

# BREVA

GENEVE

## **BREVA GENEVE – *Spiritus subtilitatis*** **The high watchmaking timepiece-instrument**

**A new era for BREVA GENEVE in 2025**

**Inspired by the Brevia, the iconic breeze of Lake Como, a new wind is rising for the young independent Swiss maison. Founded in 2010, BREVA GENEVE gained recognition among connoisseurs for its original displays serving practical functions, including a barometer capable of forecasting the weather.**

**Under the leadership of Julien Haenny, an experienced and passionate expert, and powered by an exclusive movement created by Jean-François Mojon, this timepiece in harmony with nature enters a new dimension, embracing fresh international ambitions.**

**With the unveiling of its rare new collection, « Segreto di Lario », an invitation to explore the elegance and secrets of Lake Como, BREVA GENEVE presents a haute horlogerie timepiece crafted for aesthetes and collectors of exclusive creations. Designed for everyday wear yet embodying the spirit of fine watchmaking, this new BREVA GENEVE, limited to just 25 pieces, is meticulously crafted to meet the desires of the most discerning collectors.**



- **The crossed hands: A signature of unique and subtle style :** The new timepiece by BREVA GENEVE is instantly recognizable by the distinctive arrangement of its hands. Designed with optimal readability in mind, the double power reserve indicator gives the dial of the « Segreto di Lario » a unique identity. The first hand tracks the long-term power reserve over six days, while the second hand seamlessly takes over for the final 24 hours, providing a more detailed and precise reading of the remaining energy. For collectors who appreciate high watchmaking with precise functionality, it serves as a dashboard of the present moment.
- **An intuitive and unprecedented power reserve display: The double retrograde scale :** Easy to read, the double power reserve gauge presents the available energy in two stages: six days at a glance, followed by the remaining 24 hours. This clear and intuitive display allows for an instant understanding of the movement's autonomy. Behind this seemingly simple display lies a technical feat: a design that brings a more precise and user-friendly way to monitor the watch's remaining power.
- **A specific movement created by Jean-François Mojon:** Based on the Chronode caliber C101 movement, the renowned Swiss master watchmaker has developed a modern manual-winding movement with dual barrels, offering an exceptional 7-day power reserve, ensuring stability in precision.
- **An elegant design enhanced by meticulously executed finishes:** Côtes de Genève, circular satin finishing, polished chamfers, or sandblasted surfaces, the finishing touches and decorations of the movement, dial, and rose gold case are crafted by skilled artisans with a dedication to fine workmanship. The finesse and quality of execution highlight the beauty of the craftsmanship. The 25 pieces of the new BREVA GENEVE "Segreto di Lario" perfectly embody the classic codes of elegance. A refinement to be appreciated daily, when a watch remains discreet yet never goes unnoticed. To connoisseurs, the new BREVA GENEVE stands apart. A luxury for oneself, a mark of quality for those who understand.
- **« Les Instruments du Temps »: a creative philosophy.** By adopting « Les Instruments du Temps » as its baseline, the young watchmaking house fully embraces its vision. « BREVA GENEVE is much more than a brand. It is a celebration of the measuring instruments that once accompanied great explorers. Our time instruments embody a quest for exclusivity and exceptional craftsmanship, offering today's discerning watch enthusiasts unique timepieces infused with the character and panache of adventurers from the past, » says Julien Haenny, CEO of BREVA GENEVE.
- **Julien Haenny, an experienced enthusiast:** BREVA GENEVE is reborn today under the leadership of Julien Haenny. With a career spanning over 20 years in the watch industry, he has gained a comprehensive and versatile vision of the field, covering creation and development, as well as strategic, commercial, and communication challenges. Former CEO of Anonimo and Vulcain, Julien Haenny has held executive positions at MGI Luxury Group, Jaeger-LeCoultre, and TechnoMarine, and also served as Head of Marketing & Communication at HYT.

- **Design, dials, components, or straps: a team of expert partners.** For its new development, BREVA GENEVE collaborates with leading figures and artisans in their respective fields. Fabrice Gonet and Olivier Leu, founders of EDGE Design, have reimagined the lines and volumes. The cases are meticulously crafted by AB Concept. The creation of the dials has been entrusted to Cadranor. This realization is completed by the precision of the hands, manufactured by GMG Composants. The leather straps are handcrafted by the Turin-based maison Cinturini. This added soul is also a guarantee of traceability and certification of the origins of each component, allowing the hands that shaped them to be known.
- **An international expansion strategy:** As an independent brand, BREVA GENEVE does not intend to limit itself to the intimate circle of collectors and harbors ambitions for development across all markets. Relying on key partners, BREVA GENEVE already has international aspirations. Beyond Switzerland, the brand will be present in Italy, as well as in the United States, Japan, Singapore, and the Middle East.

***Blending the spirit of La Dolce Vita from Lake Como with the excellence of Swiss watchmaking expertise, BREVA GENEVE offers lovers of haute horlogerie a hedonistic, refined, and functional timepiece with a high-caliber manufacture movement. Founded in 2010, the independent watch brand remains in symbiosis with nature and embarks on a new chapter in its ascent.***

Imbued with the voluptuous charm of Italian elegance and the centuries-old precision of Swiss craftsmanship, BREVA GENEVE timepieces embrace their singularity. A pursuit of exclusivity and exceptionality. Bearing the character and panache of past adventurers, these modern timepieces offer discerning watch enthusiasts exclusive and distinctive horological creations.

Beauty is a state of mind. It resides in the nuances of every detail, especially when executed to perfection. The infinitely small contributes to the vast, at every moment. Since watchmaking is the science of meticulousness in pursuit of the absolute, BREVA GENEVE is dedicated to carrying the breath of precision forward.

Instrument watches do not have to be rugged to be effective. BREVA GENEVE embraces the choice of offering hedonistic connoisseurs a timepiece with character, easily wearable in everyday life, featuring practical functions such as its unique and unprecedented dual power reserve indication, and useful complications, all while showcasing haute horlogerie finishes and a dedicated manufacture movement, housed in an elegant rose gold case. The best of both worlds.

### **The Brevia, the identity wind of Lake Como.**

The sweetness of life on Lake Como would certainly not be the same without this regular and gentle southern breeze coming from the mountains. Appreciated by sailing enthusiasts, it is born from the natural thermal effects of the lake's environment and gives life to the entire

region. More than its name, this joyful, gentle, and subtle Italian wind gives its breath to BREVA GENEVE.

### **Spiritus subtilitatis: the breath of precision becomes a motto.**

Precision has many faces. That of excellence in the shaping and finishing of components. That of rigor in the design, assembly, and adjustment of the movement. That of mastery and imagination in refining the lines of the design. Precision is a subtle breath that is not only summarized in equations. Proud of its dual Italian and Swiss heritage, BREVA GENEVE returns to the roots of the precision of language and adopts a Latin motto to more universally and precisely affirm its ambition: to make the inspiring breath of precision and subtlety shine.

### **The Instruments of Time**

Beyond their naturalistic inspiration, the watches of BREVA GENEVE carry within their DNA a particular philosophy of measuring the passage of time. An aspiration to surpass the mere status of precision timekeepers to embrace a story even broader than that of horology. Through their design, which combines classic and innovative watch complications with practical indicators, such as the barometer, they pay tribute to the measuring instruments used by explorers, discoverers, travelers, or adventurers of the past. Devices that have always been at the forefront of technical developments of their time, with a demand for reliability, robustness, and efficiency. Collectors of these rare and exclusive objects know that in past eras, functionality was never devoid of quality craftsmanship, with fine finishes and a concern for aesthetics and workmanship. BREVA GENEVE embraces this conviction and pays particular attention to the finishing details of its watches, not only to please today's aesthetes but also to fully honor the precision instruments of the adventurers of yesteryear, both in substance and form. By adopting this flair inspired by the courage and audacity of explorers, the sophisticated timepieces created by BREVA GENEVE are more than just watches: they are Instruments of Time.

### **The taste of italian elegance**

There is no need to try to translate the idea of Sprezzatura to adopt this delightful form of Italian elegance, which feeds on classic codes to give current interpretations with ease and a touch of nonchalance. Proud of their Swiss character, with all that this entails in terms of the pursuit of perfection and uncompromising standards, the watches of BREVA GENEVE gladly embrace the flexibility and refinement of Italian elegance to bring, in everyday life, an added touch of suave joie de vivre.

The story of BREVA GENEVE began one summer evening in 2010. A young entrepreneur traveling along the shores of Lake Como, captivated by the magic of these places steeped in history and allure, began to dream of a different kind of watch that would combine the reading of the passage of time with other information to better understand natural elements. It was during this time that he discovered "La Breva," the southern breeze that gently caresses this lake, imparting a sense of freedom and mystery. More than just a wind, La Breva became a muse. The essence of the brand's inspiration, it gave it its identity.

Understanding that behind this name lies a soul, the instigators of the revival of BREVA GENEVE have returned to the roots of the brand, on the shores of Lake Como. The magic distilled by the unique atmosphere of this grand natural site, where the memories of a golden age continue to resonate and which is also the remarkable stage of an Italian joie de vivre, immediately takes hold, and a new ambition is born for BREVA GENEVE. Rooted in the timeless elegance of this mythical place, the brand is now focused on recreating the spirit of Dolce Vita and the discreet luxury that marked Italy's great years. With its majestic villas, sumptuous gardens, and shimmering waters, Lake Como has possessed a cinematic charm for decades, attracting the most glamorous and influential figures in the world.

BREVA GENEVE draws inspiration from this rare beauty to imagine watches that, like Lake Como, reveal their splendor in subtlety and finesse. The brand's creations celebrate this art of living, made of sophistication and discretion. They are aimed at discerning connoisseurs and knowledgeable collectors who share the quest for a modern horological expression that respects tradition. They have a taste for authenticity and beauty. Each piece is therefore an invitation to rediscover time from a new angle, reminding us of the instruments of the past that were precious companions for the explorers and bold scientists who sought to understand the world around them. More than just a watch, each BREVA GENEVE creation carries a new breath within it.

*« BREVA GENEVE is much more than a brand. It is a celebration of the measuring instruments that once accompanied the great explorers. It is also a tribute to the innovative and audacious character of the first creations of Brevia, in 2010, when its name was already distinguished by unprecedented complications. Original, with a traditional side, these creations embody Italian charm and Swiss craftsmanship. These are the two pillars structuring Brevia's identity. BREVA GENEVE represents a quest for exclusivity and exception, offering today's discerning watch enthusiasts unique timepieces, imbued with the character and flair of past adventurers, »* says Julien Haenny.

A passionate and determined figure, Julien Haenny decided to give a new life to BREVA GENEVE. With over 20 years of experience in the watchmaking world, Julien Haenny embodies the demands in terms of know-how, passion, and audacity that today define the new era of BREVA GENEVE. With solid international expertise, he has enriched his vision of the sector through leading roles, notably as CEO of Anonimo and Vulcain, as well as executive positions at MGI Luxury Group, Jaeger-LeCoultre, and TechnoMarine. By combining marketing, communication, distribution, and product development, Julien Haenny has acquired a global and versatile vision that allows him to approach every aspect of watchmaking with a deep sensitivity to authenticity and innovation. After two years as Head of Marketing & Communication for HYT, an independent contemporary high-end watch brand, Julien Haenny decided to take on the BREVA GENEVE adventure with renewed enthusiasm. His vision is clear: to revive a world of luxury and refinement inspired by the timeless elegance of Lake Como. A strong inspiration that lies at the origins of BREVA GENEVE.

### **The Brevia Classic Collection « Segreto di Lario », a secret to share.**

The Brevia Classic collection opens with the « Segreto di Lario model » (Secret of Lake Como in Italian). It is an invitation to give the keys to understand what makes the region of Lake Como

so uniquely magical. This exclusive edition of 25 pieces is distinguished by a 41mm diameter, 11.10mm thick 18K 5N+ rose gold cushion-shaped case, water-resistant to 50 meters, and features a retrograde small seconds display as well as a double power reserve scale.

This « secret » echoes the seventh day, evoking a journey outside of time, where one loses all sense of duration and fully savors the Dolce Vita of the region. Like a timeless interlude dedicated to pleasure and beauty. Like a treasure carefully preserved, these places spared from prying eyes embody the timeless beauty and discreet elegance of the lake. They resonate in perfect harmony with the spirit of the model. More than just a timepiece, the «Segreto di Lario» model pays tribute to the instruments of the past, recalling the tools with which explorers understood the natural world around them. Inspired by the equipment of those who dared to go beyond boundaries, the watch reinvents the power reserve complication by introducing the dimension of time at the heart of its design.

The model is equipped with a retrograde small seconds display, adding a unique charm to the design, while the delicately polished and finely balanced hands create a fluid and graceful movement. The hands, thin and carefully shaped, provide the final touch to this exceptional dial. Every glance at the time becomes a moment of wonder thanks to the exclusive display of the functions, marked by the brand's iconic crossed hands system, ensuring optimal readability and a rare visual balance.

The dial of the « Segreto di Lario » is beautifully crafted. Its central part, from 6 o'clock to 12 o'clock, features a vertical satin finish that extends to a lower section adorned with vertical Côtes de Genève and polished chamfers, all rhodium-plated for additional refinement. These exceptional finishes give the dial a depth and brilliance reminiscent of the changing reflections of Lake Como throughout the hours.



The « Segreto di Lario », water-resistant to 50 meters, is also distinguished by its rose gold cushion-shaped case. Designed to perfectly embrace the wrist, it strikes a balance between comfort and style. The 18K 5N+ rose gold ardillon buckle on its hand-stitched leather strap aligns with the model's spirit of refinement. The sapphire crystals treated with anti-reflective coating on both sides improve the readability of the functions while allowing for contemplation of the depth and exquisite details of the dial. The high-quality finishes, including circular satin surfaces, polished chamfers, and meticulous engravings, reflect craftsmanship that connoisseurs will appreciate. The case back reveals the movement, infused with the expertise of BREVA GENEVE.

#### **An exclusive movement signed Chronode and Jean-François Mojon**

The « Segreto di Lario » houses an exclusive manual-winding movement, developed for Brevé by the talented master watchmaker Jean-François Mojon and his manufacture Chronode. This movement, with remarkable precision and high-quality finishes, brings life and rhythm to every component of the watch. Inspired by the rigor of the best measuring instruments of the past, this movement with 29 jewels features two barrels that guarantee an exceptional 7-day



power reserve. A tribute to traditional watchmaking heritage, the « Segreto di Lario » integrates modern solutions.

*« We developed an exclusive power reserve display for BREVA GENEVE that consists of a double retrograde time scale: one for the total 6-day power reserve duration, and on the opposite side, a display for the remaining 24 hours. The power reserve indication from the base movement is split into two kinematic chains, each carrying a dedicated cam. Two rake feelers, one per cam, transmit the information to each hand, and two hairsprings maintain tension to ensure constant contact between the cam and feeler. This original 7-day power reserve reading is both intuitive and precise »* explains Jean-François Mojon in detail.

Every detail is meticulously crafted to evoke the flawless precision of Swiss craftsmanship, meeting the expectations of the most discerning connoisseurs. Its exceptional finishes include a sandblasted case back, circular satin finish, polished chamfers, and Côtes de Genève, reflecting the expertise and care taken at every stage of its design. These elements highlight the craftsmanship of master watchmaker Jean-François Mojon and Chronode, and their ability to blend tradition and innovation. The bespoke solutions developed by Chronode stand out for their modernity and exclusivity.



Through his liberated approach to mechanical construction, Jean-François Mojon and Chronode always combines performance and aesthetics in each of his creations. With each piece meticulously crafted and shaped to offer an exceptional horological experience, this movement carries a philosophy.



Much more than a watch, the « Segreto di Lario » is a tribute to the history of watchmaking and a testament to contemporary innovation, offering its owner a timekeeping instrument and an intimate connection with Swiss watchmaking tradition.

The return of BREVA GENEVE would not be possible without reference partners who, in the background, shape each component with remarkable precision. EDGE Design, led by Fabrice Gonet and Olivier Leu, excels in creating modern designs. Their expertise in technical design incorporates elements of innovation while preserving watchmaking tradition and the DNA of the BREVA GENEVE brand. Every line, every curve is carefully considered to evoke both elegance and functionality. The watches are not just beautiful, they tell a story.

AB Concept, specialist in case design, brings unparalleled attention to detail and the quality of materials. Each case is a work of precision, crafted with techniques that ensure both robustness and sophistication. The use of rose gold and other precious metals, combined with artisanal craftsmanship, ensures that each piece withstands the test of time, in addition to its immediate desirability.

Cadranor, known for its expertise in dial manufacturing, stands out for its commitment to creating perfectly finished surfaces, delicate textures, and finishes that capture light spectacularly. Each dial is the result of meticulous work aimed at offering optimal readability while incorporating refined aesthetic elements.

The hands, made by GMG Composants, also testify to exceptional craftsmanship. The precision with which they are designed allows for a perfect balance between aesthetics and functionality. Each finely crafted hand adds a dimension of fluidity and lightness to the entire watch.

The leather straps, crafted by Cinturini in the countryside near Turin, Italy, are the result of high-level craftsmanship. Each piece is carefully hand-finished and benefits from a selection of top-quality leathers combined with traditional sewing techniques. They ensure comfort, ergonomics, and durability.

These partners, true references in their fields, are committed to upholding the purest tradition of the watchmaking industry, thus guaranteeing the Swiss Made label. Their collaboration with BREVA GENEVE illustrates a shared passion for excellence, quality, and innovation. Together, they create watches that are not only timekeeping instruments but also testimonies of emotion and authenticity, celebrating the beauty of horological art in every detail.



## Technical specifications

### Functions :

- Hours, minutes
- Retrograde seconds
- 7-day power-reserve indicator with special double, non-linear display (6 days + last 24 hours)

### **Case, dial, and strap**

- Case material: 18K 5N+ rose gold
- Dimensions: 41 mm x 11.10 mm
- Cushion-shaped case
- Crystals: double-sided anti-reflective treatment
- Dial: Central satin-finished dial (12h-6h). Lower dial: Vertical Côtes de Genève, diamond-polished chamfers, rhodium-plated
- Haute horlogerie finishing level
- Unique function display
- Visible movement through the case back
- Slim and elegant hands
- Water resistance: 50 m
- Strap with titanium insert: Handmade blue alligator leather, available in three sizes: Standard 115 x 75 mm; Small 105 x 65 mm (on request); XL 125 x 85 mm (on request)
- Pin buckle with engraved logo in 18K 5N+ rose gold

### **Movement**

- Manually wound mechanical movement with a 7-day power reserve, developed exclusively for BREVA GENEVE by Jean-François Mojon/Chronode, based on the C101 movement.
- Diameter: 31.10 mm
- Movement height: 3.98 mm
- Frequency: 3 Hz
- 29 jewels
- 2 barrels
- Power reserve: 7 days
- High-end finishing

### **Decoration & finishing**

#### **Movement:**

- Côtes de Genève
- Rhodium-plated bridges
- Hand-beveled bridges
- Sandblasted engravings
- Polished bevel ratchet
- Snail-finished ratchet top surface
- Microblasting
- Straight graining

#### **Dial:**

- Hand-finished vertical satin-brushed central dial (12h-6h) with an angled perimeter
- Lower dial with rhodium-plated vertical Côtes de Genève
- Polished bevels
- Blued, polished, and gently curved hands

- Polished pinions
- Rhodium-plated retrograde applique, polished beveled edges, circular satin finish
- Applied logo with a brushed finish (12h-6h) and polished surface

**Case:**

- Circular satin-brushed crown with polished logo, microblasted case back
- Polished crown guard decoration
- Polished notching on case back
- Circular satin-brushed case back
- High-precision laser engraving
- All bevels polished
- Polished screw heads with sandblasted slots
- Microblasted case band
- Polished lugs
- Polished outer bezel
- Circular satin-brushed inner flange

