



The Shabaka was named for the first Pharaoh of the 25th Dynasty of ancient Egypt. It is directly related to the Art Deco 'Egyptomania' of the '20s following the discovery of Tutankhamun's tomb in 1923.

NOBLE VISION

BY PAUL BOUTROS

IT'S THE **ULTIMATE IN EXCLUSIVITY**. HOW DID **JEAN DUNAND PIÈCES UNIQUES** RISE TO THE **HIGHEST LEVEL** OF THE WATCH WORLD WITH SUCH A **STRONG AND COVETED BRAND IMAGE** JUST **THREE YEARS** AFTER INTRODUCING ITS **FIRST WATCH**?

The story began with the noble vision of two watch industry mavens — Christophe Claret, one of the world's greatest living watchmakers, and fine-arts champion Thierry Oulevay, a highly accomplished executive and creative entrepreneur. Together they set out to create extraordinary timepieces by combining astonishing technical innovations, sublime workmanship and artisanal craftsmanship unlike any the world has seen before. "Our *raison d'être* is to propose extraordinary timepieces of lasting value," Claret explains. Furthering this, they chose to offer solely unique pieces made-to-order for their patrons, becoming the only brand in the world to do so.

Claret and Oulevay then galvanized their vision with the decision to infuse their horological masterpieces with designs that capture the spirit and essence of their shared passion — Art Deco. Their brand name was chosen to honor Swiss-born Jean Dunand, among the greatest artists of the Art Deco-era.

Every new collection released by Jean Dunand is a "world first." The three collections released to date have strictly adhered to this philosophy and are among the world's most complicated watches.

Uncompromised in every way, the watches' exquisite hand finishing, technical complexity and unparalleled workmanship naturally limits production capacity, making them inherently rare and exclusive. "This requires the contribution of the most talented watchmakers and craftsmen in the industry. These skills being rare explains why Jean Dunand can only manufacture a few dozen watches per year," Oulevay says.

"Everything we undertake is done with a long-term view, with a sense of perfection," he continues. The brand's efforts have clearly resonated with connoisseurs — every Jean Dunand timepiece created thus far has been sold. With the company's unrivaled, never-before-seen complications, immaculate finishing and breathtaking Art Deco-inspired aesthetics, Jean Dunand's remarkable success comes as no surprise.

SUPERLATIVE SHABAKA

Launched in 2008 with awe-inspiring complications and bold, Egyptian-influenced Art Deco design, the **Shabaka** is among the most important "super" watches introduced in recent memory.

Jean Dunand has once again pushed the envelope of what's possible. Requiring multiple technical breakthroughs, the Shabaka combines an instantaneous perpetual calendar with ingenious cylindrical indicators and a minute repeater that chimes on cathedral gongs. "Our objective was to produce a strong watch with perfect geometric lines, beveled edges and following the golden rule of proportions," explains Oulevay.



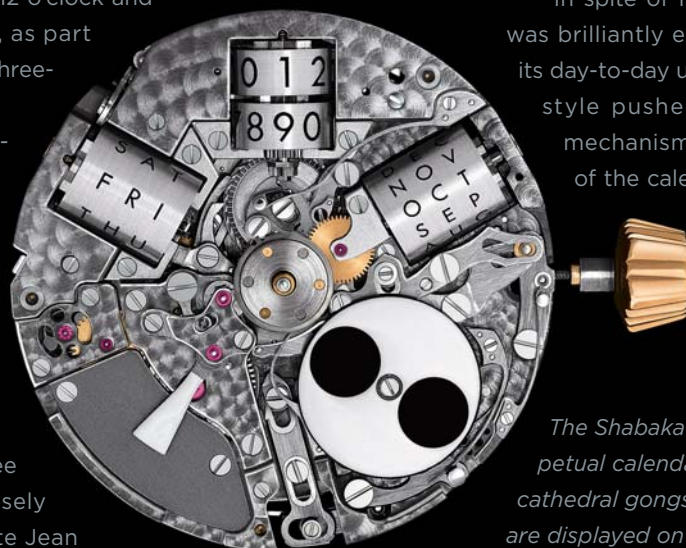
Thierry Oulevay and Christophe Claret (seated) at Claret's workshop in Switzerland.

“WE WANT JEAN DUNAND WATCHES TO CONVEY A SOUL; A SOUL THAT MUST BE THE RESULT OF A SUBTLE BLEND OF TECHNICAL PROWESS WITH BOTH ARTISTRY AND CRAFTSMANSHIP,” SAYS OULEVAY.

“It took us close to one year with designers, constructors and Mr. Claret to reach the final design of the multi-level dial alone, which allowed us to optimize its aesthetics and technical functionality,” Oulevay says. A delight for the eyes, the perpetual calendar’s cylindrical calendar indicators are featured prominently at 10 o’clock, 12 o’clock and 2 o’clock, rising above the dial, as part of an architecturally arranged, three-dimensional landscape.

Elevating the perpetual calendar complication to an even higher level of complexity, all date indicators jump precisely and instantaneously at midnight. With no chance of ambiguity, the indicators always indicate the correct day, date and month.

Four sophisticated 90-degree transmission systems that precisely rotate the cylinders demonstrate Jean



Dunand’s focus on functional excellence. When the instantaneous jump of the day, date and month indicators occurs at midnight, a patented train-regulated flywheel mechanism prevents any wear-inducing shock from reaching movement parts. Driven by a dedicated spring that winds over 24 hours, the mechanism is powered independent from the mainspring, the time-keeping power source. An entirely new and proprietary design, this intelligent, isolated approach ensures no adverse impacts to timekeeping accuracy.

Providing even more sensory delight, the state-of-the-art minute repeater uses cathedral gongs — a true rarity in the world of high-end chiming watches. Widely regarded by connoisseurs as the best approach for a minute repeater, cathedral gongs wrap twice around the movement, allowing for greater resonance and deeper chimes.

A novel leap-year indicator using a white plate to illuminate the year resides between 7 and 8 o’clock. This is mirrored by a high-precision moon phase display (accurate to one day every 120 years) that uses black discs that wax and wane to reveal the surface of the moon. Together, they perfectly balance the highly engineered anthracite dial, with its faceted hour-marking pyramids of assorted golds and red triangles that function as indicators for the calendar cylinders.

In spite of its complexity, the Shabaka was brilliantly engineered for simplicity in its day-to-day use. Two large chronograph-style pushers, protected by locking mechanisms, allow the day and date of the calendar to be easily set, while a pusher coaxially set into the crown changes the less-frequently accessed months and years indicators.

The Shabaka movement features a perpetual calendar and a minute repeater on cathedral gongs. The day, date and month are displayed on unique rolling cylinders.

INSPIRED BY THE HEAVENS

Long inspired by the poetic motion of planets that spin on their own axes while simultaneously orbiting around the sun, Claret's vision was to mimic this miraculous galactic dance with Jean Dunand's first timepiece. After three years of intense research, Claret — who is known by aficionados as the father of the modern wristwatch tourbillon — succeeded in achieving this objective with the 2005 launch of the revolutionary **Tourbillon Orbital**. Instantly hailed as the next significant evolution of the tourbillon wristwatch, it features a one-minute tourbillon that magically orbits the dial once per hour.

Both a traditional tourbillon and a carousel tourbillon, it orbits around the circumference of the dial as the balance and escapement rotate on their own axis via a prestigious flying tourbillon mechanism. Returning the tourbillon complication to its roots as a precision-enhancing device, timing tests have proven Jean Dunand's combination of a carousel and traditional tourbillon significantly improves the watch's timekeeping accuracy.



The mottled black, brown and cream colors of Dalmatian jasper dial give the Tourbillon Orbital a dramatic look.



Found only in Namibia and China, the rare mineral Pietersite is used by Jean Dunand for the Tourbillon Orbital's dial.

The 2008 edition of the Tourbillon Orbital is available with exquisite new dials made of rare gemstones and fossils, and dials created with Jean Dunand's signature Art Deco style. Choices include rare stones such as Burma jade, Pietersite, fossilized coral, and sapphire, all of which must be large enough to be formed into 30mm diameter dials. The new Art Deco dials are made of materials such as *champlevé* enamel or Chinese lacquer and are the result of more than two years of research and development. The results have stunned connoisseurs with their amazing beauty and unparalleled quality. "Differentiation is a benchmark; this leads us to research artistic fields or new techniques with, possibly, a novel approach to century-old traditions. This requires years of work and important material investments just to produce a few dials. It is a never-ending quest for perfection," Oulevay says.

Art Deco's greatest artisans embraced the advances in materials and technologies to produce their era's timeless creations. In a similar manner, Jean Dunand *Pièces Uniques* has not only leveraged the state-of-the-art, but have also pushed it to its limits, creating unprecedented works of art in the form of wristwatches that represent the summit of contemporary watchmaking. ©