

Description and Importance:

The watch presentation videos provide an immersive dive into the rich and captivating universe of each timepiece. They meticulously unveil the details of the piece, sometimes in elegant and specific settings, at times gracefully worn or delicately presented.

These videos offer a comprehensive experience: from the refined details of the watch to its contextualization in evocative settings, evoking a sophisticated lifestyle. They sometimes incorporate voice-over elements or interviews, adding a narrative and informative dimension to the visual presentation.

They also offer a privileged glimpse behind the scenes, revealing workshops where artisanal craftsmanship, manufacturing techniques, and exquisite finishing merge seamlessly. These videos capture the very essence of the creation process, unveiling the delicate stages of assembly, decoration, and finishing.

Without time constraints, these videos provide a condensed version of this exceptional watchmaking world, transporting viewers to the heart of horological art, blending the aesthetic beauty of watches with technical mastery and the history of their creation.

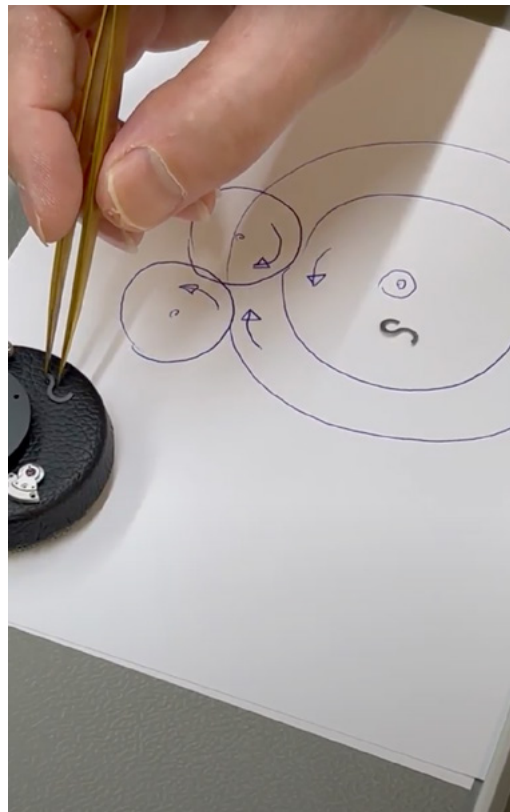
THE GUIDELINES

5) THE FILMS

The «Presentations» Videos.

We have created a few presentation videos for some very specific items.

Here is the explanation of the Double Reverse Second for our Magic8® model.



We are currently working on producing more videos for other systems and explanations.

THE GUIDELINES

5) THE FILMS

The “Workshops” Videos.

Description and Importance:

Workshop videos highlighting the decoration or fabrication of watchmaking tools, as well as the use of ancient machinery, offer a fascinating dive into the heritage and precision of traditional watchmaking.

These videos unveil the delicate artistic and technical processes used to decorate watches, providing a privileged glimpse into the meticulous work of artisans. They allow viewers to discover the crafting of specialized tools that contribute to shaping each component with extraordinary precision.

Moreover, they offer a retrospective on the use of historical machines, bearing witness to the tradition and ingenuity that have shaped modern watchmaking. These ancient machines evoke a respect for the past while demonstrating the evolution of techniques over time.

These workshop videos are of paramount importance, preserving and sharing this precious heritage of craftsmanship, artistry, and watchmaking engineering. They also enable an appreciation of the unique association between tradition and innovation that characterizes this exceptional universe.

THE GUIDELINES

5) FILMS

«*Workshops*» *Videos*.

We do not yet have this type of video in our brand.

THE GUIDELINES

5) THE FILMS

The “Events” Videos.

Description and Importance:

Event watch videos, whether they showcase new collection launches, demonstrations of particular techniques, or client experiences, offer an immersive dive into the key moments of the watchmaking industry.

They capture the excitement of launches, where every detail is meticulously revealed, from unique features to technical innovations. These videos allow enthusiasts to explore the behind-the-scenes of creation, grasping the essence of special techniques such as guilloché, decoration, or enameling, providing an in-depth understanding of the exceptional craftsmanship behind each watch.

Moreover, they bear witness to the client experience, immersing viewers in exclusive events where luxury meets emotion. These videos capture the vibrant atmosphere of encounters between collectors, discovery sessions, and privileged moments shared among lovers of fine timepieces.

These event videos are windows into a world where innovation, passion, and interaction converge. They offer valuable insights into trends, technical advancements, and the unique atmosphere that characterizes these exceptional moments in the watchmaking universe.

THE GUIDELINES

5) THE FILMS

The “Events” Videos.

We do not yet have this type of video in our brand.

THE GUIDELINES

5) THE FILMS

The “Vintage Watches” Videos.

Description and Importance:

The films dedicated to Charles Girardier's Antique Watches eloquently unveil the fundamental values of watchmaking and the aesthetic excellence that characterizes each of our new creations. They immerse us in the heart of the ingenuity of our Master Watchmaker of the time, revealing sometimes watches of timeless simplicity and elegance, and at other times, complex pieces such as our quarter repeater, thus bearing witness to our artisanal heritage and our commitment to innovation.

Through these films, we explore the very essence of each watch, revealing the slightest details of their meticulous design and impeccable finish. We also witness the magic of restoration, where each antique watch regains its former splendor through meticulous craftsmanship and respect for its history.

But more than just a presentation, these videos forge an authentic link between the glorious past of our brand and its promising future. They offer us a unique vision of this fascinating world of antique watches, where each piece tells a story and embodies a precious heritage.

THE GUIDELINES

5) THE FILMS

The “Vintage Watches” Videos.

We do not yet have this type of video in our brand.

THE GUIDELINES

5) THE FILMS

The Integration of the “Charles Girardier” logo or the “CG” pictogram.

Description and importance:

Introducing and concluding videos with the Charles Girardier logo brings a strong and recognizable identity to each visual content. At the beginning of the video, the logo serves as the gateway to the distinctive universe of the brand, immediately capturing attention and establishing a clear visual connection. It reinforces the credibility and legitimacy of each content, affirming the authenticity of the showcased horological work.

Similarly, placing the “CG” pictogram at the bottom right during the video enhances the discreet yet distinctive presence of the brand. This subtle marking, acting as a stamp of authenticity, ensures the continuity of Charles Girardier’s presence throughout the viewing experience. Positioned strategically, it maintains the visual link with the brand without disrupting the visual experience of the showcased horological work.

Finally, using the logo in the intro and outro, as well as the “CG” pictogram subtly, contributes to reinforcing the coherence and recognition of the brand across all video content. This consolidates the association between the excellence of Charles Girardier watches and the distinctive visual presence of the brand, thereby enhancing the trust and commitment of viewers towards the quality and authenticity of each creation.

Rules

Refer to the application of sizes and placements in the different useful formats.


Charles Girardier



In 16/9 format:

Logo introduction: 3 to 5 sec.

Size: 45% of the total width of the oblong format.

Height: the "G" is centered on the height of the format.

Logo zoom: from 85 to 100%.

Introduction always on a black background.



In 1/1 format:

Adapt the 16/9 version to fit the square format. Maintain a consistent ratio.

The same applies to the 9/16 format.



In 16/9 format:

Logotype throughout the entire duration of the film, except for the intro and outro.

Size: 12% of the total height of the oblong format.

Leave space at the bottom and to the right.

Black badge with the white Pictogram.



In 1/1 format:

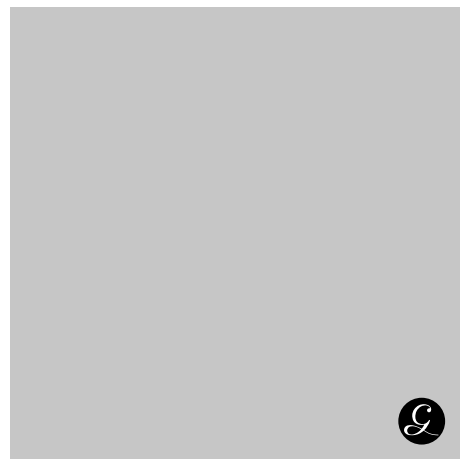
Logotype throughout the entire duration of the film, except for the intro and outro.

Size: 12% of the total height of the oblong format.

Leave space at the bottom and to the right.

Black badge with the white Pictogram.

For 9/16 format: use the same pictogram as for the 1/1 format.



THE GUIDELINES

6) THE WRITING

The Tone.

The writing style for horology should be precise, elegant, and technical. Using specific terms is essential for accurately conveying the intricate details of the watchmaking world. Each term has its own significance and helps describe the unique features of a watch.

Specific terms include elements such as horological complications (like the tourbillon, minute repeater, etc.), types of movements (mechanical, automatic, quartz), materials used (steel, gold, titanium), types of dials (guilloché, grand feu enamel, satin-finished, etc.), or special functions (chronograph, perpetual calendar).

A detailed explanation of these specific terms is crucial for making the content accessible to a broad audience. This simplified explanation demystifies horological jargon, providing a clear understanding of the features and functions of each watch. For example, explaining that a tourbillon is a complex mechanism designed to counteract the effects of gravity on the watch's accuracy, or describing guilloché as a decorative pattern created on the dial using a precise engraving technique.

In summary, the proper use of specific terms and their detailed explanation in horological writing are essential for accurately conveying the technical and aesthetic details of watches while making the content accessible to a wide audience passionate about this rich and complex universe. This helps to spark interest, educate, and inspire watch enthusiasts while sharing the fascination for these precious works of art.

LES GUIDELINES

6) THE WRITING

The Texts.

The horological content we craft is built upon precise and evocative vocabulary, carefully selected to reflect our commitment to excellence and authenticity. Every specific term, every turn of phrase is meticulously chosen to express the subtlety of our creations and the depth of our craftsmanship.

We place paramount importance on the clarity and precision of the terms we use. Each word is a note in the complex symphony of horology, contributing to accurately depict the technical ingenuity, meticulous craftsmanship, and refined aesthetics of each timepiece.

The phrases we favor embody our commitment to clear and elegant transmission of the essence of our creations. They aspire to capture the emotion and fascination that arise from the intersection of horological tradition and contemporary innovation.

Our brand language is more than just the use of words. It is a story we tell with passion and precision, guided by our mission to share the timeless beauty and excellence of our watches. Every chosen word, every crafted phrase represents our dedication to quality, exceptional craftsmanship, and the horological tradition perpetuated in each of our creations.

Here's an example comparing a simple explanation to a more elaborate sentence:

Simple explanation:

"A tourbillon is a part in the watch that rotates to compensate for gravity."

Elaborate sentence:

"The tourbillon, a true horological feat, comes alive in a graceful movement, defying gravity to ensure unparalleled precision to the watch."

This comparison highlights the difference between a direct explanation and an elaborated sentence, using evocative terms to describe the same horological concept.

THE GUIDELINES

Introduction to the Brand: Commonly Used for Any Brand Explanation.

6) THE WRITING

The Brand Charles Girardier

It's the captivating story of a resurgence, a revival dedicated to exceptional watchmaking. A prestigious Geneva watchmaking house, dormant since the passing of its creator in 1839, rises from its ashes in 2018 with a determination to inscribe its name once again in the grand saga of watchmaking.

Charles Antoine Girardier, known as "Girardier L'ainé," was a master watchmaker active in Geneva from the second half of the 18th century to the early 19th century. His renown rested on his expertise in Geneva enamelling, characterized by hand-painted miniatures on the dials of his clocks. He was also passionate about mechanical art and was known for his creations of animated scenes (*saynètes*), including automatons, including the famous *Jaquemarts*. (A *Jaquemart* is a piece of artistic automaton, depicting a finely carved character in wood or metal, gracefully integrated into a clock to strike the hours using a hammer to strike a bell.)

In 2018, Patrick Alexandre Ulm, the spiritual successor of Charles Girardier, explores the past of the Geneva watchmaker through the acquisition of antique pieces at auctions. This revelation triggers the birth of a new chapter for the House of Charles Girardier, once dormant.

Guided by fervent passion, he envisions and conceptualizes the rebirth of this watchmaking brand in a contemporary version while preserving its historical heritage. This new chapter celebrates the 18th-century watchmaker while appropriating the codes of the present.

With unwavering dedication, Patrick Alexandre Ulm strives to perpetuate these values and breathe new life into the Charles Girardier brand, while retaining the essence of this ancient watchmaking manufacture.

THE GUIDELINES

Introduction to the Brand: Commonly Used for Any Brand Explanation.

6) THE WRITING

The world of Patrick Alexandre Ulm, CEO

It is both a pleasure and an infinite privilege to welcome you into the refined universe of the Charles Girardier brand, and to unveil to you the odyssey of a renaissance in the centuries-old horological heritage.

A delight, for there is nothing more rewarding than sharing a passion. While chronicling the twists and turns of history, the brand's portfolio, now in your hands, captures the pioneering spirit that elevated "Girardier L'ainé" to the forefront of Geneva's watchmaking elite, at a time when the city asserted itself as the epicentre of *Haute Horlogerie*.

This pioneering spirit, imbued with determination, lies at the very heart of the renaissance initiated in 2018.

The privilege, meanwhile, lies in narrating our story to connoisseurs of fine watchmaking, to enthusiasts of exceptional timepieces.

The integrated movement of the new "Plénitude" Collection, developed in this year 2024 within the watchmaking hub of Buchs, masterfully illustrates this commitment.

Join us in this endless quest for Excellence!

THE GUIDELINES

A more editorial text regarding Charles Antoine Girardier and our CEO Patrick Alexandre Ulm.

6) THE WRITING

Introduction.

Charles Antoine Girardier (1759-1839), souvent désigné et signant ses créations sous le nom de «Girardier L'ainé», fut un horloger émérite et pionnier qui laissa une empreinte indélébile sur l'horlogerie de son époque.

Œuvrant à Genève de la seconde moitié du 18^e siècle au début du 19^e siècle, il se distingua particulièrement pour ses réalisations horlogères complexes, en mettant en lumière des complications telles que l'automate Jaquemart, des peintures miniatures sur émail et la complication qui a retenu l'attention toute particulière de notre CEO en devenir: **la répétition aux quarts**.

Ces caractéristiques n'étaient pas simplement des prouesses techniques, mais ajoutaient également une dimension d'intrigue visuelle à ses créations. Il utilisait des techniques traditionnelles d'orfèvrerie telles que la gravure à la main, le guillochage, l'art des arabesques et la peinture émaillée, conférant ainsi à ses pièces une singularité inégalée.

Son engagement inébranlable envers l'authenticité et l'unicité **lui valurent une reconnaissance étendue**. Il fut sollicité pour concevoir des montres pour des personnalités éminentes de son temps, dont des membres de la royauté et des dirigeants politiques.

Malgré ses contributions significatives, le nom de Girardier demeura silencieux pendant près de deux siècles après sa disparition.

Ce n'est qu'en 2018 que la marque fut ressuscitée par Patrick Alexandre Ulm, entrepreneur originaire de Genève, qui, conscient de l'importance historique du travail de Charles Girardier, aspira à perpétuer son héritage en créant des garde-temps mariant savoir-faire traditionnel et technologie moderne.

Cette héritage trouve une continuité à travers la marque qui porte son nom aujourd'hui, continuant d'émerveiller les amateurs de montres à travers le monde en puisant l'inspiration dans ses garde-temps de poche, exposés dans des musées ou détenus par des collectionneurs.

THE GUIDELINES

Introduction to the Collection of Vintage Watches and its Connection with our Collection.

6) THE WRITING

The Link Between the Past and the Future.

TO COMPREHEND THE PAST IS TO ENVISION THE FUTURE WITH OPULENCE!

Some Girardier pocket watches are referenced in horological books such as “*Histoire et Technique de la Montre / Société suisse de chronométrie*” dating back to 1950.

The restoration of antique watches holds particular significance, transcending the simple act of refurbishment to become an experience that links the past to the present. These horological pieces, bearing centuries-old stories, are more than mere objects. They are witnesses of time, guardians of exceptional craftsmanship that have marked different epochs.

Restoring an antique watch is primarily about preserving a horological heritage of immeasurable wealth. These timepieces were crafted by passionate artisans, masters in the art of fine mechanics. Every component, every detail, tells the story of a bygone era, reflecting the evolution of techniques and the aesthetic refinement of their time.

Each renovated antique watch thus becomes the result of a collaboration between the past and the present. It embodies a tangible connection with the history of horology and the skilled hands that once shaped its mechanisms. It is also an opportunity to learn and perpetuate *artisanal* techniques that, without this effort, could fade over time.

The restoration of antique watches offers an immersive experience, a dive into the creative genius of their past designers. It is a way to celebrate horological heritage while allowing these functional works of art to come back to life and find a legitimate place in our contemporary daily lives. By restoring an antique watch, we not only honour its past but also create a bridge between generations, sharing the fascination for horology through time.

THE GUIDELINES

Introduction to the Collection of Antique Watches.

6) THE WRITING

Introduction

OUR PRESTIGIOUS COLLECTION OF ANTIQUE WATCHES BY CHARLES GIRARDIER

The acquisition by Patrick Alexandre Ulm of Charles Girardier timepieces, obtained from prestigious auctions, represents a centrepiece in the construction of the brand's current universe. Each of these carefully selected antique watches not only bears witness to the rich horological heritage but also embodies the Maison's commitment to preserving and celebrating the timeless art of watchmaking.

Patrick Alexandre Ulm's commitment to bringing together these horological treasures goes beyond mere acquisition. It is a passionate endeavour aimed at merging heritage and innovation, weaving connections between the past and the present. Once restored and showcased, these antique watches become ambassadors of the brand's soul, thereby contributing to creating a universe where horological excellence transcends eras.

For the captions of each Antique Watch, refer to point:

4) PHOTOGRAPHIC VISUALS

The «Vintage Watches» Visuals.

THE GUIDELINES

*Introduction to the Horological Techniques Used in Our Collections.
These texts evolve depending on the application of the applications in the Brand.*

6) THE WRITING

The Link Between the Past and the Future.

TIMELESS WATCHMAKING TECHNIQUES

Our vision revolves around the creation of timeless timepieces that preserve the classical techniques of watchmaking used over two centuries ago. This is accompanied by a commitment to embracing modern designs while showcasing expert craftsmanship. We aspire for your timepiece to become an elegant reminder of an ancient tradition, embodying a durability as immutable as time itself.

Each creation we conceive is imbued with this vision, offering a harmonious alliance between the past and the present. Thus, your watch becomes much more than a mere timekeeping instrument; it becomes a timeless horological piece, a witness to a rich and eternal history.

ENAMELING

ENAMELING TECHNIQUES

- Cloisonné
- Champlevé
- Paillonné
- Miniature painting
- Camaïeu



THE GUIDELINES

Introduction to Collection of the Signature Mystérieuse®.

6) THE WRITING

Introduction

COLLECTION SIGNATURE MYSTÉRIEUSE®

The “Signature Mystérieuse®”, 1809 Collection, embodies the very essence of horological elegance, subtly fusing the initials “C&G” into an enigmatic dance, orchestrated by the movements of its wearer.

It is more than just a simple monogram; it is a tribute to the legacy of Charles Girardier, known as “Girardier L’ainé”, the Master watchmaker, whose incomparable talent in mechanical art brought to life animated scenes of breathtaking beauty.

This subtle harmony between the mysterious movement of this monogram and the reference to the exquisite craftsmanship of our Master watchmaker offers a touch of infinite elegance, propelling this ancestral heritage into the contemporary world of horological luxury.

These two images reveal the essence of the creation of the Mysterious Signature®. This complication is intimately linked to the decoration of the “Balancier” bridges, which adorn practically all movements of the Ancient Watches by Charles Girardier.



THE GUIDELINES

Introduction to the Model 37mm of the Signature Mystérieuse®.

6) THE WRITING

Introduction

1809 COLLECTION 37 MM SIGNATURE MYSTÉRIEUSE®

Immerse yourself in the exclusive world of Charles Girardier with our iconic 1809 model, revealing the fascination of the “*Signature Mystérieuse®*”. This monogram, a fusion of “C&G”, dances mysteriously with the wearer’s movements, offering an infinite touch of elegance.

Equipped with a flying tourbillon and this exquisite mechanical complication, these watches embody the very essence of watchmaking craftsmanship. Their *Gran Feu* enamel, delicately hand-applied and precisely fired at 800°C, bestows an aura of sophistication and perfection upon these exceptional timepieces.

The enamelled dial, adorned with arabesques, discreetly enriches itself with delicate gold or silver *paillons* in the shape of a flower called “*Fleur de sel*”, adding a touch of refinement.

The “Ice Blue” version won the Grand Prix de l’Horlogerie 2020 in the “Ladies’ Complication Watch” category.

This model is available in three versions: “Ice Blue,” featuring a glazed icy blue enamelled dial sprinkled with silver *paillons* and a white-gold case, “Green Grey,” with a sophisticated greyish-green enamelled dial sprinkled with silver *paillons* and a rose-gold case, and finally, “Dark Red,” in a deep red hue with gold *paillons* and a yellow-gold case.

These models feature our exclusive **CG SM-1809** caliber, the hallmark of Charles Girardier’s watchmaking excellence.

THE GUIDELINES

Introduction to the Model 41mm of the Signature Mystérieuse®.

6) THE WRITING

Introduction

1809 COLLECTION

41 MM

SIGNATURE MYSTÉRIEUSE®

The 41 mm diameter variation of our flagship model 1809 beautifully showcases the irresistible allure of our iconic “Signature Mystérieuse®”. This monogram, where the initials “C&G” blend seamlessly, comes to life in an enchanting dance to the rhythm of the wearer’s movements, adding a touch of infinite elegance.

Equipped with a flying tourbillon and exquisite mechanical complexity, these timepieces embody the very essence of watchmaking craftsmanship. The delicately hand-applied *Grand Feu* enamel imparts an aura of sophistication and perfection to these exceptional timepieces.

Its *champlevé* enamel dial is meticulously engraved with our exclusive motif called “Chevrons.”

This model comes in three variations: “Chromium Grey”, featuring a dial matched in shades of grey and a white gold case; “Cobalt Blue”, showcasing the symbolic shade used since ancient times on Chinese porcelain, housed in a white gold case. Finally, “Black Pepper”, a colour evoking the intense and bold flavours of spices, paired with a rose gold case for a distinctive allure.

These models feature our exclusive **CG SM-1809** caliber, the hallmark of Charles Girardier’s watchmaking excellence.



Ice Blue
WHITE-GOLD



Chromium Grey
WHITE-GOLD

THE GUIDELINES

6) THE WRITING

The Useful Different Languages.

The use of French, as the emblematic language of our Geneva watchmaking heritage, holds undeniable importance in expressing our attachment to our roots and tradition. It is the language that carries within it our watchmaking history, conveying a certain elegance and cultural depth unique to our identity.

However, English, as the universal language, broadens our horizons and connects us to a global audience. It is a gateway to the world, allowing us to reach an international audience, engage with watch enthusiasts from diverse cultures, and share our expertise on a global scale.

In our watchwriting, striking a delicate balance between French and English is crucial. French embodies our heritage and authentic craftsmanship, while English offers borderless accessibility, allowing our messages to resonate beyond linguistic boundaries.

This combination of languages pays homage to our roots while embracing modernity and internationality. It enables us to convey our values, passion, and commitment to excellent watchmaking to a diverse audience, preserving our heritage while opening new horizons.

Japanese and Arabic, as languages of prominent clientele, represent crucial pillars for our future communication. These captivating languages, each with their own refinement, provide essential bridges to watch enthusiasts markets. Their strategic use will allow us to establish closer connections with our clients, better understand their needs, and share our dedication to excellent watchmaking.

By embracing Japanese and Arabic in our future communications, we reach out to a diverse clientele, honoring their culture and language while affirming our commitment to offering watches of exceptional quality.

THE GUIDELINES

6) THE WRITING

The Use.

For our communication strategy, we will adopt a bilingual approach with distinct writing in French and English. In our English content, certain specific terms will be explicitly in French to retain their essence. Thus:

Grand Feu in *paillonné* enamel
White-gold *Dauphine* hands

And other watchmaking elements will be integrated into the English text while retaining their original form.

Camaïeu
Champlevé
Cloisonné
Dauphine
Fleur de Sel
Guilloché
Grand Feu
Paillon
Signature Mystérieuse®
Répétition au quarts
Tourbillon

We will specify certain spellings such as the term “rose gold,” which can be written in different ways depending on writing standards, context, or stylistic preferences. The use of a hyphen between “rose” and “gold” (“rose-gold”) may sometimes be preferred to further distinguish the two words and indicate a specific association between the color and the metal. This helps emphasize the distinctive aspect of this metallic hue, often associated with specific shades of pink and gold.

We will use this version, namely:

Rose-gold
Sapphire-crystal back

All our collections bear an evocative name, these are registered, so we will indicate:

Signature Mystérieuse®
Magic8®
etc.

THE GUIDELINES

7) THE STATIONERY

The Business Cards.

The business card is much more than just a piece of paper; it is a reflection of the identity and elegance of the Charles Girardier watch brand. Every detail, from the choice of paper to the carefully selected typography, embodies the excellence and refinement of our watch creations.

Through meticulously crafted design, this card becomes a tangible extension of our craftsmanship. It proudly bears our distinctive logo and subtly conveys the history and quality that define our brand.

This business card, more than just a contact medium, becomes a statement of commitment to exceptional craftsmanship, reflecting our passion for watchmaking and our dedication to every detail, no matter how small.

The typography used for the business cards is Montserrat Light and Medium. Lessebo 1.3 Rough White offset-preprint, matte FSC 400 g/m².

Double-sided printing: Metallic Pantone 8420.



THE GUIDELINES

7) THE STATIONERY

The Letterheads, The Compliment Cards, and The Envelopes.

Stationery, far more than just a collection of materials, embodies the hallmark of the watch brand. Letterheads alone carry the legitimacy of our communications, containing essential legal and obligatory information.

Compliment cards, discreet yet elegant, bear witness to our gratitude, conveying our words of thanks and appreciation to our partners and clients.

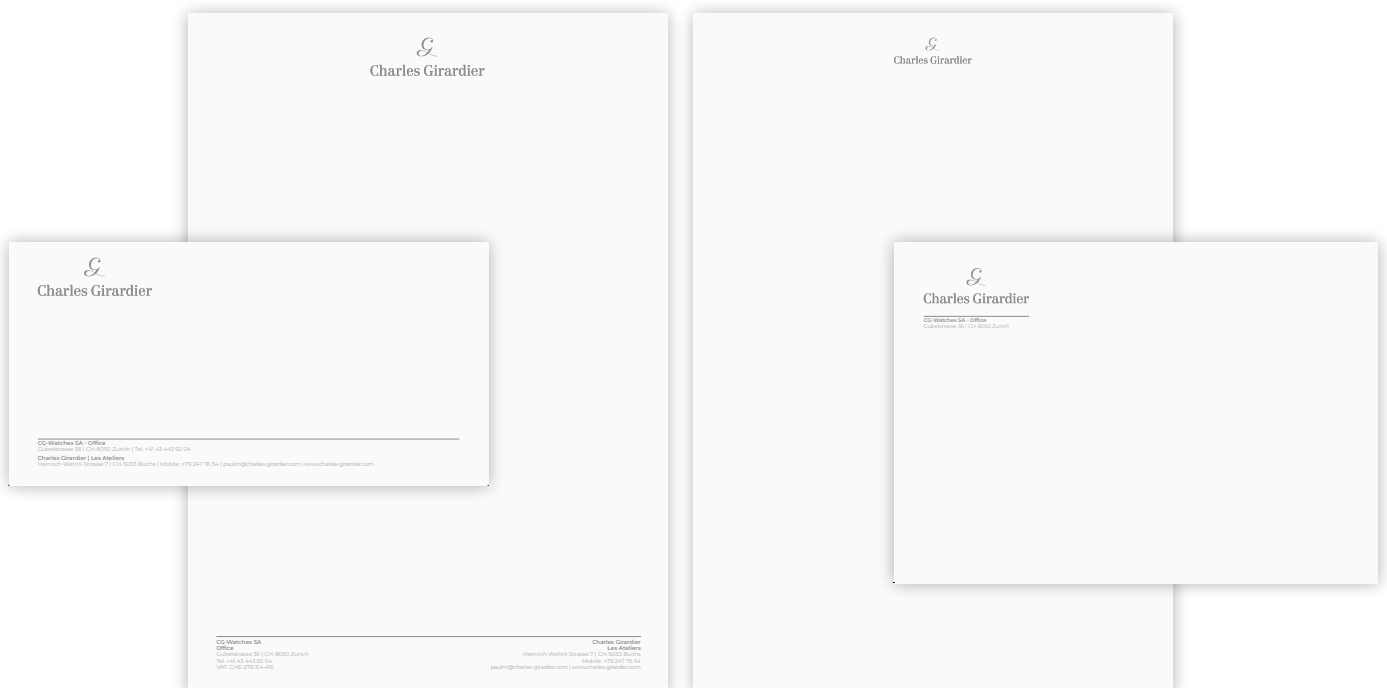
As for envelopes, their destination is ephemeral, so they will be simple and white.

Each element of our stationery plays a distinct but vital role, contributing to shaping the image and authenticity of the Charles Girardier brand with every exchange and interaction.

The typography used for the stationery is Montserrat Light and Medium.

Lessebo 1.3 Rough White offset-preprint, matte FSC 400 g/m² and 120g/m² for letterheads.

Double-sided printing: Metallic Pantone 8420.



THE GUIDELINES



7) THE STATIONERY

The Certificates of Origin.

The Certificate of Origin for Charles Girardier watches represents much more than just a document. Beyond the traditional codes of stationery, it embodies the authenticity and exclusivity of each timepiece.

To ensure unquestionable validation, this certificate incorporates a unique security feature: the “Chevron” pattern directly inspired by the dials of the 1809/6 models. This distinctive imprint guarantees the authenticity of the origin, attesting to the quality and exclusive character of each Charles Girardier timepiece.

Thus, this certificate becomes much more than a mere attestation; it is a mark of trust, ensuring collectors and owners the authenticity and genuine value of their precious Charles Girardier watch.

	<i>Certificate of Origin</i>	
We certify that the watch serial number:	<input type="text"/>	For Photo: pls scan me
Collection:	Magic 8 Double Second	
Caliber:	CG-8080-4	
Reference:	CG.T15.01.R01	
Case:	Polished Grade 5 Titanium	
Dial:	Orange-Red Gradient Color	
Was manufactured and quality checked in our CG Workshop for:		
	<i>Name and address of the owner:</i>	
	<hr/>	
Date of Purchase :	<i>Name, Address, Stamp and Signature of an authorized Charles Girardier Dealer:</i>	
<input type="text"/>	<input type="text"/>	
	<i>(Warranty only valid with date and an official dealer's signature)</i>	
	CG-Watches SA	
	<i>Patrick A. Ulm</i>	
	Chairman	

THE GUIDELINES

7) THE STATIONERY

The User Manuals.

The user manuals for Charles Girardier watches are much more than practical guides; they are companions of precision and craftsmanship. Printed in French and English, they offer universal accessibility to our users, ensuring that every detail and functionality is understood in all its finesse.

To broaden our reach, versions in Arabic and Japanese will be available in the future in PDF format on our website, allowing our customers worldwide to benefit from these detailed instructions in their native language. This initiative reflects our commitment to customer satisfaction and our desire to provide clear and precise information, regardless of their place of residence.

The user manuals are published in two languages: English and French.



RETAILERS' ARTICLES

8) OUR SALES SUPPORT MATERIALS

The Pouch.

Branded Charles Girardier pouches surpass their simple utilitarian function to become true standards of horological elegance. Adorned with our distinctive logo, these pouches embody the very essence of our brand, conveying prestige and excellence with every movement.

Beyond their practical aspect, these pouches become mobile ambassadors. They testify to the care given to every interaction with our customers, delivering an experience imbued with luxury and attention to detail, wherever these pouches are carried.



RETAILERS' ARTICLES

8) OUR SALES SUPPORT MATERIALS

The Watch Case.

The Charles Girardier watch case, meticulously crafted from elegant American walnut, epitomizes luxury in every detail. Its soft interior, lined with delicate cream velvet, provides a refined cocoon for each precious watch it cradles.

At the heart of this watch case, special attention is given to organization, with a dedicated space reserved for the user manual and the precious certificate of origin. This specific area attests to our commitment to authenticity and careful tracking of each Charles Girardier timepiece.

Each watch case thus becomes much more than a mere container; it is a prestige case, preserving and showcasing the timeless value of each watch while offering an experience of exceptional refinement with every opening.



RETAILERS' ARTICLES

8) OUR SALES SUPPORT MATERIALS

The Travel Case.

The Charles Girardier brown leather travel case for watches represents an essential accessory for watch enthusiasts. Not only does it provide adequate protection during travels, but it also embodies the elegance and refinement synonymous with the brand. This case serves as a perfect gift that retailers can offer to their customers, strengthening their relationship with them while highlighting the exclusivity of the Charles Girardier brand.



RETAILERS' ARTICLES

8) OUR SALES SUPPORT MATERIALS

The KeyPoints.

The KeyPoints are informative and technical sheets that highlight each collection of Charles Girardier watches. They provide detailed information about the flagship model as well as other models in the collection, showcasing the unique features of each watch. Each technical sheet includes a detailed description of the movement, dial, case, and bracelet, providing a comprehensive overview of each timepiece.

In addition to technical information, the KeyPoints include detailed photos of the watches, including front, back, profile views, as well as artistic images to highlight their aesthetics. Each sheet also includes a textual introduction to the collection, highlighting its strengths and distinctive character.

The KeyPoints not only provide technical information but also serve as valuable tools for sales professionals, offering additional assistance during interactions with customers and facilitating the purchasing process.

Available in English and French in PDF format on our website.



RETAILERS' ARTICLES

8) OUR SALES SUPPORT MATERIALS

The BrandPortfolio.

The Charles Girardier Brand Portfolio goes far beyond a simple presentation. It is a captivating narrative of the manufacture's revival by Patrick Alexandre Ulm, an exciting quest to resurrect this prestigious brand. This book highlights the company's vision, drawing on the ancestral techniques of Charles Girardier the Elder to illuminate contemporary models.

It unveils the richness of our watchmaking heritage and offers an intimate insight into our journey, inscribed in the pages of our history. Inspired by the brand's aesthetic line, this graphic portfolio embodies the very essence of Charles Girardier while projecting our vision and commitment towards the future.

It is also a valuable tool for sales professionals and our unique collection catalog.

This brochure is published in French and English in A4 format. It will be available on the website in PDF format and will also be printed in English.

LES TECHNIQUES HORLOGÈRES INTEMPORELLES

Notre vision s'articule autour de la création de pièces intemporelles qui préservent les techniques classiques de l'horlogerie utilisées il y a plus de deux siècles. Cela s'accompagne d'une volonté d'embrasser des designs modernes tout en mettant en avant un savoir-faire expert. Nous aspirons à ce que votre garde-temps devienne un élégant rappel d'une tradition ancienne, incarnant une durabilité aussi immuable que le temps lui-même.

Chaque création que nous concevons est imprégnée de cette vision, offrant une alliance harmonieuse entre le passé et le présent. Ainsi, votre montre devient bien plus qu'un simple instrument de mesure du temps : elle devient une pièce d'horlogerie intemporelle, témoin d'une histoire riche et éternelle.

L'ÉMAILLAGE

L'art délicat de l'émaillage, souvent pratiqué par des manufacturiers prestigieuses, représente l'apogée des métiers d'artisanat horloger. Ce processus exigeant implique la fusion minutieuse de poudre de verre à des températures extrêmement élevées, un véritable défi pour les artisans. Chez Charles Girardier, cette technique complexe est utilisée pour orner nos cadrans, créant des pièces aux designs éclatants et durables.

Chaque étape du processus, de la préparation minutieuse de la poudre de verre coloré à l'application délicate sur une surface métallique préparée, demande une expertise et un savoir-faire exceptionnels. La cuisson répétée à des températures élevées aboutit à une surface ultra-résistante finie avec la base métallique.

Les artisans émailleurs, véritables artistes, sont également des alchimistes et des visionnaires. Ils anticipent les interactions complexes entre pigments, veillent à la stabilité des couleurs et imaginent les nuances finales. Les différentes techniques ancestrales, telles que le champlevé, le champflé, le paillonné et la peinture miniature sur émail, sont mises en œuvre avec précision pour créer des pièces d'une beauté éclatante et intemporelle. L'émaillage devient ainsi un dialogue entre tradition et innovation, incarnant la quintessence de l'artisanat horloger haut de gamme.

LES TECHNIQUES D'ÉMAILLAGE

Les fines nuances de l'art de l'émaillage se révèlent à travers cinq techniques distinctes, chacune exécutée avec précision par les rares artisans émailleurs, qui maîtrisent leur subtilité.

Dans la technique du champlevé, un fil d'or délicat, souvent inférieur à 0,2 mm de diamètre, est habilement plié et courbé pour dessiner des formes sur une plaque préalablement revêtue d'une fine couche d'émail. Après une première cuisson, les formes ainsi délimitées sont remplies de divers émaux, nécessitant parfois plusieurs passages au four pour obtenir les nuances, transparentes et profondes désirées.

La méthode du champflé, semblable à la précédente, implique le dépôt d'émail dans des alvéoles, mais la plaque est préalablement creusée. Ce processus, parfois mécanique pour des motifs simples, devient un travail manuel complexe pour les pièces uniques. L'émailleur utilise les espaces préalablement gravés à la main, ajoutant une palette de nuances et de couleurs.

La technique du paillonné, quant à elle, met en scène de minuscules feuilles d'or ou d'argent découpées en motifs détaillés, les paillons, intégrés dans des couches d'émail transparent.

La peinture miniature sur émail, la plus rare, se distingue par son approche unique. Dès le début, l'émail est travaillé différemment, mêlé à de l'huile au lieu d'eau. Appliqué délicatement avec un pinceau fin sur une première couche d'émail, cette méthode permet la reproduction en miniature de chefs-d'œuvre picturaux, de portraits expressifs, de paysages vivants ou de scènes complexes.

La technique de l'émaillage camaïeu est une méthode artisanale raffinée qui implique l'utilisation de nuances subtiles d'une seule couleur d'émail pour créer un effet monochromatique en dégradé. Cette approche délicate met l'accent sur la finesse des tonalités d'une seule couleur, variant du plus clair au plus foncé, pour produire une palette subtile et nuancée.

Dans cette technique, l'artisan émailleur travaille avec une précision limitée de couleurs de la même famille, créant une harmonie visuelle à travers une gradation douce. Chaque nuance est appliquée avec précision sur la surface métallique préparée, puis soumise à des températures élevées pour fusionner avec la base. Ce processus est répété plusieurs fois, permettant à l'artiste de jouer avec les variations de teintes et de créer des effets visuels captivants.

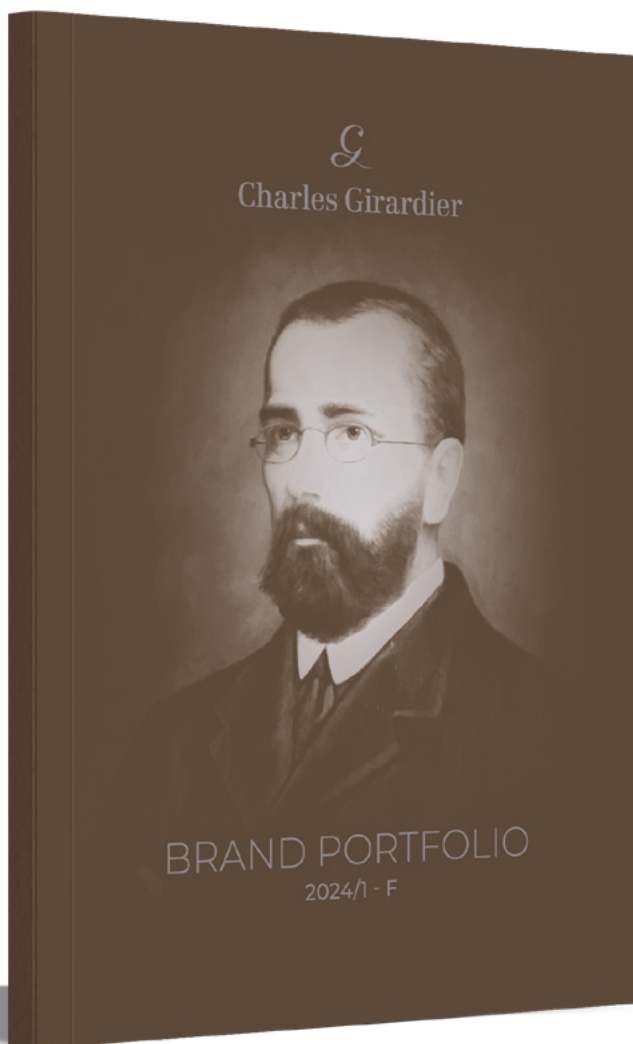
L'émaillage camaïeu demande une expertise minutieuse pour atteindre un équilibre parfait entre les nuances et pour assurer une transition fluide d'une tonalité à une autre. Le résultat final est une œuvre d'art émaillée d'une élégance intemporelle, où la maîtrise de la couleur et la subtilité de la gradation se marient pour créer une pièce unique et raffinée.







Notre collection « The Magic Bell » est le parfait exemple de l'utilisation de l'émail camaïeu.



TIMELESS MAGIC8®

LA QUALITÉ SE DÉVOILE DANS LE DÉTAIL!

La maîtrise des techniques de décoration complexe constitue la quintessence des grandes marques horlogères, où les finitions et les décorations des mouvements atteignent des sommets d'exception. Charles Girardier s'inscrit pleinement dans cette tradition, accordant un soin minutieux à chaque détail de ses mouvements: que ce soit la gravure des cadrans, le motif clous de Paris, les Côtes de Genève circulaires, le traitement galvanique, les ponts chanfreinés et polis à la main, les anillages, le grainage traditionnel des ponts à la poudre d'argent réalisé manuellement, ou encore le sertissage des lunettes, de la cage de tourbillon et des animations.

Chaque modèle Charles Girardier intègre une ou plusieurs de ces techniques horlogères qui ont forgé la réputation de l'horlogerie suisse haut de gamme.





IMPRESSUM

Brand Book Charles Girardier available in French and English.

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