

## Girard Perregaux a flawless timeless watch

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The history of this prestigious Swiss watch manufacturer Girard-Perregaux can be traced back to Jean-Francois Bautte, the famous Geneva watchmaker. When he was nineteen, learnt several trades, acquired the education which his modest background had denied him and begun making his first watches, only with his determination, in 1791. It would not be long before his name became familiar to the royal courts of Europe. A master watchmaker of rare talent, Jean-Francois Bautte was also an astute "industrialist" and businessman with a brilliant, imaginative and generous character. He is credited with creating the first genuine ultra-thin watches and the truly visionary concept of the Manufactory as a producer of high-quality timepieces.

Girard-Perregaux is one of the few manufacturers of our time that can look back on 210 years of existence. Girard-Perregaux is a watchmaker with the necessary talent and audacity to delight and astound the connoisseur. Its present day name celebrates the marriage of watch maker Constant Girard with Marie Perregaux, and came into existence in mid-nineteenth century. Although Girard-Perregaux did not thrive during the 1970s and early 1980s, unlike other Swiss watch companies, Girard-Perregaux not only survived fully intact, but emerged even stronger than before and fiercely determined to continue producing high-quality mechanical timepieces using in-house movements. Engineering and architecture define the style of Girard-Perregaux, a highly respected yet relatively low-profile manufacturer in the upper echelons of watchmaking known as Haute Horloger. In addition, ever since the beginning of its activities the company has been manufacturing the majority of movements used within the timepieces, instead of sourcing it from outside companies. The company's most remarkable product was first launched in 1867 and remains an integral player in Girard-Perregaux's creations. The most famous timepiece developed by Girard-Perregaux is the "Tourbillon under Three Gold Bridges" which is perhaps the most well known pocket watch within the world of horology. These watches, which are completely handmade in Girard-Perregaux's workshops, are amazing works of mechanical art, and the Three Bridges, which are cast in solid gold, are stunningly beautiful to behold. It was the year 1930, and for the first time in the company's history more wristwatches than pocket-watches were sold. In 1945, the company came up with a curved rectangular watch that caught Europe's fancy. Moreover, in 1993, Girard-Perregaux signed a co-branding arrangement with the celebrated Italian car manufacturer, Ferrari, which has yielded a remarkable line of sporty chronographs. The brand was recreated in 1995 as the Vintage 1945 collections, and became a rage both among men and women. The three other important collections from the house of Girard-Perregaux are Richeville and Classique Elegance and the Cat's Eye line of watches that were launched for women in 2004. Currently the Girard-Perregaux brand is owned by Italian entrepreneur, architect and former racing driver, Luigi Macaluso. Under his leadership, Girard-Perregaux signed a co-branding agreement with Ferrari and has also become involved in the America's Cup alongside the BMW Oracle Racing Team. Presently Girard-Perregaux is secure in its position as a cultural symbol of a town that produces the world's most precise electronic and micro-mechanical components for watches, aerospace and medical instruments. At last, Girard-Perregaux offers one of the highest quality wristwatches available in the contemporary watch marketplace.