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WATCH I LOVE



Captivating elegance: Beaugard's Lili Onyx collection fascinates this festive season

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*The mysterious splendour of the stone, craftsmanship of rare mastery – **Beaugard** opens a new chapter in the **dialogue between the world of gems and the art of watchmaking.***

With three nominations for the Grand Prix d'Horlogerie de Genève (2018, 2020 and 2023),

*Beaugard makes its mark as **the only independent watch brand for women.***

*For the festive season, Beaugard elegantly features **8 carats of onyx**, emphasizing the black stone in two diamond-set watches, Lili and Lili Bouton, available in white and rose gold.*



"In the uncanniest way, black brings light to life." Known for its affinity for gemstones with unique character, Beauregard delves deeply into exploring the reflections of black through onyx, seeking to sculpt light through its surface texture. Here, the hand-polished petals emerge in an incredibly luminous fashion, accentuating the stone's innate brilliance.

"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.

As 2023 comes to a close, the only independent watch brand dedicated exclusively to women's timepieces has chosen to showcase the timeless elegance of Onyx for this festive season.

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. Beauregard's passion for distinctive stones is evident in each watch, transforming them from mere accessories into true symbols of refinement for the modern woman.



Palladium-infused white gold for pure, luminous, and radiant whiteness

Alexandre Beauregard goes beyond merely offering a timepiece; he invites you into a vast universe where the lapidary's artistry converges with Swiss watchmaking at its finest. With an aesthetic grammar that draws from the worlds of art, design, and fashion, these pieces truly stand-alone, exuding an unmatched level of sophistication. Here, craftsmanship reigns supreme. The common thread is always the human hand as the ultimate instrument of creativity.

Every creation is a singular masterpiece, showcasing the pinnacle of craftsmanship. Central to each design is the irreplaceable touch of the human hand, the ultimate tool of human expression. 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 delicate 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, adding an additional dimension of luxury. A departure from traditional design, this distinctly feminine timepiece is equipped with a high-jewellery ETA movement and forgoes the conventional crown. Instead, the time is set via a corrector discreetly positioned on the case back, preserving the fluid and graceful aesthetic of the watch.

As for the Lili model, its case is made of a noble, precious blend of white gold enriched with Palladium 500, for pure, brilliant, unalterable brilliance. This distinctive alloy, notable for its pure and lasting brilliance, is not only more durable and harder but also retains its inherent lustre, rendering rhodium plating unnecessary – true to its philosophy of authenticity, Beauregard deliberately eschews this step. Alexandre Beauregard compares applying rhodium on gold to 'painting a diamond', a striking analogy that emphasizes the brand's commitment to maintaining the natural allure and integrity of materials in the creation of exquisite timepieces.

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



In Beauregard's world, where the exception is the rule, craftsmanship and artistry intertwine...

The Beauregard universe unfolds an aesthetic that elevates technical perfection to artistry. A mastery that is demonstrated rather than proclaimed. The essence of a Beauregard watch – with all those minute and unseen aspects which the eye cannot perceive but the heart can feel – is hinted at in some telling facts and figures:

0.02 mm – The meticulous tolerance adhered to in the geometry of each stone – cut by hand and often by Alexandre himself – to create the invisible setting.

13 – The number of consecutive times Alexandre attended the AGTA GemFair in Tucson, Arizona, the world's largest gem fair.

600 – The number of VVS River diamonds on the Dahlia timepiece.

50+ – The number of gemstone varieties that are cut, shaped and polished in the workshop. Amethyst, topaz, aquamarine, chrysoprase, prasiolite, carnelian, coral, Turkish opal, fire opal, Oregon chocolate opal, onyx, mother-of-pearl, iridescent ammolite, black Australian opal, tsavorite, citrine, phosphosiderite, turquoise, lapis lazuli, amazonite, precious quartz, peridot, pink opal... the list is enchanting and evokes lands where faeries dwell.

4 – The family members involved in Beauregard's timekeeping odyssey: Alexandre, his spouse and their two children, each contributing in a different capacity to the independent, family-run *Maison*.

8.6 – The total carats of rare gems on a single Lili piece.



15 – The precise angle, in degrees, of the Lili's bezel. "If it's 15°, it's because I tried 14° and I tried 16°, and that didn't work," explains Alexandre. We'll take his word for it.

3 – The thickness, in millimetres, of a Beauregard dial. This is three times the average for conventional watchmaking, where the material is kept as thin as possible to the detriment of depth and colour.

80 – The percentage reject rate for the first Beauregard watch dials. Today, the figures are reversed: 20% do not pass muster, and 80% meet the stringent standards.

3 – The number of *Grand Prix d'Horlogerie de Genève* (GPHG) nominations: in 2018 for Dahlia C1 (Ladies' Complication), 2020 for Lili (Ladies'), and in 2023 for Lili Bouton (Ladies').

30 – The number of days Alexandre secludes each new design. After a month, if the sketch still resonates with the same magic, the creative journey may proceed. If not, it is set aside.

2018 – The foundation year, marked by the launch of the tourbillon watch, the inaugural timepiece truly emblematic of Beauregard. Now, five years on, the brand is firmly established.

2023 – Five years on, the brand is firmly established with an inaugural presence at Watches & Wonders in 2023.

2024 – The year of the next edition of Watches and Wonders in Geneva, where Beauregard is set to make a return appearance.



Beauregard Lili Onyx Technical Specifications

Lili Bouton (round case)

Movement

- ETA High Jewellery, crownless
- The time is set at the back of watch

Case

- 18K rose gold
- Diameter: 33 mm

Dial

- Onyx, 8 carats
- 37 diamonds, VVS
- Rose gold hands

Strap

- 18K rose gold buckle
- Satin naturel, fait main à Genève
- Interchangeable strap system



Lili (rectangular case)

Movement

- ETA High Jewellery, crownless
- The time is set at the back of watch

Case

- 18K white gold, crownless
- Palladium-enriched gold without rhodium plating
- Diameter: 33 mm

Dial

- Onyx, 8 carats
- 88 diamonds, VVS
- White-gold hands

Strap

- 18K white gold buckle
- Natural satin, handcrafted in Geneva
- Interchangeable strap system