

THE PRIVATE JET LIFESTYLE MAGAZINE

# ELITE

T R A V E L E R



## WATCH GUIDE

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# *breva*

## GENEVE

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CEO VINCENT DUPONTREUÉ

### FORECASTING THE WEATHER FROM YOUR WRIST

Breva Genève, led by passionate founder and empowering entrepreneur Vincent Dupontreué, the new independent watch brand was successfully launched in 2013 as a culmination of three years of meticulous research and development. The watch, Génie 01, is an engineering marvel that was designed by utilizing the efforts of a team of engineers and specialists. The creation of the Génie 01 is highlighted by collaboration with Jean-François Mojon, famous watchmaker and director of Chronode in Le Locle, the heart of the Swiss watchmaking industry, and Michel Dourde, weather forecast specialist who belongs to the third generation of the most well-known barometer dynasty in Europe of the last century. Inspired by *la breva*, an Italian “warm wind” sweeping along Lake Como in northern Italy, Dupontreué had the idea to explore how a timepiece can affect our perception of time but also our environment. Having a profound interest in meteorological phenomena and weather forecasts, he decided to create a watch that not only shows the time but also forecasts the weather and measures the altitude. The result was the Breva Génie 01, the world’s first mechanical wristwatch with time, altimeter, and barometer for weather forecasting, a breakthrough in horological technology.

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BREVA

## GÉNIE 01

The Génie 01 is the world's first mechanical wristwatch with time, altimeter, and barometer for weather forecasting and power reserve indications provided by a fully mechanical movement. Each component of the movement was developed and produced exclusively by Breva. Redefining the concept of a complication in a mechanical timepiece, the brand's ambition is to show how the measurement of the environment influences our experience of it.







In addition to the traditional indications (hours, minutes, small seconds, and a power reserve of 65 hours), the timepiece stands out by its unusual complications: A barometer and an altimeter. Both are connected through a complex system of gears and racks to the aneroid capsules especially developed and patented to Brevia's specifications to optimize precision and use in a wristwatch.

Each time the crown is turned and the button at four o'clock is pushed, the exterior air enters the watch case through an air valve that prevents any moisture from entering the movement. As air molecules are smaller than water molecules, the special Teflon membrane lets the air enter the case and stops all humidity, maximizing the longevity and reliability of the timepiece. Once inside, the air affects the volume of the two aneroid capsules located at five o'clock. These capsules expand or contract indicating the air pressure on the barometer counter.

But how does the weather forecast actually work? What is important in using air pressure to forecast the weather is its recent change, rather than the pressure itself. By pushing the button at four o'clock, you can check if the air pressure has increased, which indicates that good weather is coming, or if it has decreased, which means that clouds or even rain are expected. Moreover,

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the faster the pressure changes or the larger the change, the more extreme—good or bad—the coming weather is likely to be. On the top right at two o'clock, a knurled exterior ring adjusts the barometric pressure scale, while an inner pusher adjusts the altimeter dial. As the altitude affects air pressure as well as the weather, a circular scale engraved around the perimeter of the case-back provides a scale that features correlations between altitude and air pressure.

The Génie 01 is an exclusive timepiece that perfectly combines an innovative mechanical movement with a contemporary design. Brevia Genève brings a new and disruptive vision of high-end watchmaking within its complications. The brand's ambition is to establish a particular relationship between the watch owner and his or her environment. Giving a new dimension to a timekeeper, Brevia Genève will continue to be devoted to its mission: To create exclusive timepieces that allow owners to monitor the environment in an elegant way.

The Génie 01 is available in limited edition of 55 pieces in white gold and 55 pieces in rose gold (rose gold: \$150,000; \$155,000 for white gold).