

Watchgecko (International) > 23/01/24
<https://www.watchgecko.com/blogs/magazine/brand-new-from-beauregard-the-lili-bouton-red-coral>



Today begins with an exciting announcement from Beauregard, the unveiling of their dazzling new model, the Lili Bouton Red Coral. Beauregard hope to offer a refreshing take on watchmaking for women by combining the mastery of stones and precious materials with refined aesthetic elegance. This Lili Bouton does exactly that. Transcending trends and instead opting to make timeless pieces that elevate jewelry as an art-form, the Lili Bouton does nothing short of showcasing a legacy of artisanal excellence.



It's sophisticated, feminine horology as always, but this time with a very rare and precious twist.

This Lili Bouton is adorned with the finest branches of rare Red Coral, a natural luxury that has been used since Antiquity. Beauregard, the heir to centuries-old craftsmanship, have delicately elevated an already stunning feat of nature within its Swiss Haute Joaillerie dials.

The Red Coral found within the dial comes straight from the Mediterranean, with a history packed full of legends and rich symbolism. Said to bring good luck and historically associated with passionate love, the folklore around Red Coral even has its place within Greek mythology. Myth has it that the famed story of Medusa (and the venomous snakes that squirmed in her hair) ends with her decapitation at the hands of Perseus, and as her blood gushed from the wound, it is said to have run straight into the sea and instantly solidified into flaming Red Coral.



Beauregard Lili Bouton Red Coral. Credit: Beauregard.

The fishing village of Torre del Greco, on the bay of Naples, is still renowned today as the capital of 'red gold' or as it's scientifically known, *Corralium rubrum*. It is not only difficult to harvest, sometimes at depths of over 100 metres, but also strictly regulated. With harvesting being exclusively limited to only four months of the year and growth of only 1cm every ten years, Red Coral must be carefully nurtured, and its rarity makes it even more valuable. Previously finding its place amongst royalty, adorning various royal courts around Europe, thanks to Beauregard a piece of this luxurious history can now take pride of place upon your wrist.

Set in a dainty 33mm 18k gold case with 88 white diamonds, the dial of the Lili Bouton is composed of 33 petals which have been delicately crafted and hand-polished in Alexandre Beauregard's magical, Montreal workshop. The remainder of the magic happens in-house in Switzerland, including the manufacture of the Swiss-made ETA E01.701 movement. This rare work of art is available for purchase now. See [Beauregard](#) for more information.



Beauregard Atelier. Credit: Beauregard.

Technical Specifications:

Name

Lili Bouton Red Coral

Movement

ETA E01.701 quartz movement, frequency 32,768 Hz, 5 jewels

Hours and Minutes

Entirely crafted and assembled in Switzerland

Dial

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.

Case

18K gold set with 88 white diamonds RIVER

18K gold set with 88 white diamonds RIVER

Dimensions: 33 mm x 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

Strap & Buckle

Natural satin with 18K gold pin buckle

Entirely crafted in Switzerland

Retail price: CHF 35,000 / USD 40,300 / EUR 37,000