



ARNOLD & SON
SINCE 1764

Arnold & Son New Advertising Campaign

The new Arnold & Son global advertising campaign lavishly illustrates the brand's novelties. It presents the Royal Collection and the Instrument Collection novelties within a spectacular environment and reflects the heritage behind the timepieces with a description of each model and its in-house manufacture movements.

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ROYAL COLLECTION
TB88

Hand-crafted in Switzerland
Arnold & Son manufacture movement, caliber A&S5003
Haute Horlogerie manufacture caliber A&S5003, "inverted" movement visible dial side with "double eight" symmetry, hand-wound, 32 jewels, double barrel, 100 hours of power reserve, balance with screws and Breguet spring, true beat (or "dead beat") second system with an independent lever with ruby pallet, traditional English construction with 16 manually chamfered bridges with polished edges and brushed surfaces, polished screws. www.arnoldandson.com

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Arnold & Son's history goes back almost 250 years. In retrospect, it is clear that John Arnold was one of the greatest watchmakers who ever lived and that he, together with Abraham-Louis Breguet, largely invented the modern mechanical watch.

The new advertising campaign will illustrate the brand's two collections: the Royal Collection and the Instrument Collection.

The new Arnold & Son advertising campaigns also highlight the brand's prowess in the development and production of in-house manufacture movements in La Chaux-de-Fonds, Switzerland. The Royal and Instrument Collections are composed of an impressive number of Arnold & Son calibres with a complete range of sophisticated complications. Unlike other watch manufacturers, who often use the same calibre for



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different models, Arnold & Son develops a new movement for every single model. Every Arnold & Son movement has its own story to tell and reflects the brand's heritage.

The Royal Collection is a reflection of elegance and sophistication in the inimitable English style. It is inspired by and pays tribute to the timepieces produced in the earlier part of John Arnold's life and made for King George III and members of the royal court. The Royal Collection demonstrates the brand's traditional prowess in the classical decorative arts. The watches are all housed in exquisitely elegant cases.



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The Instrument Collection is inspired by the timepieces produced during the second part of John Arnold's life and, after his death, by his son, John Roger. These timepieces focused on chronometry and were designed with absolute precision in mind. They were the work of watchmakers dedicated to solving the problem of determining longitude accurately at sea. So successful were they that Arnold & Son became principal suppliers of marine chronometers to the British Royal Navy. The Instrument Collection combines marine precision with aesthetic perfection and a purist design which permits the main complication to take centre stage. Like the Royal Collection, the Instrument Collection is a sublime expression of a long and proud heritage.



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INSTRUMENT COLLECTION
TBR

Hand-crafted in Switzerland
Arnold & Son manufacture movement, caliber A&S4608
Hauter Régulerie manufacture, caliber A&S4608: self-winding, 24 jewels, ce-
ramic ball-bearing, 50 hours of power-reserve, 1/10 seconds, worldwide patented,
central true-beat, 27,000 beats, 1/10 seconds system, retrograde date featuring patent-
edged teeth same (to, literally, teeth without play), manually operated bridges with
polished edges, fine crescent-grating and Côtes de Genève rayonnantes, brushed
and skeletonised rotor, blueed screws. www.arnoldandson.com

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The new campaign was launched this fall with new models such as the TB88 or the DBS Equation Sidereal and will continue next year to present Arnold & Son's novelties for BASELWORLD 2013.

For more information about the new Arnold & Son advertisement campaign, you can also contact us at:

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