



## DEEP DIVE

# HOW BEAUREGARD MELTS HAUTE JOAILLERIE, HAUTE HOROLOGY, AND THE ART OF LAPIDARY IN ITS WATCHES FOR WOMEN

After a decade of creating women's watches, Beauregard debuted its first men's model, Ulysse, in collaboration with Vianney Halter, marking a new chapter of artistic and technical innovation.



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The Canadian-Swiss watch brand Beauregard may have had a relatively young journey during which it has developed a limited collection of watches, but that hasn't stopped it from putting three of its timepieces on the Grand Prix d'Horlogerie de Genève (GPHG) awards shortlist over the course of that time. A quick glance at its models explains why they made the cut. All feature meticulously handcrafted floral dials made from rare and precious stones, and diamonds. "I believe the dials are what get people's attention immediately, and once they have them in their hand, they start noticing all the other details. This is always a great thing to witness," says the brand's founder Alexandre Beauregard.



Established in 2014 in Geneva, Beauregard SA perfectly combines haute joaillerie and haute horology. It is also one of the few independent brands that focuses on watches for women; it's only this year that Beauregard added Ulysse, the brand's first men's watch, to its collection. Its current collection includes Lili Candy, Lili Bouton, Lili, and Dahlia, which feature stones like black onyx, mother-of-pearl, aquamarine, Australian chrysoprase, and sky blue topaz that are designed and hand-shaped into floral dials by Alexandre himself. "My encounter with Yves St-Pierre, Canadian lapidary artist and master stone carver, introduced me to stone cutting, and he agreed to train me. I trained like a medieval apprentice to learn stone handcrafting one-on-one with him for six years. And 14 years later, I am still learning with Yves," says Alexandre.

It is this lapidary art that makes Beauregard stand out today. Each timepiece is crafted paying utmost attention to both aesthetic and technical details. The novelties evoke elegance and femininity, and sit on the wrist like a work of art.

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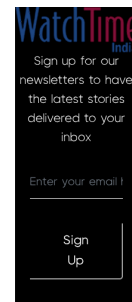
*Beaugregard Lili (left) and Lili Candy (right)*

The brand debuted with the Dahlia collection in 2018, paying tribute to the elegance of the flower. Its 38.8mm grey-gold case was studded with flawless diamonds, and its dial crafted with 48 hand-sculpted and hand-polished mother-of-pearl petals that were maintained in a 0.02mm shape and size to fit them in an invisible setting technique, along with 144 diamonds that surrounded them. There was also a centrally placed tourbillon inside a case made with open-worked gold petals that echoed the petal design surrounding it, along with the openworked hour and minute hands. A cabochon flower bud crown and diamond-set lugs further added femininity. "I wanted to work the stones in a different way than what we usually see on watches. What your eyes see on faceted stones are the reflections of the light on its surfaces. I wanted to see the stone and work it in organic forms, not flat surfaces and facets," says Alexandre.



*Beaugregard Dahlia C1 00 002*

The see-through caseback of the watch displayed a rose-gold open flower in the centre, as well as the bridges and a hand-polished rotor. The mechanical movement boasting 65 hours of power reserve, with a central flying tourbillon, was developed exclusively for Beaugregard by movement maker Telos in La Chaux-de-Fonds, Switzerland. The watch is fitted with a hand-made leather strap with a white-gold folding clasp set with 124 diamonds. While the design, 3D, volume prototype and the crafting of all the dials was made in the brand's Montreal workshop, where Alexandre is based, everything else was made, controlled, and assembled in Switzerland.





*Beauregard Jardin d'Hiver box of 6 Lili Bouton*



*Lili Dahlia*

The Ref. Dahlia C1 00 002 was offered as a Unique Piece, and eventually shortlisted for GPHG Awards in the 'Ladies Complication' category the same year, competing against brands like Bulgari and Van Cleef & Arpels. Alexandre says that with coloured stones at the centre of his creations, making women's watches came very naturally to him. This is further substantiated with other Beauregard creations. In 2020, Beauregard's Lili (Ref. 00 036) was shortlisted in GPHG's 'Ladies' category, competing against creations made by Bovet, Chopard, and Piaget, among others. The rectangular 24.50mm x 33.20mm 18K pink-gold case of the timepiece was adorned with 180 diamonds and entailed 33 hand-polished black onyx petals, petal-shaped open-worked hands, and diamonds. Powered by an ETA E01.701 Swiss quartz movement, the watch was complemented by a black leather strap. Similar was the Lili Bouton (Ref. LB111) shortlisted in GPHG's 'Ladies' category last year—a 33mm 18K pink-gold jewellery featuring 33 mother-of-pearl stone petals making a perfect flower. The crown of both the Lili and Lili Bouton were located on the back to prevent any hindrance to the beauty of the novelties. For the same reason, Beauregard watches do not have a seconds hand. "I wanted to keep a clean visual and I believe a seconds hand on a jewellery watch is besides the point. Our tourbillon, which is a chronometer, does not have a seconds hand, same thing with the Ulysse collection with a Vianney movement," explains Alexandre.



*Beauregard Ulysse dial*





Beaugard Ulysse caseback

For now, the brand makes only 40 watches a year, and the stones for the dials are sourced from events like the Tucson Gem Show, the Sainte-Marie aux Mines fair in France, and the town of Idar-Oberstein in Germany, among others. The stones are then cut, groomed, and coloured before being carved and polished by hand, by Alexandre and his team. Apart from the Haute Joaillerie dials, which are made in the brand's Montreal atelier, the watches are entirely assembled in Switzerland. The brand is also open to customisation requests, like the Lili with a dial in chocolate opal created for a client in Dubai.

From exploring 'Garden of Gems' themed collections, the brand shifted to candy inspired pieces with Lili Candy in 2021. The only resemblance it shares with the other two models is its crown positioning at the back and the quartz movement. The dial, more colourful than ever, was thanks to the Brazilian carnelian, German topaz, Mexican opal, Uruguayan amethyst, Australian chrysoprase, and Turkish white opal stones creating a swirling pattern, and making it resemble an enticing candy.

"The Lili Candy collection was made possible because of a cement that was developed and used for the Van Cleef Planetarium," says Alexandre. "Every segment of the Candy is cut to precision before being cemented together." Offered in white gold and rose gold, its bezel, lugs, and the inner circle of the dial are adorned with diamonds. Alexandre considers it the brand's most challenging piece.

Though Beaugard has only made women-centric watches in the past decade, its latest creation is Ulysse, the brand's first men's watch made in collaboration with renowned independent watchmaker Vianney Halter. After several years of research and three years of development, Ulysse was officially launched at Watches and Wonder 2024. Its captivating dial design fuses both artistic and technical innovations—it features 68 hand-cut miniature components made of aquamarine, along with an Art Deco inspired 18K rose-gold lacework design that merges flawlessly with the case. Through its caseback one can see the intricate details of the Halter's automatic movement made in German silver, with a 56-hour power reserve that provides superior quality, longevity, and is maintenance-friendly. The highlight of the calibre is its patented 'invisible' rotor that allows an unhindered view of its intricate inner workings. Limited to only 10 pieces, the Ulysse is a 41mm 18K rose-gold timepiece complemented with a stitch-less chestnut alligator strap. "I have been working on the Ulysse collection for six years and I had to find a way to introduce the precious stones that are so dear to me in a masculine watch," says Alexandre.

Beaugard is a family of compact collections, but now, the microbrand plans to expand with four new Ulysse dial variants, and new collections for men in steel. Regarding further growth, Alexandre says he plans "to stabilise and slowly raise the production. I am also working on collaborating with a few more retailers."

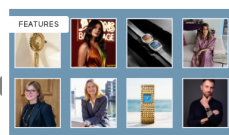
*This story first appeared in WatchTime India's Watches for Women 2024 issue.*

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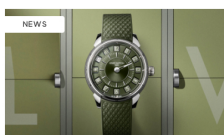
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