

## **Xemex – a Swiss Success Story**

Since 1996 the timepieces of Xemex Swiss Watch have evolved from well-guarded secrets known only to a handful of design aficionados to cherished collector's items.

In 2000 and 2001 Xemex did win the first place in competition for design innovation of the year in Germany and the US.

With their distinctive design, developed from scratch, Xemex watches today hold their own in the marketplace. Some have even become models for others in the watchmaking industry.

Ageless signs of the times have lasting value. Any object which is the daily focus of frequent attention must be just right. For the wearer and for the function, although form is subordinate to function. Stripping down to the essentials makes for readability, by day or night. The architecture of time is straightforward and unembellished. However, it is expressive formal language which gives it its unique character. Clean typography and the chiseled, precisely constructed case reflect the accuracy of the movement. Dial, hands and flexible lugs emphasize the interplay of the elements. This instrument shows the time in a self-contained unit.

Choosing the right watch is a careful process, as what you wear on your wrist is an expression of your own identity. Choosing a Xemex means valuing honesty and practicality, expressing your personality and making an impact.

## Xemex carries the “handwriting” of Ruedi Külling

The Zürich-Zollikon based designer Ruedi Külling incessantly wins international recognition for years with his designs. His theses - **simplify, objectify, elucidate** - have generated the XEMEX collection: watches of high design-quality, with good convenience to the wearer and instantly readable.

His posters can be seen as permanent exhibits in the Museum of Modern Art, New York. Some of his watches and other product designs are available at the Chicago Museum of Architecture Design, at the London Design Museum, at the Museum of Modern Art, New York and at the Guggenheim Museum, New York.



Developmental history  
of a Xemex XE5000 chrono  
designed by Ruedi Külling

## **XEMEX Piccadilly Calendario Reserve 2005**

### **- sophisticated design for an unusual calendar**

Piccadilly Calendario Reserve 2005 – the name fits: the dial design with its ingenious arrangement of date display, calendar function and power reserve is a characteristic feature of this stylish watch with its sophisticated flair.

The fine frame of the narrow stainless steel bezel and the discreet markers make the matt black dial appear larger than its actual 40mm. Sufficient space is available for the various functions without blurring the dial's skillfully crafted, muted look.

Prominently placed, the large, circular calendar week display at 12 o'clock irresistibly draws the viewer's eye.

The white numerals and markers on the polished black background are an additional enhancement.

Immediately adjacent is the weekday display at 9 o'clock, which stands out perfectly from the dark background by showing the days in fresh green.

The intelligent arrangement and contrasting colors guarantee a clear structure and optimum readability.



The power reserve below the center of the dial has a purist appearance: white dots diminishing in size on a polished background provide information about the time remaining in the 42-hour power reserve. The date display at 3 o'clock keeps a low profile.

The flexible bridges which adjust perfectly to the wrist guarantee the optimum wearer comfort characteristic of all Xemex watches. The watch is driven by the precise automatic movement Soprod 9075, modified on the basis of ETA 2892.

Limited special edition of 100 pieces with certificate of exclusivity.

## **Xemex Avenue Chronograph**

### **– The return of award-winning elegance**

The perfect interplay of form and material, the unique design and the absolute wearer comfort – all bear the handwriting of the creator of the successful and award-winning watch series Xemex Swiss Watch, Ruedi Külling. With a new release of the <Watch of the Year 2000> (Chronos), the Xemex Avenue Chronograph, the designer presents a perfect example of his standard-setting design principles: simplify, unify, clarify.

Xemex does not create trends, but sets milestones whose form, coloring and unique love of every minute detail turn subtle elegance into a memorable brand characteristic.

The modified matt stainless steel case of the new Avenue Chronograph boasts an even more refined, more harmonious interplay with the black dial, the quadrature of the circle.



The carefully integrated round dials of the various stop functions ensure optimum readability. The luminous hands stand out from the highly polished background and move around square markers that also glow in the dark. The red second hand appears to be almost delicate, but maintains its functional and visual key position thanks to the characteristic circular element. The Xemex Avenue Chronograph makes a lasting impression thanks to the interesting interplay between the gently rounded edges and the strong, determined design lines.

On the wrist, this no-nonsense watch is neither heavy nor awkward: the unmistakable Xemex comfort is perfected by the flexible bridges, which adapt to every move. The harmony in design which is the essence of this timepiece is emphasized by each and every design and form detail. On the back, the Avenue Chronograph boasts a display window for a glimpse of the modified rotor of the ETA 2894-2 movement, revealing every last detail of this perfect masterpiece.

**New Challenge, New Track, New Goal:**

## **Xemex XE 5000 Chronograph**

Ready – set - go! The start. Dust is hurled into the air, motors are revving up, tires are burning rubber, the race track vibrates. Pilots who give their all, a brutal test for even the toughest of nerves. Seconds seem to fly by – one glance, and time seems to suddenly stand still while the hand flies across the face – everything is under control. The XE 5000 Chronograph by Xemex Swiss Watch sets new standards for speed and style.

As a modern timepiece, this strong, self-assured companion combines attributes such as dynamics and progressiveness with reliability and consistent design. Even the smallest detail of the black XE 5000 Chronograph bears the distinguished handwriting of Swiss designer Ruedi Külling. The impressive 44 mm brushed stainless steel case and its unique form make the chronograph a timepiece full of temperament and style. The circular curved lunette is offset by the characteristic Xemex strap attachment bridges; while the crown is embedded into the dome case. One ingenious detail is the tachometer scale, whose red numerals and markers are integrated into the sapphire crystal.



Your eyes are instantly drawn to the bright red hand situated in the center of the dial which keeps track of the speed. The XE 5000 Chronograph features an updated version of the 7750 Valjoux caliber. Flexibility and wearer comfort are guaranteed by the natural rubber strap designed especially for this series by Ruedi Külling.

The race track is not its only territory - the XE 5000 Chronograph is also a stylish everyday accessory for men who love speed.