

Ten Years of Partnership
Bugatti Mythe



PARMIGIANI
FLEURIER

The Meeting

The meeting between Parmigiani Fleurier and Bugatti took place in 2001. At this time, the prestigious Molsheim-based firm was seeking to build a strong association with a watch company that fulfilled very precise criteria.

It needed a brand with a propensity for technical excellence, but also artistic flair, a heightened awareness of design and the elegance of forms. This brand would also need its own independent manufacture, giving it the kind of manufacturing freedom conducive to boundless creative potential.

It was therefore a logical move for Bugatti to link its destiny with Parmigiani Fleurier, as the brand met and exceeded all its expectations. The partnership was formalised in 2004. Since then, the Fleurier-based manufacture has striven to create timepieces for the Bugatti collection which are far more than a watch stamped with a car marque logo; they are cars reborn in watch form.

The partnership with Bugatti illustrates the potential an independent manufacture

can offer. In each of its creations, it showcases and pushes to the limit the work of a perfectly verticalised watchmaking centre, the constituent entities of which are in constant dialogue, ensuring a two-way exchange of assistance and inspiration which gives Parmigiani Fleurier its strength.



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The Bugatti type 370

The creation of an immense tradition

When Michel Parmigiani visited Bugatti's manufacture in Molsheim for the first time, the car manufacturer showed him the Bugatti Veyron, a unique super car which then inspired the first watch created in the collection.

This car has an immense engine – it is the only thing which can be seen underneath its transparent cover – and he was struck by a realisation: the Bugatti Veyron is an engine first, and a car second; it is a propulsion engine even before it has wheels, and that's what makes it unique. It was therefore decided that the first timepiece to bear its name would have to be an engine block first and a watch second. Displaying the time would be a function, but one which is secondary to its oversized mechanism. The principle behind the first Bugatti Parmigiani Fleurier, christened the "Bugatti type 370", was born.

Together, the Parmigiani Fleurier manufactures achieved the unthinkable in 2004. They overturned the conventions of the watchmaking world and assembled the main plates and gears of an immense movement along a horizontal rather than vertical axis.

This movement is worn like an engine block on the wrist and the time is displayed

laterally, so it can be clearly seen by a racing driver with his hands firmly planted on the steering wheel. It was a world first, never before seen in watchmaking.

The transverse design of the movement does not allow conventional winding and time-setting using a lateral crown. To overcome this constraint, a device had to be created on the back of the piece, in contact with the wearer's wrist, which is regulated using a winding tool. Custom-made and created to look like a pen, this tool stores a force which it transmits to the movement so that it can be wound or the time set. This device was another world first boasted by the piece, an elegant solution completely new to the watchmaking world, and which has since been patented.

The Bugatti 370, the first timepiece which celebrated the creation of the partnership in 2004, is a car reborn as a watch; it is a striking demonstration of a brand at the peak of its art, able to breathe life into the most improbable of creations.

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The Bugatti type 370



PFH340-1202100

Launched in 2004, the Bugatti 370 features a movement built according to a horizontal axis. It's a world first.

The Bugatti anniversary

Three Editions to celebrate one decade

To celebrate the 10th anniversary of the partnership, in 2014, Parmigiani Fleurier is unveiling three limited editions of the Bugatti timepiece.

The brand has decided to take the iconic Bugatti 370 model, and its transverse tubular movement, as its basis. This piece, which marked the creation of the partnership in 2004, demonstrates the brand's cutting-edge creative spirit and the quest for technical excellence which made it possible.

The Bugatti Mythe, the Bugatti Victoire and the Bugatti Révélation are the new versions of this Anniversary Limited Edition. These three pieces share an aesthetic which harks back to the artisan's traditional techniques. In this respect, the collection moves away from the hi-tech, futuristic spirit which prevailed in some of the Bugatti creations of this first decade: the titanium of the Bugatti Vitesse case middle, for example, or the black carbon of the Bugatti Super Sport dial.

The return to classic «Haute Horlogerie» techniques here marks a desire

to recognise Parmigiani Fleurier's history, and the essence of the brand. As, even though resolutely focussed on the future of watchmaking, the brand remains faithful to the expertise required for restoration and the authentic craftsmanship which constantly informs its creations.

The partnership between Parmigiani Fleurier and Bugatti is celebrating its 10th anniversary and, as these prestigious new timepieces show, going from strength to strength.



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The Bugatti Mythe



PFH340-1012700

The Bugatti Mythe is the first of three Anniversary timepieces which celebrate the partnership's 10 years.

The Bugatti Mythe



PFH340-1012700

Its dial reproduces the grill of
iconic Bugatti type 57 car.

The Bugatti Mythe



The first of the Anniversary Edition timepieces, the aesthetic of the Bugatti Mythe is based on an emblematic Bugatti component: the legendary Type 57 grille.

This grille, which graced the very first Bugatti cars, has a striking structure, formed of lines rather than mesh. These lines are echoed in the watch dial and they extend downward beyond its perimeter, affirming the Art Deco style which made the historic grille such a success.

In addition to this homage to Bugatti's history, the Bugatti Mythe timepiece also pays tribute to the ongoing collaboration between industrial and artisan traditions in both the automotive and watchmaking

worlds. Inextricably linked at Bugatti, industry and craftsmanship see their potential combined in every creation, and this is what the brand's reputation is based on.

The Bugatti Mythe evokes this marriage through the dual-colour effect of the surfaces of its case middle. A mottled anthracite grey surface, which reinforces its «industrial» appearance, represents this side of the spectrum; the burnished, gold surfaces reflect the refined, artisan side.

The Bugatti Mythe is possessed of a powerful symbolism, which encapsulates the history of two brands and the success of a collaboration.

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The Bugatti Mythe



PFH340-1012700

The concept of bearing a "motor bloc on ones wrist" remains unchanged and continues to enthrall 10 years later.

Bugatti type 370

Mythe

Movement

Calibre: PF370

Winding: Manual using a dynamometric starter

Power reserve indicated on the side of a rotating drum

Power-reserve: 10 days

Frequency: 3 Hz - 21.600 A/h

Dimensions: 21.00 x 16.00 x 27.40 mm

Components: 314

Jewels: 37

Barrel(s): 2 series-coupled barrels

Decoration: Circular-grained hand-belleved main plates, Bugatti design

Functions

Hours and minutes

Power reserve indication engraved on drum

Case

Shape: Special

Dimensions: 32.40 x 52.50 mm

Thickness: 18.6 mm

Material: 18 ct rose gold

Finishing: Satin, polished hammered

Water-resistance: 10 m

Glass: Anti-reflective sapphire

Back: Sapphire

Back engraving: Individual number, « 2004-2014 » Modèle Unique »

Dial

Material: 18 ct rose gold

Colour: Rose gold and ruthenium

Index: Transferred

Finishing: « Grille » dial

Hands: Delta-shaped with luminescent coating

Bracelet

Material: Calf

Colour: Ebony

Brand: Hermès

Buckle

Type: Folding

Material: Rose gold

Brand Stories

Bugatti

The company founder Ettore Bugatti, born and raised in Milan, Italy, succeeded in uniting this artistic approach with his technical innovations, thus creating the foundation of a design language that was to mould the Bugatti marque. The result has been a series of vehicles far ahead of their time, and which are today numbered amongst the most valuable classic cars in the world. The brand's central philosophy of "Art, Forme, Technique" is a description of its mystique.

Still based where the brand was founded more than 100 years ago, in Molsheim (Alsace, France), the maker of ultimate luxurious super sports cars today is part of the Volkswagen Group and as a brand combines the artistic roots of its Italian founder with French savoir-vivre, and German engineering ingenuity.

Parmigiani Fleurier

Parmigiani Fleurier – named after its founder Michel Parmigiani – was created in Val de Travers in 1996 and has based its values on authentic Haute Horlogerie ever since. Thanks to the Sandoz Family Foundation industrial watchmaking centre, which is available to it as a priority, in the space of a few years the Parmigiani Fleurier brand has gained a unique credibility in the history of modern watchmaking. Parmigiani Fleurier is built on strict devotion to the highest aesthetic and mechanical quality, and on its expertise in watchmaking and mastery of mechanical grand complications. By remaining faithful to its founding values, such as the restoration of masterpieces of the watchmaker's art, it is one of the few firms to preserve an image of authenticity in the eyes of the public.

Being an independent company, Parmigiani Fleurier has been able to invent its own style. Whether they feature simple or grand complications, Parmigiani's collections are instantly recognisable thanks to their unique stylistic motifs. An extensive range of men's and women's collections, all equipped with the 21 house calibres, are the basis of the brand's success today. The Parmigiani Fleurier Manufacture strives on a daily basis to ensure that the brand's watchmaking dreams become reality.

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