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TIMEKEEPERS
— CLUB —



Beauregard Lili Bouton Red Coral

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Beauregard continues to redefine women's watchmaking, crafting pieces that transcend trends and elevate jewelry art. This time, the finest branches of red coral adorn this 'Lili Bouton' creation, showcasing a legacy of artisanal excellence.

Red coral from the Mediterranean... steeped in legends, rich in significance and symbolism since Neolithic times, celebrated since antiquity, sculpted and polished for centuries. By the time of the Renaissance, numerous objets d'art were made from the red coral harvested in the sea between Sardinia and Sicily, for the various royal courts of Europe. To this day, the fishing village of Torre del Greco, near Pompeii on the Bay of Naples, is renowned as the capital of 'red gold' – scientifically known as *Corallium rubrum* – and not least for the beautiful jewelry its artisans crafted from this particular coral.



Greek mythology has it that when Perseus decapitated Medusa – Athena had cursed Medusa, turning her hair into squirming venomous snakes, and her face became so terrible to behold that the mere sight of it would turn onlookers to stone – her blood, gushing from the wound, fell into the sea and the seaweed it touched instantly solidified into flaming red coral.

While some say it brings good luck, red coral has historically been associated with passionate love. Aesthetes extol the mysteries of its hue, somewhere between orange and red. Art historians like to recall that it is a splendor worked by the finest goldsmiths since the 15th century, from Tibet to Egypt, far beyond the borders of the Mediterranean basin.



Beauregard atelier

Today, red coral from Italy is rare and precious. Its harvesting is not only difficult, sometimes at depths of over 100 meters, but also strictly regulated, limited to only 4 months of the year. Indeed, red coral only grows by 1 cm every ten years. It must be carefully nurtured and its rarity thus also makes it so valuable.

Each petal of red coral for the blossom of Lili Bouton has been crafted in-house by Beauregard's 'miracle hands.' Unlike other leading *Maisons*, Beauregard has complete inhouse control of every stage in the manufacture of the dial before it covers the Swiss-made movement.



Alexandre Beauregard

Alexandre Beauregard's workshop in Montreal is a magical place where exotic and exclusive materials come to life, transformed by his skilled hands. In his relentless pursuit of artistic expression, he creates his own tools and machines. It is here that he finds total freedom.



Beauregard atelier

And so the magic happens for 'Lili Bouton Red Coral', as each element that makes up its blossom is cut, shaped, polished, assembled, checked, and checked again... The choice of material, dial, composed of 36 petals, is truly unique thanks to this material – a treasure of nature, evoking emotions in the same way a Haute Couture dress gives life to fabric. It is the same approach, the same quest for absolute aesthetic perfection. It becomes a rare work of art, the likes of which simply no longer exist.

Beauregard – the only independent watch brand dedicated exclusively to women.

With three selections for the Grand Prix d'Horlogerie de Genève in 2018, 2020 and 2023, alongside such greats as Hermès and Van Cleef & Arpels, Beauregard's distinctive aesthetic and commitment to craftsmanship and Swiss elegance shine in every detail of their timepieces, each a unique work of art.

At Beauregard, where the hand's gesture ultimately gives expression to creativity, the pinnacles of craftsmanship and artistry converge. Each timepiece is a testament to unparalleled skill, challenging and elevating traditional watchmaking standards. Every petal, meticulously handcrafted, adds an extraordinary depth and luminosity to our dials. In our commitment to creating exceptional watches, every detail bears witness to an artistic journey, embodying the epitome of Swiss elegance, refinement, and masterful craftsmanship. It is what makes Beauregard's timepieces unique works of art, celebrating the legacy of Swiss Haute Horlogerie.



Beaugard Lili Bouton Red Coral

Technical specifications

Beaugard Lili Bouton Red Coral

Case

- Material: 18K gold set with 88 white diamonds RIVER
- Diameter: 33 mm
- Thickness: 8.30 mm
- Crystal: Shaped sapphire with anti-reflective coating on both sides
- Water resistance: 3 ATM (30 meters)
- Entirely crafted and assembled in Switzerland

Dial and hands

- 18K gold hands and central ring
- 33 hand-polished coral petals
- 18K gold base set with 36 white diamonds RIVER
- Entirely crafted and assembled in Switzerland, with the exception of the coral stones, which are hand-polished in our Montreal workshops.

Movement

- ETA E01.701
- Quartz movement
- Frequency: 32,768 Hz
- Number of jewels: 5
- Entirely crafted and assembled in Switzerland

Functions/Indications

- Hours and minutes

Strap and buckle

- Natural satin with 18K gold pin buckle
- Entirely crafted in Switzerland

MSRP

- CHF 35'000 / EUR 37'000 / USD 40'300

For more information, please visit beaugard.ch