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Beauregard Explores The Beauty Of Onyx With New Lili And Lili Bouton Designs



Beauregard, the only independent watch brand dedicated exclusively to women's timepieces, explores the beauty of black through onyx. Eight carats of the black stone, as hand-polished petals, form the aesthetic centrepiece of two diamond-set watches, Lili and Lili Bouton, available in white and rose gold.

"I love the dominance of black, its gravitas, its radicality, and its ability to create powerful contrasts that amplify the brilliance of diamonds and gold," adds Alexandre Beauregard, the brand's founder. Alexandre's passion for distinctive stones is evident in each watch, transforming them from mere accessories into "symbols of refinement for the modern woman."

Onyx, a storied stone of protection, embodies both strength and serenity. Celebrated for its enigmatic beauty and symbolic virtues, it is said to bolster self-confidence. The meticulous hand-cutting and polishing of each onyx petal require hours of dedicated work, endowing each watch with a distinctive depth and radiance.



The Lili Bouton showcases a round frame, measuring 33 mm in diameter and 9.65 mm in height. Adorned with 125 river diamonds, its case, hands, and buckle are exquisitely crafted in 18-carat pink gold. The Lili model has a 33mm rectangular case set with 88 diamonds. While the hands are white gold, the case is white gold enriched with Palladium 500. This alloy is more durable and harder than white gold, and also retains its inherent lustre, rendering rhodium plating unnecessary.

True to its philosophy of authenticity, Beauregard deliberately eschews rhodium plating. Alexandre Beauregard compares applying rhodium on gold to “painting a diamond.” This is a striking analogy that emphasizes the brand’s commitment to maintaining the natural allure and integrity of materials in the creation of its exquisite timepieces.

A departure from traditional design, these distinctly feminine timepieces are equipped with a high-jewellery ETA movement and forgo the conventional crown. Instead, the time is set via a corrector discreetly positioned on the case back. This was done to preserve the fluid and graceful aesthetic of the watch.



The straps of both models are crafted from sumptuous natural satin, and are entirely handmade in Geneva. Featuring three quick-release points, they can be switched in seconds, effortlessly and without any tools.

Alexandre Beaugard founded his independent watch brand in 2018 with the launch of the Tourbillon watch. In the five years since, the brand has earned three Grand Prix d'Horlogerie de Genève (GPHG) nominations. In 2018, for Dahlia C1 in the Ladies' Complication category. In 2020, for Lili and in 2023 for Lili Bouton in the Ladies' watch category. This year Beaugard made its debut at Watches & Wonders as well as at Dubai Watch Week.