


CHARMEX
OF SWITZERLAND™

COLLECTION 2015/16



TRADITION

The history of Montres Charmex SA goes as far back as 1926. This was the year when Max Bürgin, the father of today's owner started his apprenticeship in one of the leading watch factories near Basel, Switzerland. His exceptional talents soon caught the attention of the management – he was promoted and eventually made head of the technical department. What he really wanted though was to have his own watch business, pursuing

1926

2013



the traditional art of manufacturing state-of-the-art timepieces. His dream finally came true and in 1989 his son Manfred Bürgin together with his wife Kathleen joined the by then prospering company. 1999 their son Frank M. Bürgin followed and thus continued the family's tradition. Manufacturing bespoke timepieces using but choice materials of the highest quality remains the credo of Montres Charmex SA to this very day.

QUEST FOR EXCELLENCY

In 1926, when Max Bürgin started his apprenticeship, industrial mass production had not yet reached the watch industry and good products were only competed by better products. A watch was not considered an accessory but an investment for life and manufacturers prided themselves on their unrivalled skills. In the meantime, however, odds have changed – or as John Ruskin, a 19th century English writer put it: “There is scarcely anything in the world that some man cannot make a little worse, and sell a little more cheaply. The person who buys on price alone is this man's lawful prey”.

We cannot turn back time but we can strive to manufacture watches that combine the quality, design and functionality our forefathers prided themselves on, timepieces that stand out in today's array of mediocre mass production watches. To put it in the words of Sir Henry Royce (Rolls-Royce): “Strive for perfection in everything you do. Take the best that exists and make it better. When it does not exist, design it”.

We believe that perfection reveals itself in the attention paid to the smallest of details and the choice materials used.






CHARMEX
OF SWITZERLAND™



2647

2646



MODEL LA TREMOLA REF. 2646/2647

SWISS MADE® automatic movement ETA cal. 2824 élaboré
Stainless steel case, also in rose gold IP-plated
Genuine leather strap
Sapphire crystal

www.charmex.com






















MODEL LA TREMOLA

For centuries the St. Gotthard pass in Switzerland was the main route from central Europe into Italy. Originally a mere mule track this pass was widened to allow for a regular stage coach service as depicted in this 1873 painting of Roland Koller's. In the early 20th century the well over a dozen hairpin bends were paved with cobblestones and the road was henceforth known as LA TREMOLA – the "trembling one". Whether this refers to the shaking of the vehicles on the cobblestones or rather the mental state of the drivers is no longer known.

The new automatic model LA TREMOLA was created as an homage to the original cobblestone road which still exists today: the paved structure of the dial resembles the original cobblestone and the classical case with its art déco like curvature and engraving is reminiscent of the early 20th century.

LA TREMOLA is manufactured in a Limited Edition of 400 timepieces only and available in three dial colors: silver, black and tobacco.

The LA TREMOLA is sold in a luxurious wooden gift box.

						
SAPPHIRE CRYSTAL	SAPPHIRE CRYSTAL, ANTI-REFLECTIVE	SAPPHIRE CASEBACK	LIMITED EDITION	AUTOMATIC MOVEMENT	POWER RESERVE INDICATION	CHRONOMETER
						
18 k 18 CARAT GOLD	BIG DATE	DATE	DAY / DATE	FULL CALENDAR	CHRONOGRAPH	ALARM
						
MULTI FUNCTION	MOON PHASE	2 ND TIME ZONE	DIAMONDS	GENUINE RUBBER STRAP	EOL END-OF-LIFE INDICATION	ti TITANIUM

2645-GROUP: M'S AUTOMATIC WATCH LA TREMOLA

ETA cal. 2824 élaboré automatic movement, 25 jewels
Stainless steel case, also in rose gold IP-plating
Sapphire crystal w. anti-reflective coating, sapphire caseback
Black/brown genuine leather strap w. double pusher butterfly buckle
5 ATM
Case: Ø 40 mm



2645
silver dial



2646
black dial



2647
silver dial



2648
black dial



2649
tobacco dial

80

80TH ANNIVERSARY OF
MONTRES CHARMEX SA



2120

CHRONOGRAPH



SWISS MADE® 

JUBILÉ 1926 – 2006 COLLECTION

www.charmex.com

JUBILÉ 1926 – 2006 COLLECTION CHRONOGRAPH

In 1926, Max Bürgin, the founder of Montres Charmex SA, started his apprenticeship as a watchmaker in Bubendorf, Switzerland. Today, Montres Charmex SA is still owned and run by the Bürgin family and to commemorate our 80th Anniversary we have launched a new line of automatic models in 2006.

The JUBILÉ 1926 – 2006 COLLECTION consists of five high-end mechanical timepieces, sporting the same state-of-the-art case but using different Swiss Made mechanical movements with several complications and manufactured to the highest standards of our industry. Of each model a limited edition of only 200 watches is manufactured. The discerning collector has the option of subscribing to the complete JUBILÉ 1926 – 2006 COLLECTION. For more details ask your authorised retailer or visit www.charmex.com.

Each year one model of this collector's series is launched, the fifth timepiece to be unveiled in 2010 together with a luxury wooden collector's box for all five timepieces.



SAPPHIRE CRYSTAL



SAPPHIRE CRYSTAL, ANTI-REFLECTIVE



SAPPHIRE CASEBACK



LIMITED EDITION



AUTOMATIC MOVEMENT



POWER RESERVE INDICATION



CHRONOMETER



18 CARAT GOLD



BIG DATE



DATE



DAY / DATE



FULL CALENDAR



CHRONOGRAPH



ALARM



MULTI FUNCTION



MOON PHASE



2ND TIME ZONE



DIAMONDS



GENUINE RUBBER STRAP



END-OF-LIFE INDICATION



TITANIUM



2121
silver dial



2122
champagne dial



2123
silver dial

MOVEMENT

- Swiss Made® Dubois Dépraz automatic cal. 2025 luxe
- Complication: chronograph
- Power reserve 44 h
- 47 jewels
- 28'800 oscillations/h (4 hz)
- Rotor rhodium plated, snailed and with Côte de Genève finish; logo engraved in blue
- Bridge circular-grained
- Edges chamfered
- Screws blued

FUNCTIONS

- Hour; minute, small second at 3 h
- Chronograph with central second, 30-minute and 12-hour counter
- Date at 12 h with magnifying glass

CASE/BRACELET

- Solid stainless steel case Ø 42.5 mm, thickness 13.5 mm
- Available also in 10 micron yellow or rose gold plated
- Genuine leather strap, nubuk lined
- Double-pusher butterfly buckle with engraved logo
- Scratch resistant anti-reflective sapphire crystal
- Screw-down caseback with sapphire crystal, engraved
- Screws in blue
- Limited Edition plate on side of case

DIAL

- Guilloché pattern on the interior
- Applied Roman indices
- Minute ring with 60 minute scale
- Colours silver or champagne

HANDS

- Stainless steel, blued, polished





1943

RÉSERVE DE MARCHE



SWISS MADE® 

JUBILÉ 1926 – 2006 COLLECTION

www.charmex.com

JUBILÉ 1926 – 2006 COLLECTION RÉSERVE DE MARCHÉ

In 1926, Max Bürgin, the founder of Montres Charmex SA, started his apprenticeship as a watchmaker in Bubendorf, Switzerland. Today, Montres Charmex SA is still owned and run by the Bürgin family and to commemorate our 80th Anniversary we have launched a new line of automatic models in 2006.

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Each year one model of this collector's series is launched, the fifth timepiece to be unveiled in 2010 together with a luxury wooden collector's box for all five timepieces.



SAPPHIRE CRYSTAL



SAPPHIRE CRYSTAL,
ANTI-REFLECTIVE



SAPPHIRE CASEBACK



LIMITED EDITION



AUTOMATIC
MOVEMENT



POWER RESERVE
INDICATION



CHRONOMETER



18 CARAT GOLD



BIG DATE



DATE



DAY / DATE



FULL CALENDAR



CHRONOGRAPH



ALARM



MULTI FUNCTION



MOON PHASE



2ND TIME ZONE



DIAMONDS



GENUINE
RUBBER STRAP



END-OF-LIFE
INDICATION



TITANIUM



1943
silver dial

MOVEMENT

- Swiss Made® Dubois Dépraz automatic cal. 7000 luxe
- Complication: mechanical indication of power reserve
- Power reserve 44 h
- 21 jewels
- 28'800 oscillations/h (4 hz)
- Rotor rhodium plated, snailed and with Côte de Genève finish; logo engraved in blue
- Bridge circular-grained
- Edges chamfered
- Screws blued

FUNCTIONS

- Hour; minute, central second
- Power reserve indication at 12 h
- Indication of date at 6 h with magnifying glass

CASE/BRACELET

- Solid stainless steel case Ø 42.5 mm, thickness 12 mm
- Available also in 10 micron yellow or rose gold plated
- Genuine leather strap, nubuk lined
- Double-pusher butterfly buckle with engraved logo
- Scratch resistant anti-reflective sapphire crystal
- Screw-down caseback with sapphire crystal, engraved
- Screws in blue
- Limited Edition plate on side of case

DIAL

- Guilloché pattern on the interior
- Applied Roman indices
- Blue power reserve indication
- Minute ring with 60 minute scale
- Colours silver or champagne

HANDS

- Stainless steel, blued, polished



CHARMEX
OF SWITZERLAND™



2162

SWISS MADE® 





















STINGRAY
www.charmex.com

MODEL STINGRAY



The stingray, common in tropical coastal waters, glides apparition-like through the most shallow of lagoons, the extremely flat body barely noticeable.

This awe-inspiring fish with its elegant shape inspired our designers to come up with our timepiece STINGRAY, using the ultra-flat Swiss Made ETA movement cal. 210.001. This movement is a work of art in itself, with a thickness of a mere 0.98 mm. The classical dial with its applied indices is protected by a slightly curved, anti-reflective sapphire crystal. The stainless steel case – also available with 10 micron rose gold plating – adds to the floating character of the watch which is barely noticeable when worn on the wrist.

- | | | | | | | |
|---|---|---|---|---|---|---|
|  |  |  |  |  |  |  |
| SAPPHIRE CRYSTAL | SAPPHIRE CRYSTAL,
ANTI-REFLECTIVE | SAPPHIRE CASEBACK | LIMITED EDITION | AUTOMATIC
MOVEMENT | POWER RESERVE
INDICATION | CHRONOMETER |
|  |  |  |  |  |  |  |
| 18 k
18 CARAT GOLD | BIG DATE | DATE | DAY / DATE | FULL CALENDAR | CHRONOGRAPH | ALARM |
|  |  |  |  |  |  |  |
| MULTI FUNCTION | MOON PHASE | 2 ND TIME ZONE | DIAMONDS | GENUINE
RUBBER STRAP | EOL
END-OF-LIFE
INDICATION | TITANIUM |

2160-GROUP: M'S ULTRA-FLAT WATCH STINGRAY

9" ETA cal. 210.001, ultra-flat 0.98 mm
Stainless steel case, also in 10 micr. rose gold plated, sapphire crystal (anti-reflective)
Genuine leather strap w. double pusher butterfly buckle
3 ATM
Case Ø 40 mm, thickness 5 mm



2162
white dial




CHARMEX
OF SWITZERLAND™



GOLD INGOT REF. 1555/5630

















Genuine 24 carat 2 gram/1 gram Gold Ingot
SWISS MADE® movement Ronda cal. 751
Stainless steel case/bracelet, 5 micron yellow gold plated
Also with genuine leather strap
Sapphire crystal

www.charmex.com

MODEL
GOLD INGOT

Gold to this very day is one of the most sought after precious metals. Our INGOT timepieces sport a 24 carat (finesse 999.9) 2 gram (1 gram ladies' model) gold ingot (bullion), set on a champagne dial.

The blue cabochon on the crown and the engraved CX on the index at twelve o'clock are but two details of this magnificent timepiece.

-  **SAPPHIRE CRYSTAL**
-  **SAPPHIRE CRYSTAL, ANTI-REFLECTIVE**
-  **SAPPHIRE CASEBACK**
-  **LIMITED EDITION**
-  **AUTOMATIC MOVEMENT**
-  **POWER RESERVE INDICATION**
-  **CHRONOMETER**
-  **18 k**
-  **BIG DATE**
-  **DATE**
-  **DAY / DATE**
-  **FULL CALENDAR**
-  **CHRONOGRAPH**
-  **ALARM**
-  **MULTI FUNCTION**
-  **MOON PHASE**
-  **2ND TIME ZONE**
-  **DIAMONDS**
-  **GENUINE RUBBER STRAP**
-  **EOL**
-  **TITANIUM**

1555/60-, 5635-GROUPS: INGOT WATCHES

5 1/2" Ronda cal. 751 no sec.

5 micr. gold plated stainless steel case, 10 micr. gold plated stainless steel back, sapphire crystal

5 micr. gold plated stainless steel bracelet (ref. 1555) or black leather strap (ref. 1560, 5635), butterfly buckle

5 ATM

Case 26 x 34 mm Men's, 20.5 x 27.5 mm Ladies'



1555
champagne dial
with 2 gr. GOLD ingot (Men's)



1560
champagne dial
with 2 gr. GOLD ingot (Men's)



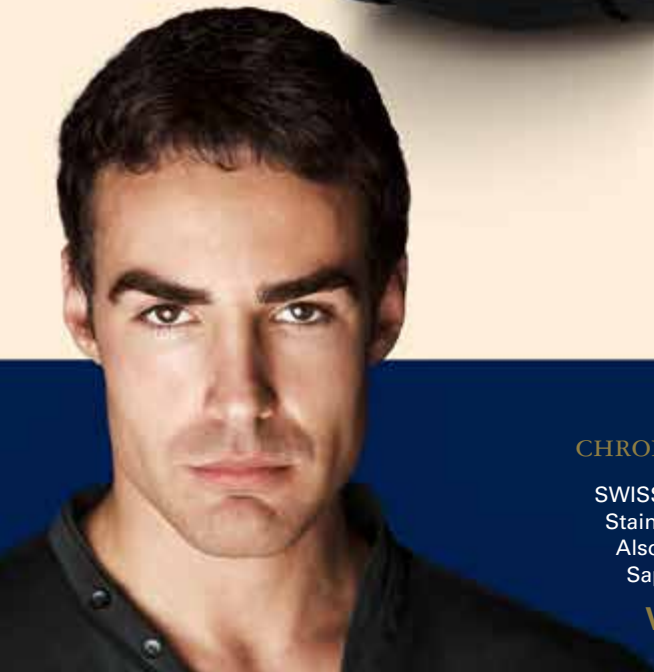

CHARMEX
OF SWITZERLAND™



CHRONOGRAPH **SILVERSTONE** REF. 2676/2680






















SWISS MADE® quartz movement Ronda cal. 5030
Stainless steel case, genuine leather strap
Also in rose gold PVD-plated
Sapphire crystal

www.charmex.com



MODEL SILVERSTONE

Silverstone is a small village in rural England best known for its Formula 1 racing circuit. Silverstone was first used for motorsport by an ad hoc group of friends who set up an impromptu race in September 1947. One of their members ran over a sheep that had wandered onto the airfield – the sheep was killed and the car written off, and in the aftermath of this event the informal race became known as the Mutton Grand Prix, a name still fondly remembered. Our model SILVERSTONE with its retrograde design, the beautifully sculptured dial and the crown resembling a wheel hub evokes images of the early years of this truly spectacular car race.

						
SAPPHIRE CRYSTAL	SAPPHIRE CRYSTAL, ANTI-REFLECTIVE	SAPPHIRE CASEBACK	LIMITED EDITION	AUTOMATIC MOVEMENT	POWER RESERVE INDICATION	CHRONOMETER
						
18 k	BIG DATE	DATE	DAY / DATE	FULL CALENDAR	CHRONOGRAPH	ALARM
						
MULTI FUNCTION	MOON PHASE	2 ND TIME ZONE	DIAMONDS	GENUINE RUBBER STRAP	END-OF-LIFE INDICATION	TITANIUM

2675-GROUP: M'S CHRONOGRAPH SILVERSTONE

Swiss Made® Ronda quartz movement cal. 5030.D, 13 jewels
Rose gold PVD-plated stainless steel case/stainless steel back, sapphire crystal
Black or brown genuine leather strap w. double pusher butterfly buckle
5 ATM
Case: Ø 42 mm



2675
silver dial



2676
black dial



2677
tobacco dial



2680
silver dial



2681
black dial

2680-GROUP: M'S CHRONOGRAPH SILVERSTONE

Swiss Made® Ronda quartz movement cal. 5030.D, 13 jewels
Stainless steel case/stainless steel back, sapphire crystal
Black genuine leather strap w. double pusher butterfly buckle
5 ATM
Case: Ø 42 mm




CHARMEX
OF SWITZERLAND™



2660



2671
























CHRONOGRAPH **GENEVA** REF. 2660/2671

SWISS MADE® quartz movement Ronda cal. 5020.B, 10 jewels
Stainless steel case/bracelet or genuine leather strap
Also in rose gold PVD-plated
Sapphire crystal

www.charmex.com

MODEL GENEVA

Geneva, on the shores of the Lake of Geneva is nestled on the border between Switzerland and France amidst the towering, snow-capped Alps. Best known for its international institutions and agencies – the UN, the Red Cross and many more – Geneva is also home to a myriad of private banks and several high end watch manufacturers. Our model GENEVA with its formal, non-pretentious and symmetrical design captures the very spirit of this proud city.

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| SAPPHIRE CRYSTAL | SAPPHIRE CRYSTAL, ANTI-REFLECTIVE | SAPPHIRE CASEBACK | LIMITED EDITION | AUTOMATIC MOVEMENT | POWER RESERVE INDICATION | CHRONOMETER |
|  |  |  |  |  |  |  |
| 18 k | BIG DATE | DATE | DAY / DATE | FULL CALENDAR | CHRONOGRAPH | ALARM |
|  |  |  |  |  |  |  |
| MULTI FUNCTION | MOON PHASE | 2 ND TIME ZONE | DIAMONDS | GENUINE RUBBER STRAP | END-OF-LIFE INDICATION | TITANIUM |

2660-GROUP: M'S CHRONOGRAPH GENEVA

Swiss Made® Ronda quartz movement cal. 5020.B, 10 jewels
Rose gold PVD-plated stainless steel case/stainless steel back, sapphire crystal
Black or brown genuine leather strap w. double pusher butterfly buckle
5 ATM
Case: Ø 42 mm



2660
silver dial



2661
black dial



2662
tobacco dial



2665
silver dial



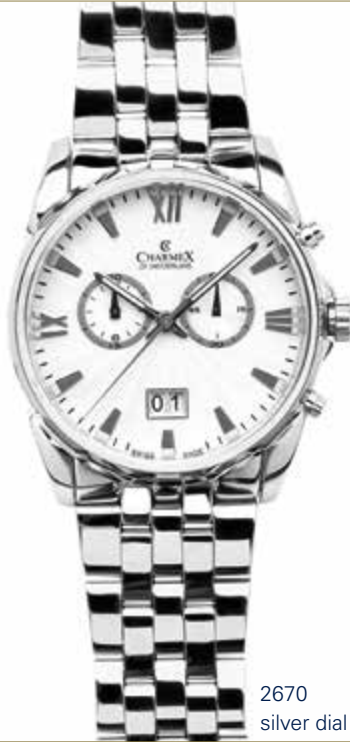
2666
black dial

2665-GROUP: M'S CHRONOGRAPH GENEVA

Swiss Made® Ronda quartz movement cal. 5020.B, 10 jewels
Stainless steel case, sapphire crystal
Black genuine leather strap w. double pusher butterfly buckle
5 ATM
Case: Ø 42 mm

2670-GROUP: M'S CHRONOGRAPH GENEVA

Swiss Made® Ronda quartz movement cal. 5020.B, 10 jewels
Stainless steel case/bracelet, sapphire crystal
5 ATM
Case: Ø 42 mm



2670
silver dial



2671
black dial


CHARMEX
OF SWITZERLAND™



2712



2720
























MODEL MADISON AVENUE REF. 2712/2720

SWISS MADE® quartz movement Ronda cal. 715
Stainless steel case, genuine leather strap
Also in rose gold PVD-plated
Sapphire crystal

www.charmex.com

MODEL MADISON AVENUE

Madison Avenue in New York runs parallel to Park and Fifth Avenue and hosts a plethora of expensive stores. It is also known for the multitude of marketing agencies located there and immortalized in the HBO series Mad Men. Our model MADISON AVENUE brings back the design elements of the 1960s as depicted in the series Mad Men – a clear and yet elegant case housing a retro-grade dial. The black version of our MADISON AVENUE is DLC plated and thus offers a scratch resistance close to ceramic.

						
SAPPHIRE CRYSTAL	SAPPHIRE CRYSTAL, ANTI-REFLECTIVE	SAPPHIRE CASEBACK	LIMITED EDITION	AUTOMATIC MOVEMENT	POWER RESERVE INDICATION	CHRONOMETER
						
18 CARAT GOLD	BIG DATE	DATE	DAY / DATE	FULL CALENDAR	CHRONOGRAPH	ALARM
						
MULTI FUNCTION	MOON PHASE	2 ND TIME ZONE	DIAMONDS	GENUINE RUBBER STRAP	END-OF-LIFE INDICATION	TITANIUM

2710-GROUP: M'S MODEL MADISON AVENUE

Swiss Made® Ronda quartz movement cal. 715 calendar
Rose gold PVD-plated stainless steel case/stainless steel back, sapphire crystal
Black or brown genuine leather strap w. double pusher butterfly buckle
5 ATM
Case: Ø 40 mm



2710
white dial



2711
black dial



2712
tobacco dial



2715
silver dial



2716
black dial

2715-GROUP: M'S MODEL MADISON AVENUE

Swiss Made® Ronda quartz movement cal. 715 calendar
Stainless steel case, sapphire crystal
Black genuine leather strap w. double pusher butterfly buckle
5 ATM
Case: Ø 40 mm

2720-GROUP: M'S MODEL MADISON AVENUE

Swiss Made® Ronda quartz movement cal. 715 calendar
Black DLC coated stainless steel case/stainless steel back, sapphire crystal
Black genuine leather strap w. double pusher butterfly buckle
5 ATM
Case: Ø 40 mm



2720
black dial


CHARMEX
OF SWITZERLAND™



2575

2586
























MODEL FIFTH AVENUE REF. 2575/2586

SWISS MADE® quartz movement Ronda cal. Z60
Stainless steel case/bracelet or genuine leather strap
Also in rose gold PVD-plated
Sapphire crystal

www.charmex.com

MODEL FIFTH AVENUE

Fifth Avenue in New York is most likely the world's most fashionable shopping street, leading from Washington Square all the way to Harlem. The Empire State Building, St. Patrick's Cathedral as well as Rockefeller Center are on Fifth Avenue. Our model FIFTH AVENUE evokes the elegance and timelessness associated with this American icon

						
SAPPHIRE CRYSTAL	SAPPHIRE CRYSTAL, ANTI-REFLECTIVE	SAPPHIRE CASEBACK	LIMITED EDITION	AUTOMATIC MOVEMENT	POWER RESERVE INDICATION	CHRONOMETER
						
18 CARAT GOLD	BIG DATE	DATE	DAY / DATE	FULL CALENDAR	CHRONOGRAPH	ALARM
						
MULTI FUNCTION	MOON PHASE	2 ND TIME ZONE	DIAMONDS	GENUINE RUBBER STRAP	END-OF-LIFE INDICATION	TITANIUM

2575-GROUP: M'S DAY/DATE CHRONOGRAPH FIFTH AVENUE

13 1/4" Ronda cal. Z60 Swiss Made® quartz movement
Rose gold PVD-plated stainless steel case/stainless steel back, sapphire crystal
Brown/black genuine leather strap with double pusher butterfly buckle
5 ATM
Case: Ø 40 mm



2575
white dial



2576
black dial



2577
tobacco dial



2580
white dial



2581
dark grey
dial



2585
white dial



2586
dark grey
dial

2580/2585-GROUPS: M'S DAY/DATE CHRONOGRAPH FIFTH AVENUE

13 1/4" Ronda cal. Z60 Swiss Made® quartz movement
Stainless steel case, sapphire crystal
Stainless steel bracelet or black genuine leather strap with double pusher butterfly buckle
5 ATM
Case: Ø 40 mm




CHARMEX
OF SWITZERLAND™



2591



2610



MULTIPLE TIME ZONE MODEL





















COSMOPOLITAN II REF 2591/2610

SWISS MADE® quartz movements Ronda cal. 751/785
Stainless steel case/bracelet or genuine leather strap
Also in rose gold or black PVD-plated
Sapphire crystal

www.charmex.com

MULTIPLE TIME ZONE MODEL COSMOPOLITAN II

Our model COSMOPOLITAN II is the perfect companion for those travelling often or dealing with clients in different time zones – the main time zone is indicated by the larger dial sporting a date window while the two additional time zones are slightly smaller and without date

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|---|---|---|---|---|---|---|
|  |  |  |  |  |  |  |
| SAPPHIRE CRYSTAL | SAPPHIRE CRYSTAL,
ANTI-REFLECTIVE | SAPPHIRE CASEBACK | LIMITED EDITION | AUTOMATIC
MOVEMENT | POWER RESERVE
INDICATION | CHRONOMETER |
|  |  |  |  |  |  |  |
| 18 k | BIG DATE | DATE | DAY / DATE | FULL CALENDAR | CHRONOGRAPH | ALARM |
|  |  |  |  |  |  | |
| MULTI FUNCTION | MOON PHASE | 2 ND TIME ZONE | DIAMONDS | GENUINE
RUBBER STRAP | END-OF-LIFE
INDICATION | |

2590-GROUP: M'S MULTIPLE TIME ZONE MODEL COSMOPOLITAN II

Swiss Made® Ronda quartz movements cal. 751, cal. 785
Rose gold PVD-plated stainless steel case/stainless steel back, sapphire crystal
Black or brown genuine leather strap with double pusher butterfly buckle
5 ATM
Case: Ø 48 mm



2590
silver dial



2591
black dial



2595
silver dial



2596
dark grey dial

2595-GROUP: M'S MULTIPLE TIME ZONE MODEL COSMOPOLITAN II

Swiss Made® Ronda quartz movements cal. 751, cal. 785
Stainless steel case, sapphire crystal
Black genuine leather strap with double pusher butterfly buckle
5 ATM
Case: Ø 48 mm

2600-GROUP: M'S MULTIPLE TIME ZONE MODEL COSMOPOLITAN II

Swiss Made® Ronda quartz movements cal. 751, cal. 785
Stainless steel case, sapphire crystal
Stainless steel bracelet with double pusher butterfly buckle
5 ATM
Case: Ø 48 mm



2600
silver dial



2601
dark grey dial



2605
black dial



2610
black dial

2605/2610-GROUPS: M'S MULTIPLE TIME ZONE MODEL COSMOPOLITAN II

Swiss Made® Ronda quartz movements cal. 751, cal. 785
Black PVD plated stainless steel case, sapphire crystal
Black PVD plated stainless steel bracelet or black genuine leather strap with double pusher butterfly buckle
5 ATM
Case: Ø 48 mm


CHARMEX
OF SWITZERLAND™



2562



2571



RETROGRADE BIG DATE MODEL **ZERMATT II** REF. 2562/2571

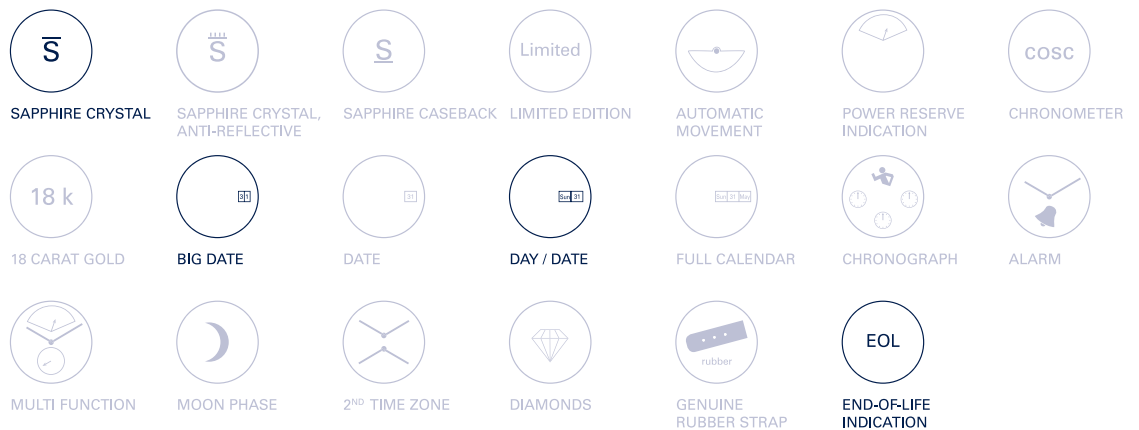
SWISS MADE® quartz movements Ronda cal. 7004.N
Stainless steel case/bracelet or genuine leather strap
Also in rose gold
Sapphire crystal

www.charmex.com

RETROGRADE BIG DATE MODEL ZERMATT II

Zermatt is a small village nestled below the towering Matterhorn peak in the very heart of the Swiss Alps. Famous not only for this symbolic mountain but also for the superb alpine skiing Zermatt has become an in-place for the rich and famous who enjoy both the daredevil ski runs and the lively "après-ski" scene in town.

With its retrograde design our timepiece ZERMATT captures the very essence of the Swiss watch making heritage: a complex dial design, combining a symmetrical display of several functions with an unmatched attention to detail. The big date calendar is surrounded by the small second at six o'clock while the domineering arched display of the day is perched at the very top of the dial



2560-GROUP: M'S RETROGRADE BIG DATE MODEL ZERMATT II

15" Swiss Made® Ronda quartz movement cal. 7004.N
Rose gold PVD-plated stainless steel case/stainless steel back, sapphire crystal
Black or brown genuine leather strap with double pusher butterfly buckle
5 ATM
Case: Ø 46 mm



2560
white dial



2561
black dial



2562
tobacco dial



2565
white dial



2566
dark grey
dial



2570
white dial



2571
dark grey
dial

2565-/2570-GROUPS: M'S RETROGRADE BIG DATE MODEL ZERMATT II

15" Swiss Made® Ronda quartz movement cal. 7004.N
Stainless steel case, sapphire crystal
Black genuine leather strap or stainless steel bracelet with double pusher butterfly buckle
5 ATM
Case: Ø 46 mm




CHARMEX
OF SWITZERLAND™



2616

2626























DAY/DATE MODEL **NEW YORKER** REF. 2616/2626

SWISS MADE® movement Ronda cal. 517
Stainless steel case/bracelet or black/brown genuine leather strap
Also in rose gold PVD-plated
Sapphire crystal

www.charmex.com

DAY/DATE MODEL NEW YORKER

New York, the business capital of the USA, has a history dating back to 1610 and is the home to over eight million people. Known as the city that never sleeps, New York charms its visitors with its shops, the museums, the architecture as well as the horse-drawn coaches in Central Park. Our timepiece NEW YORK indicates both the day and the date and convinces with its elegance and subtle simplicity

- | | | | | | | |
|---|---|---|---|---|---|---|
|  |  |  |  |  |  |  |
| SAPPHIRE CRYSTAL | SAPPHIRE CRYSTAL,
ANTI-REFLECTIVE | SAPPHIRE CASEBACK | LIMITED EDITION | AUTOMATIC
MOVEMENT | POWER RESERVE
INDICATION | CHRONOMETER |
|  |  |  |  |  |  |  |
| 18 CARAT GOLD | BIG DATE | DATE | DAY / DATE | FULL CALENDAR | CHRONOGRAPH | ALARM |
|  |  |  |  |  |  | |
| MULTI FUNCTION | MOON PHASE | 2 ND TIME ZONE | DIAMONDS | GENUINE
RUBBER STRAP | END-OF-LIFE
INDICATION | |

2615-GROUP: M'S DAY/DATE MODEL NEW YORKER

11 1/2" Swiss Made® Ronda quartz movement cal. 517
 Rose gold PVD-plated stainless steel case/stainless steel back, sapphire crystal
 Black/brown genuine leather strap with double pusher butterfly buckle
 5 ATM
 Case: Ø 42 mm



2615
white dial



2616
black dial



2617
tobacco dial



2620
silver dial



2621
grey dial



2625
silver dial



2626
grey dial

2620-/2625-GROUPS: M'S DAY/DATE MODEL NEW YORKER

11 1/2" Swiss Made® Ronda quartz movement cal. 517
 Stainless steel case, sapphire crystal
 Black genuine leather strap or stainless steel bracelet with double pusher butterfly buckle
 5 ATM
 Case: Ø 42 mm




CHARMEX
OF SWITZERLAND™



2485

2491
























SLIM WATCH **ASCOT** REF. 2485/2491

SWISS MADE® movement Ronda cal. 6004.D
Stainless steel case, genuine leather strap
Also in rose gold PVD-plated
Sapphire crystal

www.charmex.com

SLIM WATCH ASCOT

Ascot Racecourse is a famous English racecourse and best known for the Royal Ascot race run over the course in July and dating back to 1711. The dresscode – going back to Beau Brummel – is strictly enforced and asks for a classic black or grey morning dress for gentlemen. Our model ASCOT embodies the same classiness with its elegant, clear cut design, the very flat case – a mere 7.5 mm – and the small second at six o'clock

						
SAPPHIRE CRYSTAL	SAPPHIRE CRYSTAL, ANTI-REFLECTIVE	SAPPHIRE CASEBACK	LIMITED EDITION	AUTOMATIC MOVEMENT	POWER RESERVE INDICATION	CHRONOMETER
						
18 CARAT GOLD	BIG DATE	DATE	DAY / DATE	FULL CALENDAR	CHRONOGRAPH	ALARM
						
MULTI FUNCTION	MOON PHASE	2 ND TIME ZONE	DIAMONDS	GENUINE RUBBER STRAP	END-OF-LIFE INDICATION	TITANIUM

2485/90-GROUPS: M'S SLIM WATCH ASCOT

11 1/2" Ronda cal. 6004.D
Stainless steel case, also in rose gold PVD-plated, sapphire crystal
Black or brown genuine leather strap w. double pusher butterfly buckle
5 ATM
Case: Ø 40 mm



2485
silver dial



2486
black dial



2490
silver dial



2491
black dial




CHARMEX
OF SWITZERLAND™



2512

2520



MODEL **BERLIN** REF. 2512/2520


















SWISS MADE® movement Ronda cal. 715
Stainless steel case/bracelet or genuine leather strap
Also in rose gold PVD-plated
Sapphire crystal

www.charmex.com

MODEL BERLIN

Berlin, the famous capital of Germany has transformed itself several times during the last century – from a cradle of culture & science to a war-zone, a divided city under constant threat of invasion and back again to a vibrant hub of art & science in the middle of Europe.

The retro look of our model BERLIN with its bevelled bezel and the half-moon shaped date opening is reminiscent of the culture that allowed this city to maintain its character through a very tumultuous history.

						
SAPPHIRE CRYSTAL	SAPPHIRE CRYSTAL, ANTI-REFLECTIVE	SAPPHIRE CASEBACK	LIMITED EDITION	AUTOMATIC MOVEMENT	POWER RESERVE INDICATION	CHRONOMETER
						
18 k 18 CARAT GOLD	BIG DATE	DATE	DAY / DATE	FULL CALENDAR	CHRONOGRAPH	ALARM
						
MULTI FUNCTION	MOON PHASE	2 ND TIME ZONE	DIAMONDS	GENUINE RUBBER STRAP	END-OF-LIFE INDICATION	TITANIUM

2510-GROUP: M'S MODEL BERLIN

11 1/2" Ronda cal. 715
Rose gold PVD-plated stainless steel case/stainless steel back, sapphire crystal
Brown/black genuine leather strap w. double pusher butterfly buckle
5 ATM
Case: Ø 42 mm



2510
white dial



2511
black dial



2512
tobacco dial



2515
white dial



2516
dark grey
dial



2520
white dial



2521
dark grey
dial

2515/20-GROUPS: M'S MODEL BERLIN

11 1/2" Ronda cal. 715
Stainless steel case, sapphire crystal
Stainless steel bracelet or black genuine leather strap w. double pusher butterfly buckle
5 ATM
Case: Ø 42 mm




CHARMEX
OF SWITZERLAND™



2525

2536



CHRONOGRAPH DAYTONA REF. 2525/2536






















SWISS MADE® movement Ronda cal. 5030.D, 13 jewels
Stainless steel case/bracelet or genuine leather strap
Also in rose gold PVD-plated
Sapphire crystal

www.charmex.com

CHRONOGRAPH DAYTONA

The 24 Hours of Daytona is a 24-hour sports car endurance race held annually at Daytona International Speedway in Daytona Beach, Florida since 1966. It is run on a 3.56-mile road course and the first major car race held in the USA every year.

Our timepieces DAYTONA emulate the key design elements of the 1960ies both with the slightly angular shape of the case and the retro design of the dial.

						
SAPPHIRE CRYSTAL	SAPPHIRE CRYSTAL, ANTI-REFLECTIVE	SAPPHIRE CASEBACK	LIMITED EDITION	AUTOMATIC MOVEMENT	POWER RESERVE INDICATION	CHRONOMETER
						
18 CARAT GOLD	BIG DATE	DATE	DAY / DATE	FULL CALENDAR	CHRONOGRAPH	ALARM
						
MULTI FUNCTION	MOON PHASE	2 ND TIME ZONE	DIAMONDS	GENUINE RUBBER STRAP	END-OF-LIFE INDICATION	TITANIUM

2525-GROUP: M'S CHRONOGRAPH DAYTONA

12 1/2 " Ronda cal. 5030.D, 13 jewels
 Rose gold PVD-plated stainless steel case/stainless steel back, sapphire crystal
 Black or brown genuine leather strap w. double pusher butterfly buckle
 5 ATM
 Case: Ø 42 mm



2525
white dial



2526
black dial



2530
silver dial



2531
dark grey dial



2535
silver dial



2536
dark grey dial

2530/35-GROUPS: M'S CHRONOGRAPH DAYTONA

12 1/2 " Ronda cal. 5030.D, 13 jewels
 Stainless steel case, sapphire crystal
 Stainless steel bracelet or black genuine leather strap w. double pusher butterfly buckle
 5 ATM
 Case: Ø 42 mm




CHARMEX
OF SWITZERLAND™



2420

2431



CHRONOGRAPH **VINTAGE** REF. 2420/2431

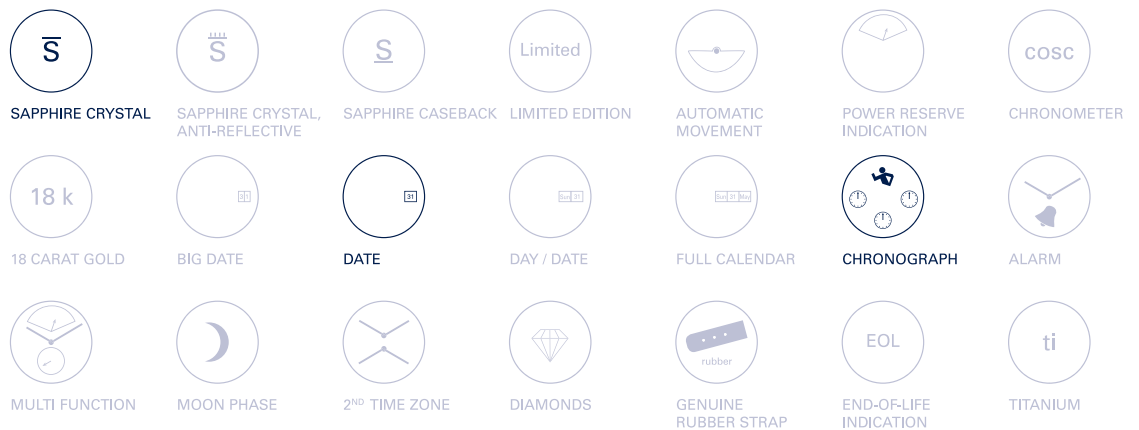
SWISS MADE® movement Ronda cal. 5030.D, 13 jewels
Stainless steel case/bracelet or genuine leather strap
Also in rose gold PVD-plated
Sapphire crystal

www.charmex.com

CHRONOGRAPH VINTAGE

The ebullient 1960ies heralded the end of the constrictive 50ies and design became more avant-garde, playfully combining round and square shapes into veritable objects of art so distinctive of this era.

Our model VINTAGE integrates these design elements into a high-tech timepiece with a 1960ies allure obvious in both the shape of the case and the colour scheme of the dial.



2420-GROUP: M'S CHRONOGRAPH VINTAGE

12 1/2 " Ronda cal. 5030.D, 13 jewels
 Rose gold PVD-plated stainless steel case/stainless steel back, sapphire crystal
 Black genuine leather strap w. double pusher butterfly buckle
 5 ATM
 Case: Ø 40 x 40 mm



2420
silver dial



2421
black dial



2425
silver dial



2426
black dial



2430
silver dial



2431
black dial

2425/2430-GROUPS: M'S CHRONOGRAPH VINTAGE

12 1/2 " Ronda cal. 5030.D, 13 jewels
 Stainless steel case, sapphire crystal
 Black genuine leather strap or stainless steel bracelet w. double pusher butterfly buckle
 5 ATM
 Case: Ø 40 x 40 mm





2445

2456



CHRONOGRAPH ASPEN REF. 2445/2456






















SWISS MADE® movement Ronda cal. 5030.D, 13 jewels
Stainless steel case/bracelet or genuine leather strap
Also in rose gold PVD-plated
Sapphire crystal

www.charmex.com

CHRONOGRAPH ASPEN

Aspen, Colorado, USA – the mere name evokes images of beautiful ski slopes meandering through pine forests and all leading to a charming town with its typical cowboy atmosphere.

Our model ASPEN combines the past and the present of the city with its retro case and dial design and the modern, state-of-the-art chronograph movement.

						
SAPPHIRE CRYSTAL	SAPPHIRE CRYSTAL, ANTI-REFLECTIVE	SAPPHIRE CASEBACK	LIMITED EDITION	AUTOMATIC MOVEMENT	POWER RESERVE INDICATION	CHRONOMETER
						
18 CARAT GOLD	BIG DATE	DATE	DAY / DATE	FULL CALENDAR	CHRONOGRAPH	ALARM
						
MULTI FUNCTION	MOON PHASE	2 ND TIME ZONE	DIAMONDS	GENUINE RUBBER STRAP	END-OF-LIFE INDICATION	TITANIUM

2445-GROUP: M'S CHRONOGRAPH ASPEN

12 1/2" Ronda cal. 5030.D, 13 jewels
Rose gold PVD-plated stainless steel case/stainless steel back, sapphire crystal
Brown/black genuine leather strap w. double pusher butterfly buckle
5 ATM
Case: Ø 42 mm



2446
black dial



2447
tobacco dial



2450
white dial



2451
black dial



2455
white dial



2456
black dial

2450/2455-GROUPS: M'S CHRONOGRAPH ASPEN

12 1/2" Ronda cal. 5030.D, 13 jewels
Stainless steel case, sapphire crystal
Stainless steel bracelet or black genuine leather strap w. double pusher butterfly buckle
5 ATM
Case: Ø 42 mm




CHARMEX
OF SWITZERLAND™



2380



2395



CHRONOGRAPH MODEL *EVIAN* REF. 2380/2395















SWISS MADE® movement Ronda cal. 5030.D, 13 jewels
Stainless steel case/bracelet or genuine leather strap
Also in rose gold or black PVD-plated
Sapphire crystal

www.charmex.com

CHRONOGRAPH MODEL EVIAN

Overlooking the Lake of Geneva Évian-les-Bains is a small French town that started to attract jet setters from all over the world early in the 20th century. Évian-les-Bains is famous for its mineral water – Evian – and the Casino Royale that inspired the James Bond movie of the same name.

The slightly tonneau-shaped case of our model EVIAN evokes memories of the Golden Age of Évian-les-Bains, the intricately designed dial matching the sportiness of the chronograph movement with a timeless elegance.

						
SAPPHIRE CRYSTAL	SAPPHIRE CRYSTAL, ANTI-REFLECTIVE	SAPPHIRE CASEBACK	LIMITED EDITION	AUTOMATIC MOVEMENT	POWER RESERVE INDICATION	CHRONOMETER
						
18 CARAT GOLD	BIG DATE	DATE	DAY / DATE	FULL CALENDAR	CHRONOGRAPH	ALARM
						
MULTI FUNCTION	MOON PHASE	2 ND TIME ZONE	DIAMONDS	GENUINE RUBBER STRAP	END-OF-LIFE INDICATION	TITANIUM

2380-GROUP: M'S CHRONOGRAPH EVIAN

12 1/2 " Ronda 5030.D, 13 jewels
Rose gold PVD-plated stainless steel case, stainless steel back, sapphire crystal
Brown/black genuine leather strap w. double pusher butterfly buckle
5 ATM
Case 40 x 45.5 mm



2380
silver dial



2381
black dial



2385
silver dial



2386
black dial

2385-GROUP: M'S CHRONOGRAPH EVIAN

12 1/2 " Ronda 5030.D, 13 jewels
Stainless steel case, sapphire crystal
Black genuine leather strap w. double pusher butterfly buckle
5 ATM
Case 40 x 45.5 mm




CHARMEX
OF SWITZERLAND™



2295

2306



CHRONOGRAPH LAUSANNE REF. 2295/2306






















SWISS MADE® movement ETA cal. G15.211
Stainless steel case/bracelet or genuine leather strap
Also in 5 micron rose gold plated and w. black PVD-plating
Sapphire crystal

www.charmex.com

CHRONOGRAPH LAUSANNE

The Swiss city of Lausanne is home to the International Olympic committee and the Swiss Federal Court. Set on the northern shores of Lake Geneva and in close proximity to some of the best skiing areas of Switzerland Lausanne combines a rich cultural tradition with a strong penchant for both water and winter sports.

Our chronograph LAUSANNE also incorporates these two elements – the honored tradition of Swiss Watch making and a strikingly sporty appeal.

						
SAPPHIRE CRYSTAL	SAPPHIRE CRYSTAL, ANTI-REFLECTIVE	SAPPHIRE CASEBACK	LIMITED EDITION	AUTOMATIC MOVEMENT	POWER RESERVE INDICATION	CHRONOMETER
						
18 CARAT GOLD	BIG DATE	DATE	DAY / DATE	FULL CALENDAR	CHRONOGRAPH	ALARM
						
MULTI FUNCTION	MOON PHASE	2 ND TIME ZONE	DIAMONDS	GENUINE RUBBER STRAP	END-OF-LIFE INDICATION	TITANIUM

2290-GROUP: M'S CHRONOGRAPH LAUSANNE

10 1/2" ETA cal. G15.211
5 micr. rose gold plated stainless steel case, stainless steel back, sapphire crystal
Brown/black leather strap w. double pusher butterfly buckle
5 ATM
Case 33.5 x 40 mm



2292
tobacco dial




CHARMEX
OF SWITZERLAND™



2275

2271



MODEL SERIES **BASEL** REF. 2275/2271

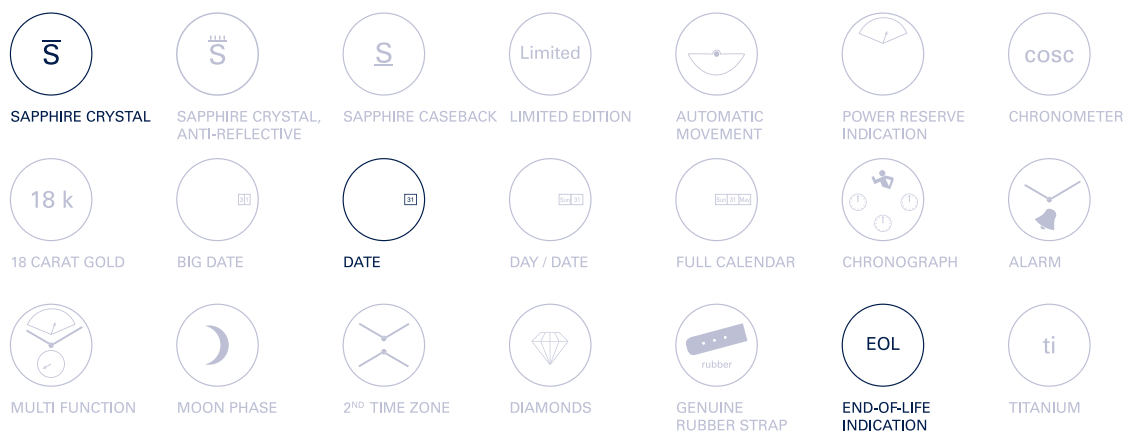
SWISS MADE® movement Ronda cal. 705
Stainless steel case/bracelet or genuine leather strap
Also in 5 micron rose gold plated
Sapphire crystal

www.charmex.com

MODEL SERIES BASEL

The history of the city of Basel goes back to the 5th century BC when the first Celtic settlers set up residence on the famous river Rhine in the north-west of Switzerland. Switzerland's first university was established in Basel in 1460 and many famous philosophers and scientists have taught there, among others Paracelsus, Friedrich Nietzsche and Karl Barth. Boasting a still intact medieval inner city with houses dating back to the 12th century Basel has kept its old world charm, despite a population of now 170'000. Host of the annual watch and jewelry show BASELWORLD Basel is a household name among watch enthusiasts.

Our model BASEL captures the very essence of this rich cultural heritage and the turbulent history of this city – which lies but 15 kilometers outside of Liestal, the headquarters of Montres Charmex SA.



2265-GROUP: M'S BIG CALENDAR WATCH BASEL

10 1/2" Ronda cal. 705 sweep second
5 micron rose gold plated stainless steel case, stainless steel back, sapphire crystal
Black/brown leather strap w. double pusher butterfly buckle
3 ATM
Case 35 x 35 mm



2265
silver dial



2267
tobacco dial




CHARMEX
OF SWITZERLAND™



1938

1920



BIG DATE CHRONOGRAPH **LE MANS** REF. 1938/1920

SWISS MADE® movement Ronda cal. 5020.B, 10 jewels

Stainless steel case/bracelet

Also in 5 micron yellow or rose gold plated with genuine leather strap






















Sapphire crystal

www.charmex.com

BIG DATE CHRONOGRAPH LE MANS

The 24-hour Race of Le Mans has been held since 1923 as a long distance trial for racing cars, testing both man and machine to their limits. Drivers like Flockhart, Ickx or Alboreto have been immortalized by winning this prestigious race.

Our timepieces LE MANS comprise this virile combination of true sportsmanship and fierce competition. The curved square case is adorned by a decorative engraving and evokes images of dashboard instruments. The clear-cut dial sports a small second counter at 3 o'clock and a combined 30 minute/12 hour counter at 9 o'clock. The Ronda movement calibre 5020.B has 10 jewels and offers both a chronograph function and a big date at 6 o'clock.

- | | | | | | | |
|---|---|---|---|---|---|---|
|  |  |  |  |  |  |  |
| SAPPHIRE CRYSTAL | SAPPHIRE CRYSTAL,
ANTI-REFLECTIVE | SAPPHIRE CASEBACK | LIMITED EDITION | AUTOMATIC
MOVEMENT | POWER RESERVE
INDICATION | CHRONOMETER |
|  |  |  |  |  |  |  |
| 18 k
18 CARAT GOLD | BIG DATE | DATE | DAY / DATE | FULL CALENDAR | CHRONOGRAPH | ALARM |
|  |  |  |  |  |  |  |
| MULTI FUNCTION | MOON PHASE | 2 ND TIME ZONE | DIAMONDS | GENUINE
RUBBER STRAP | END-OF-LIFE
INDICATION | TITANIUM |

1925-GROUP: M'S BIG DATE CHRONOGRAPH LE MANS

12 1/2 " Ronda cal. 5020.B, 10 jewels
Stainless steel case, sapphire crystal
Black leather strap w. double pusher butterfly buckle
5 ATM
Case 38 x 38 mm



1925
silver dial




CHARMEX
OF SWITZERLAND™



2495

2506



MODEL VIENNA II REF. 2495/2506














SWISS MADE® movement Ronda cal. 706.3
Stainless steel case/bracelet or black/brown genuine leather strap
Also in rose gold PVD-plated
Sapphire crystal

www.charmex.com

MODEL VIENNA II

Vienna, the capitol of Austria, has a history dating back to 500 BC and is the epitome of an old-world European city. Known as the residence of the Habsburg dynasties, Vienna charms its visitors with its coffee houses, the horse-drawn coaches and the world famous Philharmonic Orchestra.

Our timepiece VIENNA II was introduced after the success of our model VIENNA and is dominated by the multi-function movement indicating the day, the date, the month and the current moon phase. The beautifully paved dial sports Roman indices and matches the round stainless steel case in its superb finish.

						
SAPPHIRE CRYSTAL	SAPPHIRE CRYSTAL, ANTI-REFLECTIVE	SAPPHIRE CASEBACK	LIMITED EDITION	AUTOMATIC MOVEMENT	POWER RESERVE INDICATION	CHRONOMETER
						
18 k	BIG DATE	DATE	DAY / DATE	FULL CALENDAR	CHRONOGRAPH	ALARM
						
MULTI FUNCTION	MOON PHASE	2 ND TIME ZONE	DIAMONDS	GENUINE RUBBER STRAP	END-OF-LIFE INDICATION	TITANIUM

2495-GROUP: M'S MULTI-FUNCTION WATCH VIENNA II

10 1/2" Ronda cal. 706.3
Rose gold PVD-plated stainless steel case/stainless steel back, sapphire crystal
Black/brown genuine leather strap w. butterfly buckle
5 ATM
Case: Ø 40 mm



2495
white dial



2496
black dial



2500
white dial



2501
black dial



2505
white dial



2506
black dial

2500/05-GROUPS: M'S MULTI-FUNCTION WATCH VIENNA II

10 1/2" Ronda cal. 706.3
Stainless steel case, sapphire crystal
Stainless steel bracelet or black genuine leather strap w. double pusher butterfly
5 ATM
Case: Ø 40 mm




CHARMEX
OF SWITZERLAND™



1760

1755

BIG DATE CHRONOGRAPH MONACO REF. 1760/1755

SWISS MADE® movement Ronda cal. 5040.B

Stainless steel case/bracelet

Also in 5 micron yellow or rose gold plated with genuine leather strap

Sapphire crystal

www.charmex.com






















SWISS MADE® 

101

BIG DATE CHRONOGRAPH MONACO

v, reaching out into the Mediterranean Sea in the Gulf of Lyon is best known for its spectacular Grand Prix and its splendid marina.

Our timepieces MONACO were designed to retrieve this bohemian atmosphere of luxurious yachts, fast cars and the Mediterranean lifestyle. Powered by the Ronda movement cal. 5040.B these watches offer a chronograph function in combination with a prominent Big Date display at twelve o'clock. The dial sports a paved decor and applied roman indices.

- | | | | | | | |
|---|---|---|---|---|---|---|
|  |  |  |  |  |  |  |
| SAPPHIRE CRYSTAL | SAPPHIRE CRYSTAL, ANTI-REFLECTIVE | SAPPHIRE CASEBACK | LIMITED EDITION | AUTOMATIC MOVEMENT | POWER RESERVE INDICATION | CHRONOMETER |
|  |  |  |  |  |  |  |
| 18 CARAT GOLD | BIG DATE | DATE | DAY / DATE | FULL CALENDAR | CHRONOGRAPH | ALARM |
|  |  |  |  |  |  |  |
| MULTI FUNCTION | MOON PHASE | 2 ND TIME ZONE | DIAMONDS | GENUINE RUBBER STRAP | END-OF-LIFE INDICATION | TITANIUM |

1750-GROUP: M'S BIG DATE CHRONO WATCH MONACO

12 1/2" Ronda cal. 5040.B, 13 jewels
5 micr. yellow gold plated stainless steel case, stainless steel back, sapphire crystal
Leather strap w. double pusher butterfly buckle
5 ATM
Case Ø 40.5 mm



1750
silver dial



1751
champagne dial



1752
black dial



1755
silver dial



1756
black dial



1757
havana dial

1755-GROUP: M'S BIG DATE CHRONO WATCH MONACO

12 1/2" Ronda cal. 5040.B, 13 jewels
5 micr. rose gold plated stainless steel case, stainless steel back, sapphire crystal
Leather strap w. double pusher butterfly buckle
5 ATM
Case Ø 40.5 mm

1760-GROUP: M'S BIG DATE CHRONO WATCH MONACO

12 1/2" Ronda cal. 5040.B, 13 jewels
Stainless steel case/bracelet, sapphire crystal
Double pusher butterfly buckle
5 ATM
Case Ø 40.5 mm



1760
silver dial



1761
dark grey dial



1762
blue dial



1765
silver dial



1766
dark grey dial

1765-GROUP: M'S BIG DATE CHRONO WATCH MONACO

12 1/2" Ronda cal. 5040.B, 13 jewels
Stainless steel case, sapphire crystal
Black leather strap w. double pusher butterfly buckle
5 ATM
Case Ø 40.5 mm


CHARMEX
OF SWITZERLAND™



6320

2691
























CERAMIC MODEL **SAN REMO** REF. 6320/2691

SWISS MADE® quartz movement Ronda cal. 705/785
Ceramic case/stainless steel back, ceramic bracelet
Also with rose gold PVD trimmings/buckle
Sapphire crystal

www.charmex.com

MODEL SAN REMO

San Remo is an Italian town nestled on the shores of the Riviera dei Fiori in Liguria. Well known for its song contest held annually since the 1950s San Remo inspired us to develop a model that combines Italian sprezzatura with Swiss watch making expertise – the SAN REMO. Available in His or Hers this model is made out of ceramic and thus offers state-of-the-art scratch resistance.

						
SAPPHIRE CRYSTAL	SAPPHIRE CRYSTAL, ANTI-REFLECTIVE	SAPPHIRE CASEBACK	LIMITED EDITION	AUTOMATIC MOVEMENT	POWER RESERVE INDICATION	CHRONOMETER
						
18 CARAT GOLD	BIG DATE	DATE	DAY / DATE	FULL CALENDAR	CHRONOGRAPH	ALARM
						
MULTI FUNCTION	MOON PHASE	2 ND TIME ZONE	DIAMONDS	GENUINE RUBBER STRAP	END-OF-LIFE INDICATION	CERAMIC

2690-GROUP: M'S CERAMIC MODEL SAN REMO

Swiss Made® Ronda quartz movement cal. 705 calendar
Black ceramic case/stainless steel back, w. rose gold trimmings, sapphire crystal
Black ceramic bracelet w. rose gold PVD plated double pusher butterfly buckle
5 ATM
Case: Ø 43 mm



2690
silver/
black carbon fibre dial



2691
black/
black carbon fibre dial



2695
silver/
black carbon fibre dial



2696
black/
black carbon fibre dial

2695-GROUP: M'S CERAMIC MODEL SAN REMO

Swiss Made® Ronda quartz movement cal. 705 calendar
Black ceramic case/stainless steel back, w. stainless steel trimmings, sapphire crystal
Black ceramic bracelet w. stainless steel double pusher butterfly buckle
5 ATM
Case: Ø 43 mm

6315-GROUP: L'S CERAMIC MODEL SAN REMO

Swiss Made® Ronda quartz movement cal. 785 calendar
White or black ceramic case/stainless steel back, w. rose gold PVD plated trimmings, sapphire crystal
White or black ceramic bracelet w. rose gold PVD plated double pusher butterfly buckle
5 ATM
Case: Ø 35 mm



6315
white MOP dial



6316
white MOP dial



6317
black MOP dial



6320
white MOP dial



6321
black MOP dial

6320-GROUP: L'S CERAMIC MODEL SAN REMO

Swiss Made® Ronda quartz movement cal. 785 calendar
Black ceramic case/stainless steel back, w. stainless steel trimmings, sapphire crystal
Black ceramic bracelet w. stainless steel double pusher butterfly buckle
5 ATM
Case: Ø 35 mm


CHARMEX
OF SWITZERLAND™



6285

6291



CERAMIC MODEL **RODEO DRIVE** REF. 6285/6291






















SWISS MADE® quartz movement Ronda cal. 762
Stainless steel case with cubic zirconias
Stainless steel bracelet with ceramic links
Also in rose gold PVD
Sapphire crystal

www.charmex.com

SWISS MADE® 

MODEL RODEO DRIVE

Rodeo Drive is a two-mile long street in Beverly Hills, California/USA and is known for its luxury-goods stores. Immortalized in several movies – among them Pretty Woman – the term Rodeo Drive is a synonym for extravaganza and our model RODEO DRIVE captures this mood with its sparkling swagger, enhanced by over fifty cubic zirconias set by CNC and a bracelet using scratch-resistant ceramic links.

						
SAPPHIRE CRYSTAL	SAPPHIRE CRYSTAL, ANTI-REFLECTIVE	SAPPHIRE CASEBACK	LIMITED EDITION	AUTOMATIC MOVEMENT	POWER RESERVE INDICATION	CHRONOMETER
						
18 CARAT GOLD	BIG DATE	DATE	DAY / DATE	FULL CALENDAR	CHRONOGRAPH	ALARM
						
MULTI FUNCTION	MOON PHASE	2 ND TIME ZONE	DIAMONDS	GENUINE RUBBER STRAP	END-OF-LIFE INDICATION	CERAMIC

6285-GROUP: L'S CERAMIC MODEL RODEO DRIVE

Swiss Made® Ronda quartz movement cal. 762

Rose gold PVD plated stainless steel case w. cubic zirconias by CNC setting/stainless steel back, sapphire crystal

Rose gold PVD plated stainless steel bracelet w. white, black or brown ceramic links and double pusher butterfly buckle

3 ATM
Case: Ø 34 mm



6285
silver dial
w. zirconias



6286
black/silver dial
w. zirconias



6287
brown/rose dial.
w. zirconias



6290
silver dial
w. zirconias



6291
black/silver dial
w. zirconias

6290-GROUP: L'S CERAMIC MODEL RODEO DRIVE

Swiss Made® Ronda quartz movement cal. 762

Stainless steel case w. cubic zirconias by CNC setting, sapphire crystal

Stainless steel bracelet w. white or black ceramic links and double pusher butterfly buckle

3 ATM

Case: Ø 34 mm




CHARMEX
OF SWITZERLAND™



6298

6310




















MODEL **LAS VEGAS** REF. 6298/6310

SWISS MADE® quartz movement Ronda cal. 762
Stainless steel case with cubic zirconias,
stainless steel bracelet or genuine leather strap
Also in rose gold PVD
Sapphire crystal

www.charmex.com

MODEL LAS VEGAS

"What happens in Vegas, stays in Vegas" – once ruled by mobsters Las Vegas, a city in the middle of the desert in the US state of Nevada has since flourished and become The City of Entertainment. The glittering lights of the Strip at night inspired us to our model LAS VEGAS – with its myriad of CNC set cubic zirconias and an intricately designed mother-of-pearl dial the LAS VEGAS is as sparkling as its namesake .

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| SAPPHIRE CRYSTAL | SAPPHIRE CRYSTAL, ANTI-REFLECTIVE | SAPPHIRE CASEBACK | LIMITED EDITION | AUTOMATIC MOVEMENT | POWER RESERVE INDICATION | CHRONOMETER |
|  |  |  |  |  |  |  |
| 18 CARAT GOLD | BIG DATE | DATE | DAY / DATE | FULL CALENDAR | CHRONOGRAPH | ALARM |
|  |  |  |  |  |  |  |
| MULTI FUNCTION | MOON PHASE | 2 ND TIME ZONE | DIAMONDS | GENUINE RUBBER STRAP | END-OF-LIFE INDICATION | TITANIUM |

6295-GROUP: L'S MODEL LAS VEGAS

Swiss Made® Ronda quartz movement cal. 762
Rose gold PVD plated stainless steel case w. cubic zirconias by CNC setting/stainless steel back, sapphire crystal
White, black or brown genuine leather strap w. double pusher butterfly buckle
3 ATM
Case: Ø 35 mm



6295
white MOP dial



6296
white MOP dial



6297
black MOP dial



6298
brown MOP dial



6300
white MOP dial



6301
black MOP dial



6302
brown MOP dial

6300-GROUP: L'S MODEL LAS VEGAS

Swiss Made® Ronda quartz movement cal. 762
Rose gold PVD plated stainless steel case w. cubic zirconias by CNC setting/stainless steel back, sapphire crystal
Rose gold PVD plated stainless steel bracelet w. double pusher butterfly buckle
3 ATM
Case: Ø 35 mm

6305-GROUP: L'S MODEL LAS VEGAS

Swiss Made® Ronda quartz movement cal. 762
Stainless steel case w. cubic zirconias by CNC setting, sapphire crystal
White or black genuine leather strap w. double pusher butterfly buckle
3 ATM
Case: Ø 35 mm



6305
white MOP dial



6306
white MOP dial



6307
black MOP dial



6310
white MOP dial



6311
black MOP dial

6310-GROUP: L'S MODEL LAS VEGAS

Swiss Made® Ronda quartz movement cal. 762
Stainless steel case w. cubic zirconias by CNC setting, sapphire crystal
Stainless steel bracelet w. double pusher butterfly buckle
3 ATM
Case: Ø 35 mm


CHARMEX
OF SWITZERLAND™



6325

6336
























CERAMIC MODEL **CANNES** REF. 6325/6336

SWISS MADE® quartz movement Ronda cal. 762
Stainless steel case with cubic zirconias, genuine leather strap
Also in rose gold PVD or black DLC coating
Sapphire crystal

www.charmex.com

MODEL CANNES

Cannes – a dazzling town on the Côte d'Azur in Southern France, a synonym for exclusive summer holidays and host to one of the most renowned movie festivals. Our model CANNES combines the old world charm of the seaside resort with the ravishing extravaganza of the movie festival; this blend of design elements is achieved by contrasting the subtle hues of the mother-of-pearl dial with the dazzle of the two rows of set cubic zirconias.

						
SAPPHIRE CRYSTAL	SAPPHIRE CRYSTAL, ANTI-REFLECTIVE	SAPPHIRE CASEBACK	LIMITED EDITION	AUTOMATIC MOVEMENT	POWER RESERVE INDICATION	CHRONOMETER
						
18 CARAT GOLD	BIG DATE	DATE	DAY / DATE	FULL CALENDAR	CHRONOGRAPH	ALARM
						
MULTI FUNCTION	MOON PHASE	2 ND TIME ZONE	DIAMONDS	GENUINE RUBBER STRAP	END-OF-LIFE INDICATION	CERAMIC

6325-GROUP: L'S MODEL CANNES

Swiss Made® Ronda quartz movement cal. 762
Rose gold PVD plated stainless steel case w. cubic zirconias by CNC setting/stainless steel back, sapphire crystal
White, black or brown genuine leather strap w. double pusher butterfly buckle
3 ATM
Case: Ø 30 mm



6325
silver/white
MOP dial



6326
silver/white
MOP dial



6327
black/black
MOP dial



6328
brown/brown
MOP dial



6330
silver/white
MOP dial



6331
silver/white
MOP dial



6332
black/black
MOP dial

6330-GROUP: L'S MODEL CANNES

Swiss Made® Ronda quartz movement cal. 762
Stainless steel case w. cubic zirconias by CNC setting, sapphire crystal
White or black genuine leather strap w. double pusher butterfly buckle
3 ATM
Case: Ø 30 mm

6335-GROUP: L'S MODEL CANNES

Swiss Made® Ronda quartz movement cal. 762
Black DLC coated stainless steel case w. cubic zirconias by CNC setting/stainless steel back, sapphire crystal
Black genuine leather strap w. double pusher butterfly buckle
3 ATM
Case: Ø 30 mm



6335
silver/white
MOP dial



6336
black/black
MOP dial


CHARMEX
OF SWITZERLAND™






















MODEL **TUSCANY** REF. 6258/6262

SWISS MADE® movement Ronda cal. 762
Stainless steel case, also in rose gold PVD-plated
Genuine leather strap
Sapphire coated crystal

www.charmex.com

MODEL TUSCANY

The Italian province of Tuscany is famous for its turbulent history, the wealth of works of art & science created there and a cuisine second to none. Our model TUSCANY reflects this eclectic blend of styles with its mother-of-pearl dial and the classic, elegant shape of the zirconia-studded case

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| SAPPHIRE CRYSTAL | SAPPHIRE CRYSTAL, ANTI-REFLECTIVE | SAPPHIRE CASEBACK | LIMITED EDITION | AUTOMATIC MOVEMENT | POWER RESERVE INDICATION | CHRONOMETER |
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| 18 CARAT GOLD | BIG DATE | DATE | DAY / DATE | FULL CALENDAR | CHRONOGRAPH | ALARM |
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| MULTI FUNCTION | MOON PHASE | 2 ND TIME ZONE | DIAMONDS | GENUINE RUBBER STRAP | END-OF-LIFE INDICATION | |

6255-GROUP: L'S MODEL TUSCANY

6 x 8" Swiss Made® Ronda quartz movement cal. 762
Rose gold PVD-plated stainless steel case with zirconias by CNC setting, sapphire coated crystal
White/black or brown genuine leather strap with double pusher butterfly buckle
3 ATM
Case 28 x 42.5 mm



6255
MOP
white dial



6256
MOP
white dial



6258
MOP
tobacco dial



6260
MOP
white dial



6261
MOP
white dial



6262
MOP
black dial

6260-GROUP: L'S MODEL TUSCANY

6 x 8" Swiss Made® Ronda quartz movement cal. 762
Stainless steel case with zirconias by CNC setting, sapphire coated crystal
Light grey or black genuine leather strap with double pusher butterfly buckle
3 ATM
Case 28 x 42.5 mm




CHARMEX
OF SWITZERLAND™



6265

6273

CERAMIC MODEL **DYNASTY** REF. 6265/6273

SWISS MADE® movement Ronda cal. 762

White or black ceramic case/bracelet






















Sapphire crystal

www.charmex.com



CERAMIC MODEL DYNASTY

Powerful families tend to think in terms of generations, passing on their values and wealth to their offspring and thus preserving a family tradition. Our model DYNASTY lends itself as an heirloom piece with its highly scratch resistant ceramic case and bracelet, housing an iridescent mother-of-pearl dial

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| SAPPHIRE CRYSTAL | SAPPHIRE CRYSTAL, ANTI-REFLECTIVE | SAPPHIRE CASEBACK | LIMITED EDITION | AUTOMATIC MOVEMENT | POWER RESERVE INDICATION | CHRONOMETER |
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| 18 CARAT GOLD | BIG DATE | DATE | DAY / DATE | FULL CALENDAR | CHRONOGRAPH | ALARM |
|  |  |  |  |  |  |  |
| MULTI FUNCTION | MOON PHASE | 2 ND TIME ZONE | DIAMONDS | GENUINE RUBBER STRAP | END-OF-LIFE INDICATION | CERAMIC |

6265-GROUP: L'S CERAMIC WATCH DYNASTY

6 x 8" Swiss Made® Ronda quartz movement cal. 762
 White or black ceramic case with rose gold PVD trimmings, stainless steel back, sapphire crystal
 White or black ceramic bracelet with double pusher butterfly buckle
 3 ATM
 Case: Ø 35 mm



6265
MOP
white dial



6266
MOP
black dial



6267
MOP
white dial



6268
MOP
black dial



6270
MOP
white dial



6271
MOP
black dial



6272
MOP
white dial



6273
MOP
black dial

6270-GROUP: L'S CERAMIC WATCH DYNASTY

6 x 8" Swiss Made® Ronda quartz movement cal. 762
 White or black ceramic case with stainless steel trimmings, stainless steel back, sapphire crystal
 White or black ceramic bracelet with double pusher butterfly buckle
 3 ATM
 Case: Ø 35 mm




CHARMEX
OF SWITZERLAND™



6277

6283























MODEL SERIES **MALIBU** REF. 6277/6283

SWISS MADE® movement Ronda cal. 762
Stainless steel case, also rose gold PVD-plated
Genuine leather strap
Sapphire crystal

www.charmex.com

MODEL MALIBU

Malibu is an affluent beach city in California, USA and consists of a 21-mile strip of prime Pacific coastline. The city is famous for its warm, sandy beaches, and for being the home of many Hollywood movie stars and others associated with the entertainment industry. Our model MALIBU with its zirconia-studded case and the mother-of-pearl dial is a humble homage to the iridescent Pacific Ocean off the Malibu coastline

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| SAPPHIRE CRYSTAL | SAPPHIRE CRYSTAL, ANTI-REFLECTIVE | SAPPHIRE CASEBACK | LIMITED EDITION | AUTOMATIC MOVEMENT | POWER RESERVE INDICATION | CHRONOMETER |
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| 18 CARAT GOLD | BIG DATE | DATE | DAY / DATE | FULL CALENDAR | CHRONOGRAPH | ALARM |
|  |  |  |  |  |  | |
| MULTI FUNCTION | MOON PHASE | 2 ND TIME ZONE | DIAMONDS | GENUINE RUBBER STRAP | END-OF-LIFE INDICATION | |

6275-GROUP: L'S WATCH MALIBU

6 x 8" Swiss Made® Ronda quartz movement cal. 762
 Rose gold PVD-plated stainless steel case with zirconias by CNC setting, stainless steel back, sapphire crystal
 Ivory/black or brown genuine leather strap with double pusher butterfly buckle
 3 ATM
 Case: Ø 32 mm



6275
 MOP
 silver/white
 dial



6276
 MOP
 silver/white
 dial



6277
 MOP
 black/white
 dial



6278
 MOP
 rose/
 white dial



6280
 MOP
 silver/white
 dial



6281
 MOP
 silver/white
 dial



6282
 MOP
 black/white
 dial



6283
 MOP
 blue/
 white dial

6280-GROUP: L'S WATCH MALIBU

6 x 8" Swiss Made® Ronda quartz movement cal. 762
 Stainless steel case with zirconias by CNC setting, sapphire crystal
 Light grey/black or dark blue genuine leather strap with double pusher butterfly buckle
 3 ATM
 Case: Ø 32 mm




CHARMEX
OF SWITZERLAND™



6245

6252



CERAMIC MODEL **CORFU** REF. 6245/6252

SWISS MADE® movement Ronda cal. 762

Stainless steel case/bracelet with white or black ceramic

Also in rose gold PVD

Sapphire crystal

www.charmex.com

CERAMIC MODEL CORFU

Corfu is a Greek Island in the Ionian Sea and the second largest of the Ionian Islands. The island is bound with the history of Greece from the beginning of Greek mythology. According to myth, Poseidon fell in love with the beautiful nymph Korkyra, daughter of Asopus and river nymph Metope, and abducted her. Poseidon brought Korkyra to the hitherto unnamed island and, in marital bliss, offered her name to the place: Korkyra or Corfu. Our timepiece CORFU captures the romance behind the name of this famous Ionian Island and translates it into a beautiful watch of timeless design

SAPPHIRE CRYSTAL	SAPPHIRE CRYSTAL, ANTI-REFLECTIVE	SAPPHIRE CASEBACK	LIMITED EDITION	AUTOMATIC MOVEMENT	POWER RESERVE INDICATION	CHRONOMETER
18 CARAT GOLD	BIG DATE	DATE	DAY / DATE	FULL CALENDAR	CHRONOGRAPH	ALARM
MULTI FUNCTION	MOON PHASE	2 ND TIME ZONE	DIAMONDS	GENUINE RUBBER STRAP	END-OF-LIFE INDICATION	CERAMIC

6245-GROUP: L'S CERAMIC WATCH CORFU

6 x 8" Swiss Made® Ronda quartz movement cal. 762
Rose gold plated stainless steel case/bracelet with white or black ceramic, stainless steel back, sapphire crystal
3 ATM
Case 38.5 x 29 mm



6250-GROUP: L'S CERAMIC WATCH CORFU

6 x 8" Swiss Made® Ronda quartz movement cal. 762
Stainless steel case/bracelet with white or black ceramic, stainless steel back, sapphire crystal
3 ATM
Case 38.5 x 29 mm




CHARMEX
OF SWITZERLAND™



6208

6220



MODEL GRANADA REF. 6208/6220






















SWISS MADE® movement Ronda cal. 706
Stainless steel case/bracelet or genuine leather strap
Also in rose gold PVD-plated
Sapphire crystal

www.charmex.com

MODEL GRANADA

Granada is an ancient city in Andalusia in southern Spain and was first mentioned in 500 BC. Roman, Arabic, Jewish and other influences mingled to create one of the earliest “melting-pots” known in human history.

Our model GRANADA reflects this eclectic blend of styles with its mother-of-pearl dial indicating the day, the date as well as the moonphase and the elegant shape of the zirconia-studded case.

						
SAPPHIRE CRYSTAL	SAPPHIRE CRYSTAL, ANTI-REFLECTIVE	SAPPHIRE CASEBACK	LIMITED EDITION	AUTOMATIC MOVEMENT	POWER RESERVE INDICATION	CHRONOMETER
						
18 CARAT GOLD	BIG DATE	DATE	DAY / DATE	FULL CALENDAR	CHRONOGRAPH	ALARM
						
MULTI FUNCTION	MOON PHASE	2 ND TIME ZONE	DIAMONDS	GENUINE RUBBER STRAP	END-OF-LIFE INDICATION	TITANIUM

6205-GROUP: L'S WATCH GRANADA

10 1/2" Ronda cal. 706
Rose gold PVD-plated stainless steel case, sapphire crystal
White/black or brown genuine leather strap with double pusher butterfly buckle
3 ATM
Case: Ø 31 mm



6205
MOP white dial



6206
MOP white dial



6207
MOP black dial



6208
MOP brown dial



6210
MOP white dial



6211
MOP black dial

6210-GROUP: L'S WATCH GRANADA

10 1/2" Ronda cal. 706
Rose gold PVD-plated stainless steel case & bracelet, stainless steel back
Sapphire crystal
3 ATM
Case: Ø 31 mm

6215-GROUP: L'S WATCH GRANADA

10 1/2" Ronda cal. 706
Stainless steel case, sapphire crystal
White or black genuine leather strap w. double pusher butterfly buckle
3 ATM
Case: Ø 31 mm



6215
white MOP dial



6216
white MOP dial



6217
black MOP dial



6221
black MOP dial

6220-GROUP: L'S WATCH GRANADA

10 1/2" Ronda cal. 706
Stainless steel case/bracelet
Sapphire crystal
3 ATM
Case: Ø 31 mm



6195

6191



MODEL SERIES FLORENCE REF. 6191/6195

SWISS MADE® movement Ronda cal. 751
Stainless steel case/bracelet or genuine leather strap
Also rose gold PVD-plated
Sapphire crystal

www.charmex.com

MODEL SERIES FLORENCE

Florence, the capital of the Italian province of Tuscany, is famous for its turbulent history & the wealth of works of art & science created there. A centre of medieval European trade and finance Florence is considered the birthplace of the Renaissance and was home to the once powerful family of the Medici.

Our model FLORENCE captivates the history of Florence with its iridescent mother-of-pearl dial and the outside bezel resembling a planetary ring, inspired by the studies of famous astronomer Galileo Galilei.

SAPPHIRE CRYSTAL	SAPPHIRE CRYSTAL, ANTI-REFLECTIVE	SAPPHIRE CASEBACK	LIMITED EDITION	AUTOMATIC MOVEMENT	POWER RESERVE INDICATION	CHRONOMETER
18 CARAT GOLD	BIG DATE	DATE	DAY / DATE	FULL CALENDAR	CHRONOGRAPH	ALARM
MULTI FUNCTION	MOON PHASE	2 ND TIME ZONE	DIAMONDS	GENUINE RUBBER STRAP	END-OF-LIFE INDICATION	TITANIUM

6185-GROUP: L'S WATCH FLORENCE

5 1/2" Ronda cal. 751
Rose gold PVD-plated stainless steel case, stainless steel back, sapphire crystal
White/black genuine leather strap w. double pusher butterfly buckle
3 ATM
Case: Ø 41 x 32.5 mm



6185
MOP white dial



6186
MOP white dial



6187
MOP black dial



6190
MOP white dial



6191
MOP black dial

6190-GROUP: L'S WATCH FLORENCE

5 1/2" Ronda cal. 751
Rose gold PVD-plated stainless steel case/bracelet, stainless steel back
Sapphire crystal
3 ATM
Case: Ø 41 x 32.5 mm

6195-GROUP: L'S WATCH FLORENCE

5 1/2" Ronda cal. 751
Stainless steel case, sapphire crystal
White/black genuine leather strap w. double pusher butterfly buckle
3 ATM
Case: Ø 41 x 32.5 mm



6195
MOP white dial



6196
MOP white dial



6197
MOP black dial



6200
MOP white dial



6201
MOP black dial

6200-GROUP: L'S WATCH FLORENCE

5 1/2" Ronda cal. 751
Stainless steel case/bracelet
Sapphire crystal
3 ATM
Case: Ø 41 x 32.5 mm



6227

6240



MODEL SERIES *CAPRI* REF. 6227/6240






















SWISS MADE® movement Ronda cal. 751
Stainless steel case/bracelet or genuine leather strap
Also rose gold PVD-plated
Sapphire crystal

www.charmex.com

MODEL SERIES CAPRI

Capri is a small, beautiful island in the Gulf of Naples in Italy, a mere hour by boat from Sorrento. Bustling with myriads of day tourists during the day the locals and guests who stay over have the famous piazza Umberto I to themselves in the evenings and can enjoy a leisurely stroll down to the enchanted harbour – as did Clark Gable and Sophia Loren in the 1960ies movie *It Started In Naples*. The Blue Grotto and the nearby Hotel Weber Ambassador are but two of many attractions on this romantic island.

Our model CAPRI with its circonia-studded mother-of-pearl dial and the circonias on the case is a humble homage to the iridescent Mediterranean Sea surrounding Capri.

						
SAPPHIRE CRYSTAL	SAPPHIRE CRYSTAL, ANTI-REFLECTIVE	SAPPHIRE CASEBACK	LIMITED EDITION	AUTOMATIC MOVEMENT	POWER RESERVE INDICATION	CHRONOMETER
						
18 k 18 CARAT GOLD	BIG DATE	DATE	DAY / DATE	FULL CALENDAR	CHRONOGRAPH	ALARM
						
MULTI FUNCTION	MOON PHASE	2 ND TIME ZONE	DIAMONDS	GENUINE RUBBER STRAP	END-OF-LIFE INDICATION	TITANIUM

6225-GROUP: L'S WATCH CAPRI

5 1/2" Ronda cal. 751
Rose gold PVD-plated stainless steel case, stainless steel back, sapphire crystal
White/black genuine leather strap w. double pusher butterfly buckle
3 ATM
Case: Ø 30 mm



6227
MOP black dial



6237
MOP black dial

6230-GROUP: L'S WATCH CAPRI

5 1/2" Ronda cal. 751
Rose gold PVD-plated stainless steel case/bracelet, stainless steel back
Sapphire crystal
3 ATM
Case: Ø 30 mm

6240-GROUP: L'S WATCH CAPRI

5 1/2" Ronda cal. 751
Stainless steel case/bracelet
Sapphire crystal
3 ATM
Case: Ø 30 mm



6240
MOP white dial



6241
MOP black dial


CHARMEX
OF SWITZERLAND™



6130

6136



MODEL SERIES **PISA** REF. 6130/6136






















SWISS MADE® movement Ronda cal. 1069 small second
Stainless steel case/bracelet or genuine leather strap
Also in rose gold PVD-plated
Sapphire crystal

www.charmex.com

MODEL PISA

Of Etruscan origin the Italian city of Pisa is best known for its leaning tower – the 55m campanile was erected over a period of 177 years and now leans at an angle of 4 degrees. Pisa is also home to Italy’s best graduate schools – going back to the 12th century – and a renowned centre of learning.

Our model PISA combines stylish – the round case with its retro-shaped lug-ends – and geographical – the longitudinal design of the dial – elements to honor both aspects of Pisa, its Italian heritage and its profound influence on science.

						
SAPPHIRE CRYSTAL	SAPPHIRE CRYSTAL, ANTI-REFLECTIVE	SAPPHIRE CASEBACK	LIMITED EDITION	AUTOMATIC MOVEMENT	POWER RESERVE INDICATION	CHRONOMETER
						
18 k	BIG DATE	DATE	DAY / DATE	FULL CALENDAR	CHRONOGRAPH	ALARM
						
MULTI FUNCTION	MOON PHASE	2 ND TIME ZONE	DIAMONDS	GENUINE RUBBER STRAP	EOL END-OF-LIFE INDICATION	TITANIUM

6125-GROUP: L'S WATCH PISA

6 x 8" Ronda cal. 1069 small second
Rose gold PVD-plated stainless steel case/stainless steel back, sapphire crystal
White/black genuine leather strap w. double pusher butterfly buckle
3 ATM
Case: Ø 31 mm



6125
MOP white dial



6126
MOP white dial



6127
MOP black dial
brown dial



6128
MOP light



6140
MOP white dial



6141
MOP black dial

6140-GROUP: L'S WATCH PISA

6 x 8" Ronda cal. 1069 small second
Stainless steel case, sapphire crystal
Stainless steel bracelet w. double pusher butterfly buckle
3 ATM
Case: Ø 31 mm

6135-GROUP: L'S WATCH PISA

6 x 8" Ronda cal. 1069 small second
Stainless steel case, sapphire crystal
White/black genuine leather strap w. double pusher butterfly buckle
3 ATM
Case: Ø 31 mm



6135
MOP white dial



6136
MOP white dial



6137
MOP black dial


CHARMEX
OF SWITZERLAND™



6076

6077
























LADIES' DIAMOND WATCH **NIZZA** REF. 6076/6077

SWISS MADE® movement Ronda cal. 762
Stainless steel case w. 28 diamonds
Also in 5 micron rose gold plated
Sapphire crystal

www.charmex.com

LADIES' DIAMOND WATCH NIZZA

Following the famous "Haute Corniche" road from Èze towards Beaulieu-sur-Mer Nizza suddenly emerges behind a hairpin curve, nestled between les Alpes Maritimes and the Mediterranean Sea. With a history as a seaside resort going as far back as the early 19th century Nizza to this day attracts wealthy Europeans escaping their harsh winters at home and enjoying the joie-de-vivre of this bustling town on the Côte d'Azur. This mix of Mediterranean ease and old world elegance inspired our designers to come up with our diamond model NIZZA.

						
SAPPHIRE CRYSTAL	SAPPHIRE CRYSTAL, ANTI-REFLECTIVE	SAPPHIRE CASEBACK	LIMITED EDITION	AUTOMATIC MOVEMENT	POWER RESERVE INDICATION	CHRONOMETER
						
18 CARAT GOLD	BIG DATE	DATE	DAY / DATE	FULL CALENDAR	CHRONOGRAPH	ALARM
						
MULTI FUNCTION	MOON PHASE	2 ND TIME ZONE	DIAMONDS	GENUINE RUBBER STRAP	END-OF-LIFE INDICATION	TITANIUM

6075-GROUP: L'S DIAMOND WATCH NIZZA

6 x 8" Ronda cal. 762 no second
5 micr. rose gold plated stainless steel case w. 28 diamonds, stainless steel back, sapphire crystal, dial w. circonias
Black/coral leather strap w. double pusher butterfly buckle
3 ATM
Case 28.5 x 38.5 mm



6075
white dial



6076
white dial



6077
black dial



6078
black dial



6080
white dial



6081
black dial

6080-GROUP: L'S DIAMOND WATCH NIZZA

6 x 8" Ronda cal. 762 no second
Stainless steel case w. 28 diamonds, sapphire crystal, dial w. circonias
Black leather strap w. double pusher butterfly buckle
3 ATM
Case 28.5 x 38.5 mm




CHARMEX
OF SWITZERLAND™



6065

6061
























LADIES' DIAMOND WATCH **PARIS** REF. 6065/6061

SWISS MADE® movement Ronda cal. 1069
Stainless steel case w. 32 diamonds, stainless steel bracelet or genuine leather strap
Also in 5 micron rose gold plated
Sapphire crystal

www.charmex.com

LADIES' DIAMOND WATCH PARIS

Paris – the proverbial city of love, glorified in the works of Balzac, de Maupassant and many more. Set on the banks of the river Seine Paris embodies extravagant fashion as well as cultural and culinary highlights. This mix of enchanting colors and shapes inspired our designers while creating our diamond model PARIS.

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| SAPPHIRE CRYSTAL | SAPPHIRE CRYSTAL,
ANTI-REFLECTIVE | SAPPHIRE CASEBACK | LIMITED EDITION | AUTOMATIC
MOVEMENT | POWER RESERVE
INDICATION | CHRONOMETER |
|  |  |  |  |  |  |  |
| 18 k | BIG DATE | DATE | DAY / DATE | FULL CALENDAR | CHRONOGRAPH | ALARM |
|  |  |  |  |  |  |  |
| MULTI FUNCTION | MOON PHASE | 2 ND TIME ZONE | DIAMONDS | GENUINE
RUBBER STRAP | END-OF-LIFE
INDICATION | TITANIUM |

6055/60-GROUPS: L'S DIAMOND WATCH PARIS

6 x 8" Ronda cal. 1069 small second

5 micron rose gold plated stainless steel case w. 32 diamonds (0.17 carat), stainless steel back, sapphire crystal

5 micron rose gold plated stainless steel bracelet or genuine leather strap w. double pusher butterfly buckle

3 ATM

Case 30 x 30 mm



6055
white dial



6056
black dial



6060
white dial



6061
black
dial



6065
white dial

6065/70-GROUPS: L'S DIAMOND WATCH PARIS

6 x 8" Ronda cal. 1069 small second

Stainless steel case w. 32 diamonds (0.17 carat), sapphire crystal

Stainless steel bracelet or genuine leather strap w. double pusher butterfly buckle

3 ATM

Case 30 x 30 mm




CHARMEX
OF SWITZERLAND™



6036

6025



MULTI FUNCTION MODEL **CAP FERRAT** REF. 6025/6036

SWISS MADE® movement Ronda cal. 706

Stainless steel case/bracelet or genuine leather strap

Also in 5 micron rose gold plated




















42 circonias on case, 38 circonias on bracelet, by setting
Sapphire crystal

www.charmex.com

MULTI FUNCTION MODEL CAP FERRAT

Driving along the Grand Corniche in Southern France, a mountain road overlooking the Mediterranean Sea and connecting Niçe with Menton, one all of a sudden sees a peninsula reaching far out into the Gulf of Lyon – Cap Ferrat, one of the first and most famous seaside resorts on the Côte d’ Azure. The picturesque town of St. Jean Cap Ferrat with its bustling marina boasts some of the most stunning belle époque villas in Europe.

Our timepiece CAP FERRAT captures this very essence of an old-style European summer holiday, the curved shape of the stainless steel case resembling the hull of a sailing yacht with some 42 circonias marking the sparkling waterline. The dial displays the time, the day, the date and the current moon phase with two Arabic numbers facing each other at twelve and six o’clock.

						
SAPPHIRE CRYSTAL	SAPPHIRE CRYSTAL, ANTI-REFLECTIVE	SAPPHIRE CASEBACK	LIMITED EDITION	AUTOMATIC MOVEMENT	POWER RESERVE INDICATION	CHRONOMETER
						
18 CARAT GOLD	BIG DATE	DATE	DAY / DATE	FULL CALENDAR	CHRONOGRAPH	ALARM
						
MULTI FUNCTION	MOON PHASE	2 ND TIME ZONE	DIAMONDS	GENUINE RUBBER STRAP	END-OF-LIFE INDICATION	TITANIUM

6020-GROUP: L'S MULTI FUNCTION WATCH CAP FERRAT

10 1/2" Ronda cal. 706 Day/Date/Moon, sweep sec.
5 micr. rose gold plated stainless steel case w. 42 circonias by setting, stainless steel back, sapphire crystal
Genuine leather strap w. double pusher butterfly buckle
3 ATM
Case 32 x 29.5 mm



6020
MOP
white dial



6021
MOP
white dial



6022
black dial




CHARMEX
OF SWITZERLAND™



6008

6015



MODEL **MORCOTE** REF. 6008/6015






















SWISS MADE® movement Ronda cal. 762
Stainless steel case/bracelet or genuine leather strap
Also in 5 micron rose gold plated
22 circonias on case, 48 circonias on bracelet, by setting
Sapphire crystal

www.charmex.com

MODEL MORCOTE

Morcote is a beautiful, small village in the Italian speaking part of Switzerland, set on the shores of the Lago di Lugano and with a history going back to the 9th century. It is famous for its Palazzi and the Church Santa Maria del Sasso where the well known Russian baritone Georges Baklanoff and the German composer Eugen d'Albert are buried.

Our timepiece MORCOTE symbolizes the blend of the Swiss and the Italian culture which makes this part of Switzerland so special: a radiant mother-of-pearl dial is set in a case sporting 22 sparkling circonias and the side of the angled case is elaborately decorated like a work of art.

						
SAPPHIRE CRYSTAL	SAPPHIRE CRYSTAL, ANTI-REFLECTIVE	SAPPHIRE CASEBACK	LIMITED EDITION	AUTOMATIC MOVEMENT	POWER RESERVE INDICATION	CHRONOMETER
						
18 k	BIG DATE	DATE	DAY / DATE	FULL CALENDAR	CHRONOGRAPH	ALARM
						
MULTI FUNCTION	MOON PHASE	2 ND TIME ZONE	DIAMONDS	GENUINE RUBBER STRAP	END-OF-LIFE INDICATION	TITANIUM

6005-GROUP: L'S WATCH MORCOTE

6 x 8" Ronda cal. 762, no sec.

5 micr. rose gold plated stainless steel case w. 22 circonias by setting, stainless steel back, sapphire crystal

Genuine leather strap w. double pusher butterfly buckle

3 ATM

Case 24 x 32 mm



6006
MOP
white dial



6007
MOP
black dial



6010
MOP white dial



6012
MOP pink dial

6010-GROUP: L'S WATCH MORCOTE

6 x 8" Ronda cal. 762, no sec.

Stainless steel case w. 22 circonias by setting, sapphire crystal

Genuine leather strap w. double pusher butterfly buckle

3 ATM

Case 24 x 32 mm




CHARMEX
OF SWITZERLAND™



5907

5922



MULTI FUNCTION MODEL **MANDALAY** REF. 5907/5922

SWISS MADE® movement Ronda cal. 706

Stainless steel case/bracelet or genuine leather strap

Also in 5 micron rose gold plated with genuine leather strap

67 circonias by setting






















Sapphire crystal

www.charmex.com

MULTI FUNCTION MODEL MANDALAY

Mandalay, the second biggest city in what today is known as Myanmar, was once the last Burmese Emperors capital. In the 19th century this city's name was used synonymously for the beguiling and mysterious lure of the Far East.

Our timepieces MANDALAY evoke this aura with their exotic and filigree design. The use of the Ronda movement cal. 706 allows for a multi-function display of day, date and moon phase. The mother-of-pearl dial adds to the subtropical flair and is framed by genuine set circonias.

						
SAPPHIRE CRYSTAL	SAPPHIRE CRYSTAL, ANTI-REFLECTIVE	SAPPHIRE CASEBACK	LIMITED EDITION	AUTOMATIC MOVEMENT	POWER RESERVE INDICATION	CHRONOMETER
						
18 k	BIG DATE	DATE	DAY / DATE	FULL CALENDAR	CHRONOGRAPH	ALARM
						
MULTI FUNCTION	MOON PHASE	2 ND TIME ZONE	DIAMONDS	GENUINE RUBBER STRAP	END-OF-LIFE INDICATION	TITANIUM

5910/15-GROUPS: L'S MULTI FUNCTION WATCH MANDALAY

10 1/2" Ronda cal. 706 Day/Date/Moon, sweep sec.
Stainless steel case w. 67 circonias by setting, sapphire crystal
White/black/light blue/red/pink/yellow leather strap w. double pusher butterfly buckle
5 ATM
Case Ø 30 mm



5913
MOP
light blue dial



5914
MOP
pink dial



5915
MOP
pink dial



5916
MOP
light yellow dial



5922
MOP
light blue dial



5923
MOP
pink dial

5920-GROUP: L'S MULTI FUNCTION WATCH MANDALAY

10 1/2" Ronda cal. 706 Day/Date/Moon, sweep sec.
Stainless steel case w. 67 circonias by setting, sapphire crystal
Stainless steel bracelet w. double pusher butterfly buckle
5 ATM
Case Ø 30 mm



POINT-OF-SALES
MATERIAL

REF. 7164: CHARMEX WOODEN DELUXE GIFT BOX

Fits Ladies' and Men's watches
Rood wood exterior, blue interior
White high gloss packer
Dimensions: length = 15 cm, width = 11 cm, height = 8.2 cm



REF. 7072: CHARMEX WATCH DISPLAY BOX

Holds 14 watches
Rood wood exterior, blue interior
White high gloss packer
Dimensions: length = 40 cm, width = 20 cm, height = 9.2 cm

REF. 7090: CHARMEX WATCH TRAY

Dimensions: width = 27.7 cm, height = 2.2 cm, depth = 30.5 cm



CREATION, PHOTOGRAPHS AND REALISATION BY BURKI SCHERER AG, SWITZERLAND
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SWISS MADE®