

# BREVA

GENEVE

## BREVA GENEVE – *Segreto di Lario* Slate Grey or Sunset: Exploring the most captivating hours of the Dolce Vita

BREVA GENEVE expands its « Segreto di Lario » collection with two new titanium interpretations.

Inspired by the most enchanting moments of the day on Lake Como—moonlight and sunset—these limited editions embody a new way of living time, where understated elegance meets unapologetic hedonism.

Through their "Slate Grey" and "Sunset" dials, they express the art of savoring the moment with style, finesse, and lightness. Produced in extremely limited quantities, these exceptional timepieces retain the brand's DNA: a discreet spirit, Swiss watchmaking expertise, and an aesthetic inspired by Italian elegance.



**Two new interpretations of the « Segreto di Lario » collection capture the magic of the most captivating hours of day and night on Lake Como.**

Two dial options—one « Slate Grey », with a deep, moonlit grey hue, and the other « Sunset », evoking the glowing light of dusk—offer complementary styles. Both share the same high standards of execution and finishing. Powered by the bespoke twin-barrel movement with a remarkable 7-day power reserve created by Jean-François Mojon, these rare timepieces are imbued with Swiss craftsmanship and Italian elegance.

### Segreto di Lario Slate Grey: elegance by moonlight

The promises of dawn are exhilarating. Early in the morning, on the narrow road that winds along Lake Como, the moon casts a silver glow over the still waters. It's an invitation to sail—or simply to contemplate. A precious time, outside the world. The nearby mountains lend their grey shadows, enhancing the contrasts in service of light.

Encased in lightweight, modern titanium, the « Segreto di Lario » adopts a distinctive presence. Its refined elegance subtly plays with codes of casual sophistication and discretion. With its vertically brushed finish, the slate grey dial—decorated with silver accents and delicately punctuated by rose gold details like the minute hand, the end of the power reserve gauge, or the brand's signature—is supremely legible. It constantly plays with the light, much like the deep waters of Lake Como reflecting the mountains above.

Its black alligator leather strap, handcrafted in Italy by Cinturini, reflects an intimate knowledge of formal codes. In a flash, it can become a dress watch, perfect for the most sought-after evenings.

*"This piece pays tribute to connoisseurs who value discretion over flash—without ever compromising on refinement. Crafted with the same artisanal excellence as the rose gold version, it combines lightness, technicality, and modern sobriety,"* says Julien Haenny, CEO of BREVA GENEVE.



### Segreto di Lario Sunset: cocktail colours at sundown

Before night fully embraces the landscape, the sun ends its day with a few blazing moments. Bewitching instants, suspended and serene, filled with well-being—not to be missed. When the sky ignites and cocktails take on joyful hues in the glass, it's time to truly indulge in Lake Como's Dolce Vita.

These precious moments are captured in the copper-toned dial of the Sunset version of the «Segreto di Lario» watch ("The Secrets of the Lake" in Italian) by BREVA GENEVE. This edition features an exclusive taupe suede strap, also handcrafted in Italy.

*"The dial of this watch has solar reflections. It evokes those warm end-of-day moments on the shores of Lake Como, when you wait for the soft breath of the Bréva wind, a Spritz in hand, enjoying friends, music, and the sound of water lapping against the hull of mahogany boats. It's a mood. It's the art of savoring the moment with style, finesse, and lightness,"* imagines Julien Haenny, CEO of BREVA GENEVE.



## **Segreto di Lario, the signature collection of BREVA GENEVE**

Now available in two new versions, the « Segreto di Lario » timepiece retains the hallmarks of the inaugural « Serenade blue » rose gold edition successfully unveiled in Geneva in April 2025: a 41 mm diameter, 11.10 mm thickness, and 50-meter water resistance.

These two new models stand out with their titanium case, paired with either a « Slate Grey » dial for a discreet, elegant look or a « Sunset » dial evoking the warmth of an aperitivo on the shores of Lake Como.

At the heart of both dials, BREVA GENEVE's signature overlapping hands display a double retrograde power reserve indicator. Readable like a dashboard, this dual-scale gauge—unique to BREVA GENEVE—tracks energy with two levels of precision: the first hand shows the long-range reserve (6 days), while the second takes over for the final 24 hours, offering a more detailed reading of remaining power.



## **An exclusive movement created by Jean-François Mojon**

Both timepieces are powered by a hand-wound mechanical movement, specially developed for BREVA GENEVE by master watchmaker Jean-François Mojon and his independent manufacture, Chronode. Featuring 29 jewels and a frequency of 3 Hz, this exclusive calibre stands out with its triple retrograde display — hours, seconds, and a 7-day power reserve — a configuration as rare as it is exceptional in the world of haute horlogerie.

## **Rare watches, crafted by exceptional artisans**

Handcrafted by skilled artisans in accordance with Swiss haute horlogerie tradition, these timepieces feature outstanding finishing details: Geneva stripes, circular satin-brushing, polished bevels. Such attention to craftsmanship is what wins over collectors and seasoned connoisseurs.

## **The instrument watch for hedonists**

As with all BREVA GENEVE timepieces, the new Slate Grey and Sunset interpretations of the Segreto di Lario are true instruments of time, reflecting the philosophy of the independent Swiss watchmaker.

*« BREVA GENEVE is more than a brand. It is a celebration of the measuring instruments that once guided great explorers. Our instruments of time are a pursuit of exclusivity and exceptionality—offering today's discerning collectors unique pieces infused with the spirit and boldness of adventurers past, »* says Julien Haenny, CEO of BREVA GENEVE.

## **Segreto di Lario – The time of secrets**

The first creation in the Breva Classic collection, the « Segreto di Lario » watch (meaning «Secret of Lake Como» in Italian) was unveiled in Geneva in April 2025. Beyond its horological sophistication — featuring a retrograde small seconds display and a dual-scale power reserve indicator — this exceptional timepiece is also an invitation to embrace the unique magic of the Lake Como region.

The « secret » it refers to alludes to the seventh day — a timeless journey, so to speak, where the notion of duration fades and one fully indulges in the *Dolce Vita* of this Italian haven. Like a serene interlude dedicated to pleasure and beauty.

Much like a hidden treasure, these untouched places reflect the timeless charm and discreet elegance of the lake. They echo in perfect harmony with the spirit of the watch.

More than just a timepiece, the «Segreto di Lario» pays tribute to the measuring instruments of the past — the kind of tools explorers once used to understand the natural world around them.

## **Availability**

Available for pre-order starting June 2025, these two BREVA GENEVE Segreto di Lario variants will be produced in very limited quantities and priced at CHF 46,000 (excl. taxes), in line with the maison's discreet and exclusive spirit.





## Technical specifications

### Functions :

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

### Case, dial, and strap

- Case material: 18k rose gold 5N+ or titanium grade 5
- Dimensions: 41 mm x 11.10 mm
- 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
- Water resistance: 50 m
- Strap: Handmade black or brown alligator leather or taupe suede 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 in 18k rose gold 5N+ or titanium grade 5

## **Movement**

- Hand-wound triple retrograde mechanical movement with 7-day power reserve, developed exclusively for BREVA GENEVE by Jean-François Mojon/Chronode.
- 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
- Perlage
- 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