



« GOING FORWARD IN TIME »

When the art and discernment of watch making runs in the blood, it's but a matter of time that the passion is passed on. The progeny of a proud and illustrious heritage of watch making coupled with an unmistakable Swiss expertise, Cyril Ratel Geneva Watches have taken watch making into the realm of aspiration, elegance and confidence. Merging family tradition and avant-garde technologies, the unique timepieces encapsulate the rich cultural experiences of its creator. Visionary entrepreneurship, innovation, an obsession with precision and a deep love of watch making keeps Cyril Ratel among new, independant and elegant swiss made brands.

Since its inception in 2004, the brand has been recognized in the international market and gained the respect of Swiss watch lovers all over. It's not just the unparalleled Swiss quality, but the fact that the brand resonates with the image of the wearer that has made it well-loved in such a short span of time.

The designs developed in the Geneva workshops are painstakingly assembled by hand by master craftsmen trained in the best schools in Geneva and la Chaux de Fonds. From Dubai to Moscow, Cyril Ratel has

become associated with a laidback charm, interlaced with fantasy, power and cultural influences. The success can be attributed to the fact that a Cyril Ratel watch soon becomes a personal statement more than a watch, simply because the brand itself is personal and close to the consumer. By putting their hand on the wearer's pulse, Cyril Ratel provides the ambitious, young and raring-to-go urbanites with an outstanding watch that defines their spirit.

Believing luxury shouldn't be reserved for connoisseurs only, Cyril Ratel works hard to create timepieces that bear the hallmark of quality and a sensible price tag. The materials are Swiss made and all the watches are crafted from solid stainless steel, evocative of the wearer's refinement and taste.

The awarding of the Swiss Made label bears witness to the beauty and harmony that emanate from its models, which are quintessentially a blend of science and haute couture.

Thanks to Cyril Ratel's unique combination of genres, lovers of beautiful watches take a journey not only through time, but also through peoples, cultures and civilizations.

INTRODUCING URBAN ADVENTURES COLLECTION

The pulsating new *Urban Adventures* collection is inspired by the liveliness of a cultural rendezvous; where travel opens up the mind to new ideas and civilizations and infuses one with a sense of adventure. The sheer verve and indescribable energy of cities like Dubai, Miami, Moscow, Hong Kong etc. have contributed to making this collection an urbanite delight.

Urban Adventures introduces a luminous, architectural design, the fusion of materials like rubber, steel, pvd colors, leather and atmospheres - the same atmospheres of places that urban adventurers love to be part of.

The energy emitted from the watches' geometric, sleek, solid shapes is reminiscent of the same energy emitted from the pulse of a town, a fantastic private party or a race on the F430 between Dubai and Abu Dhabi. The lines in turn conjure up images of avant-garde buildings, the most prestigious F1 chassis or the fuselage of a jet.

The masculine models are available with automatic movements or quartz according to the preferences. Determinedly masculine, urban, full of style and personality, this model demonstrates its innate capacity to symbolise the personal essence. With a wide range of different versions, the collection explores with unique and sophisticated style. Some of which are set with diamonds, offer combinations where sophistication

competes with audacity. Furthermore we propose a series of exclusive models in limited edition consisted of models with new functions such the “secret rotating calendar”, the “skeleton manufactured in the valley of joux” or still the “large calendar”.

UAC SKELETON SKB-1

Available on different models:

Watch-case: Solid Stainless Steel high tech, screws, Black PVD or Brown PVD

Dial Squelette black color, salmon indexes

Stainless steel watch-Case 42mm x 56 mm

Sapphire crystal

Automatic Skeleton manufactured movement « Vallée de Joux »
Autonomy: 42 hours, 28800 alternance per hour, winding manual rapid, hour setting stop with second

Hands: White luminous

Flexible and interchangeable leather or rubber strap

Waterproof: 100m (10ATM)

Limited Edition of 50 pieces



CYRIL RATEEL

GENEVE
—SWISS MADE—



UAC A900S DIAM 1

Available on different models:

Watch-case: Solid Stainless Steel high tech,screws, Black PVD or Brown PVD

Dial Carbone silver color, silver indexes

Stainless steel watch-Case 42mm x 56 mm

Setting bezel 72 diamonds

Sapphire crystal

Automatic large calendar at 3

Autonomy: 42 hours, 28800 alternance per hour,winding manual rapid,hour setting stop with second

Hands:White luminous

Flexible and interchangeable leather or rubber strap

Waterproof: 100m (10ATM)

Limited Edition of 50 pieces



CYRIL RATEL

GENEVE
—SWISS MADE—

