



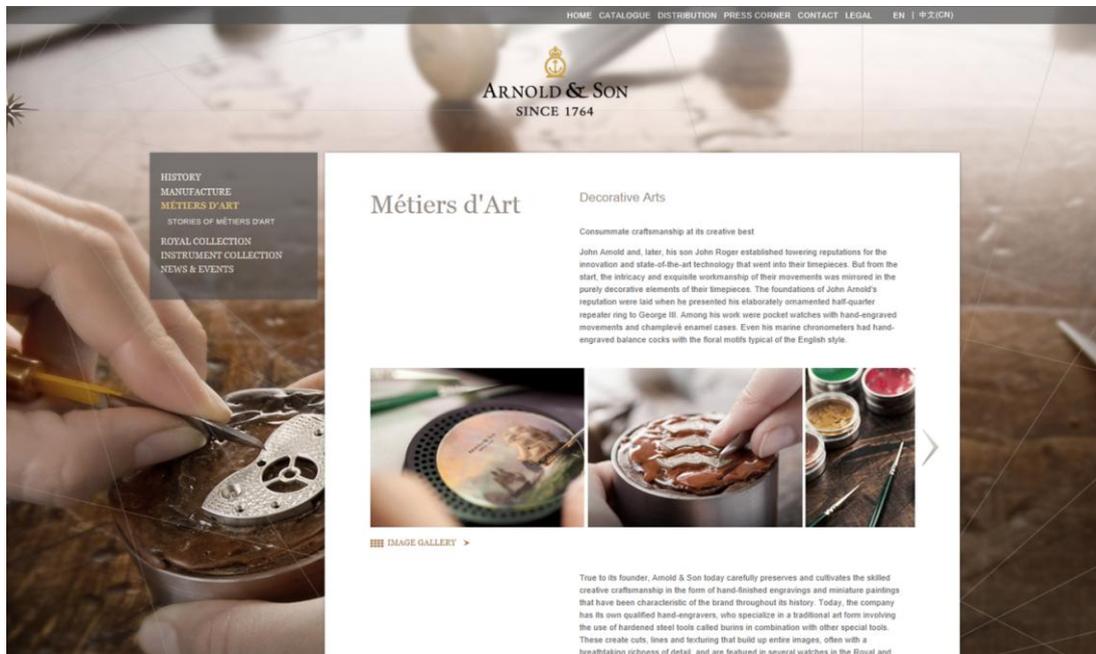
ARNOLD & SON

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New Arnold & Son website chapter Métiers d'Art ~ Decorative Arts goes live

The new Arnold & Son website chapter Métiers d'Art ~ Decorative Arts gives you a hands-on experience of traditional English-style watchmaking featuring beautiful Métiers d'Art techniques. Each Métiers d'Art timepiece is an eloquent expression of elegance and sophistication in the inimitable English style and demonstrates the brand's traditional prowess in the classical decorative arts. Browse through the fascinating stories around Arnold & Son's Métiers d'Art timepieces. Explore for yourself the new Métiers d'Art chapter at www.arnoldandson.com

John Arnold and, later, his son John Roger established towering reputations for the innovation and state-of-the-art technology that went into their timepieces. But from the start, the intricacy and exquisite workmanship of their movements was mirrored in the purely decorative elements of their timepieces. The foundations of John Arnold's reputation were laid when he presented his elaborately ornamented half-quarter repeater ring to George III. Among his work were pocket watches with hand-engraved movements and *champlevé* enamel cases. Even his marine chronometers had hand-engraved balance cocks with the floral motifs typical of the English style.

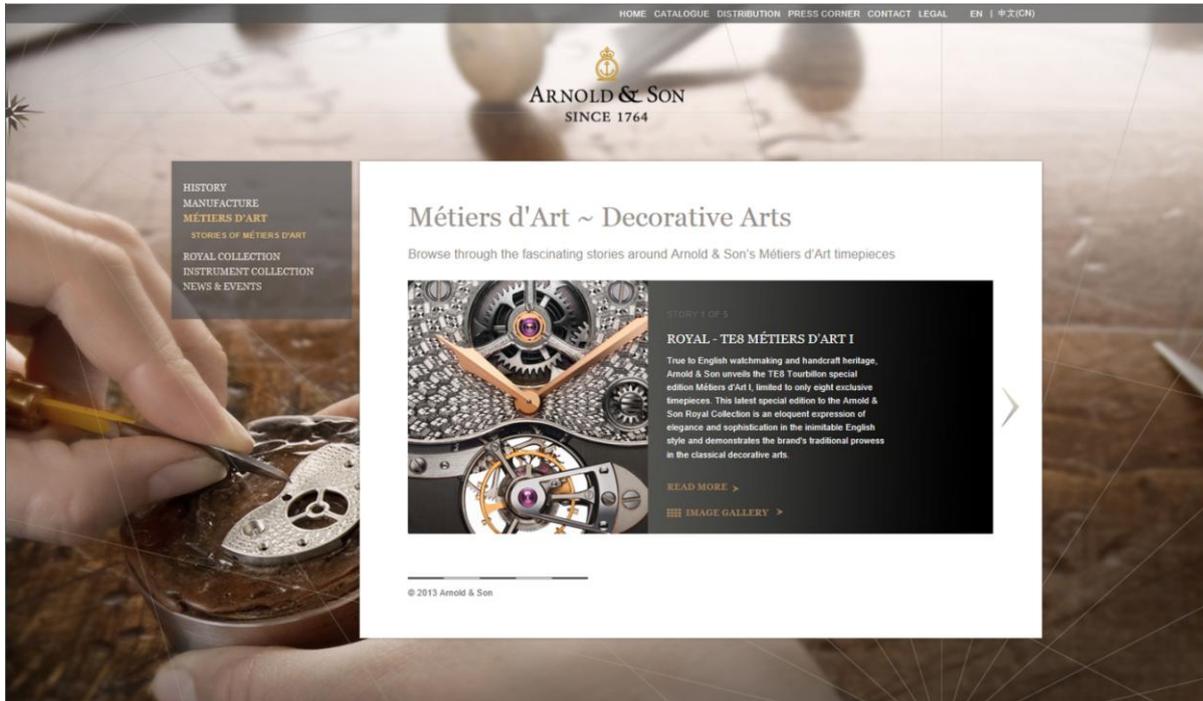


True to its founder, Arnold & Son today carefully preserves and cultivates the skilled creative craftsmanship in the form of hand-finished engravings and miniature paintings that have been characteristic of the brand throughout its history. Today, the company has its own qualified hand-engravers, who specialize in a traditional art form involving the use of hardened steel tools called burins in combination with other special tools. These create cuts, lines and texturing that build up entire images, often with a breathtaking richness of detail, and are featured in several watches in

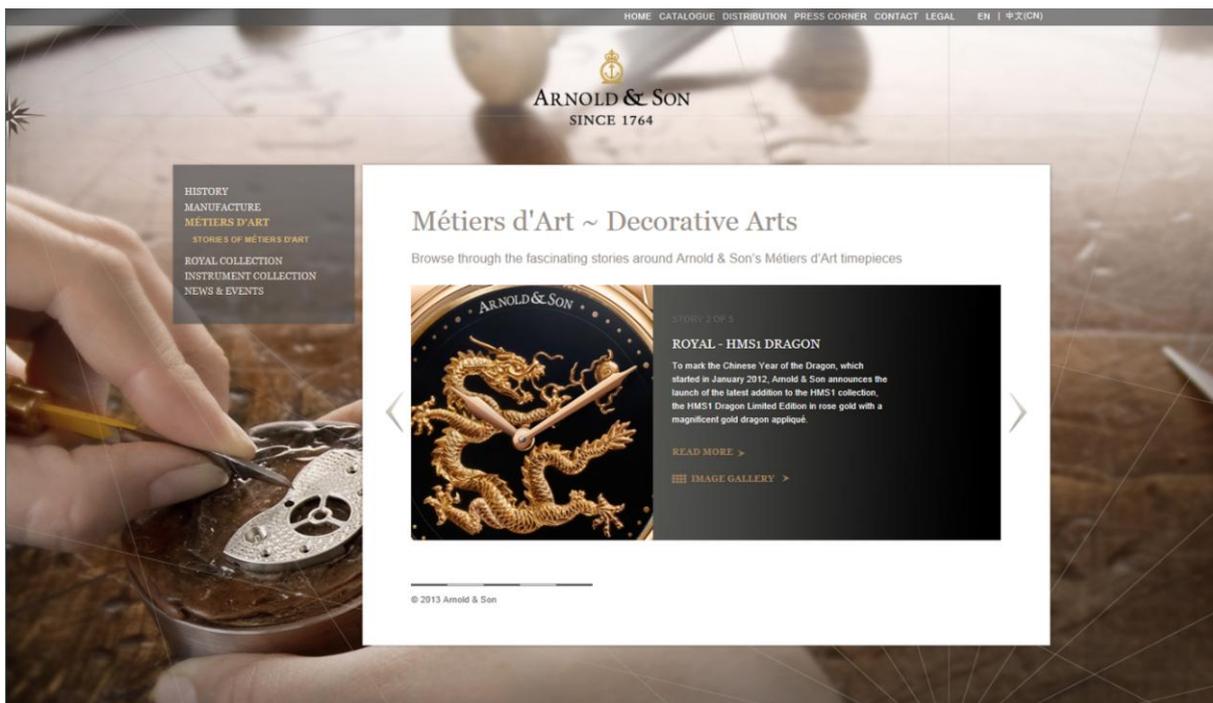


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the Royal and Instrument collections, either on the dial or as exquisite details on the movement itself. Examples include the HMS Victory set featuring three scenes of the renowned HMS Victory battleship, the TE8, which has a spectacular entirely hand-engraved movement with unique motif, the HMS Lady, which has also an entirely hand-engraved movement with English-style floral motifs and the UTTE in the Instrument collection with its hand-engraved tourbillon bridge.

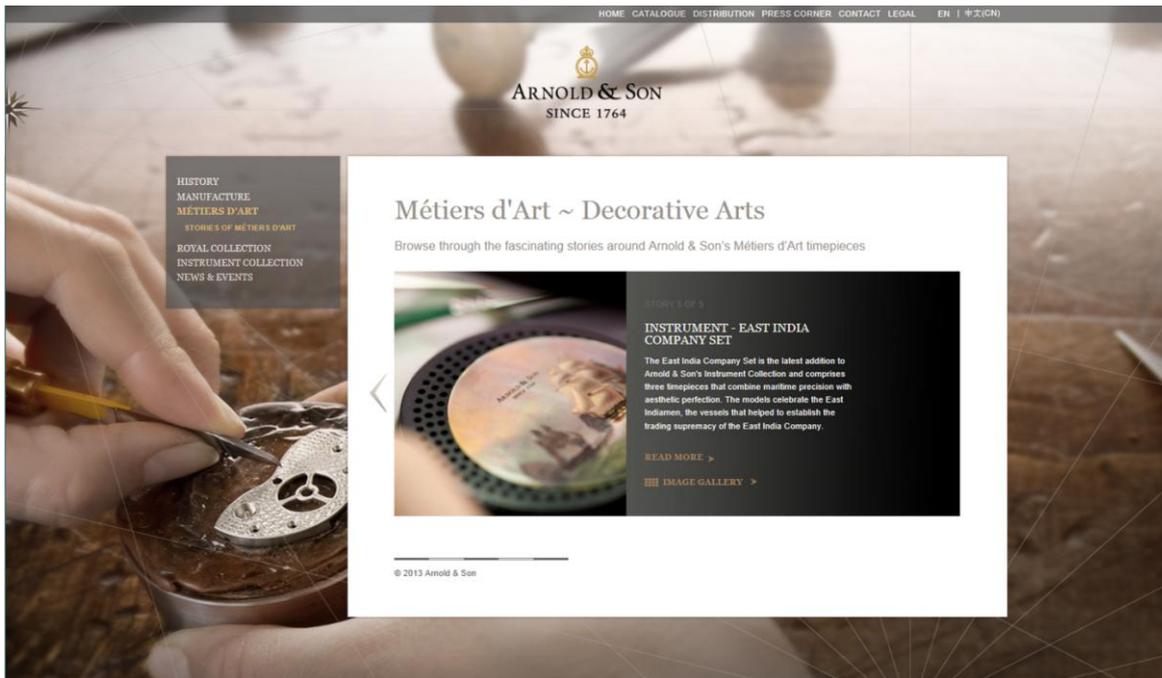




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Further evidence of the brand's commitment to traditional craftsmanship is furnished by the delicate hand-finished miniature paintings featured on the Hornet James Cook set and depicting scenes from the famous explorer's three voyages, or the filigree East India Company set, where the hand-finished miniatures stand out almost transparently against the mother-of-pearl background.



We believe the best way to find out what the new Métiers d'Art website chapter has to offer is to pay us a visit. To do that and stay connected with the world of Arnold & Son, simply go to: www.arnoldandson.com

Arnold & Son: a brief history

In a direct response to the British Government's search for an answer to the problem of calculating longitude reliably at sea, John Arnold founded a watchmaking company in London in 1764. He soon established a reputation as a specialist in marine timepieces, inventing both the detent escapement and the bimetallic balance, before emerging as one of four winners who shared the Longitude Prize in 1770. His son, John Roger, joined the firm in 1796, and Arnold & Son rapidly became the leading supplier of chronometers to the Royal Navy. John Roger worked closely with the French watchmaking genius Abraham-Louis Breguet, who paid tribute to John senior by integrating his first working tourbillon in an Arnold marine chronometer, which he presented to his son. The instrument, which must rank as one of the most extraordinary pieces in watchmaking history, can be seen to this day at the British Museum. Inspired by John Arnold's relentless quest for precision and innovative technology, the modern-day Arnold & Son company keeps this fine English watchmaking tradition alive at its headquarters in La Chaux-de-Fonds, the cradle of modern Swiss watchmaking.