

Excelsior Park



THE PRESTIGE

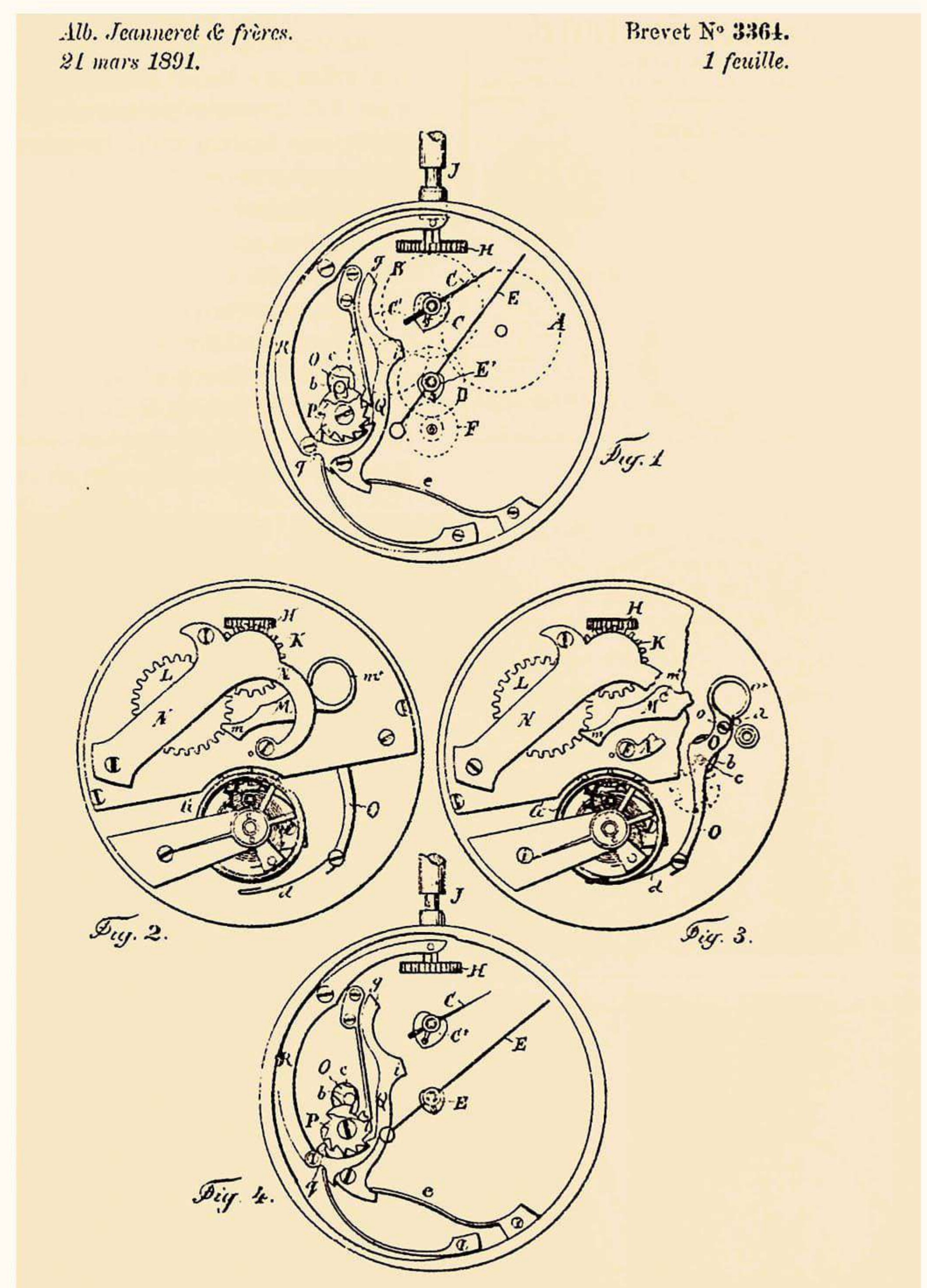
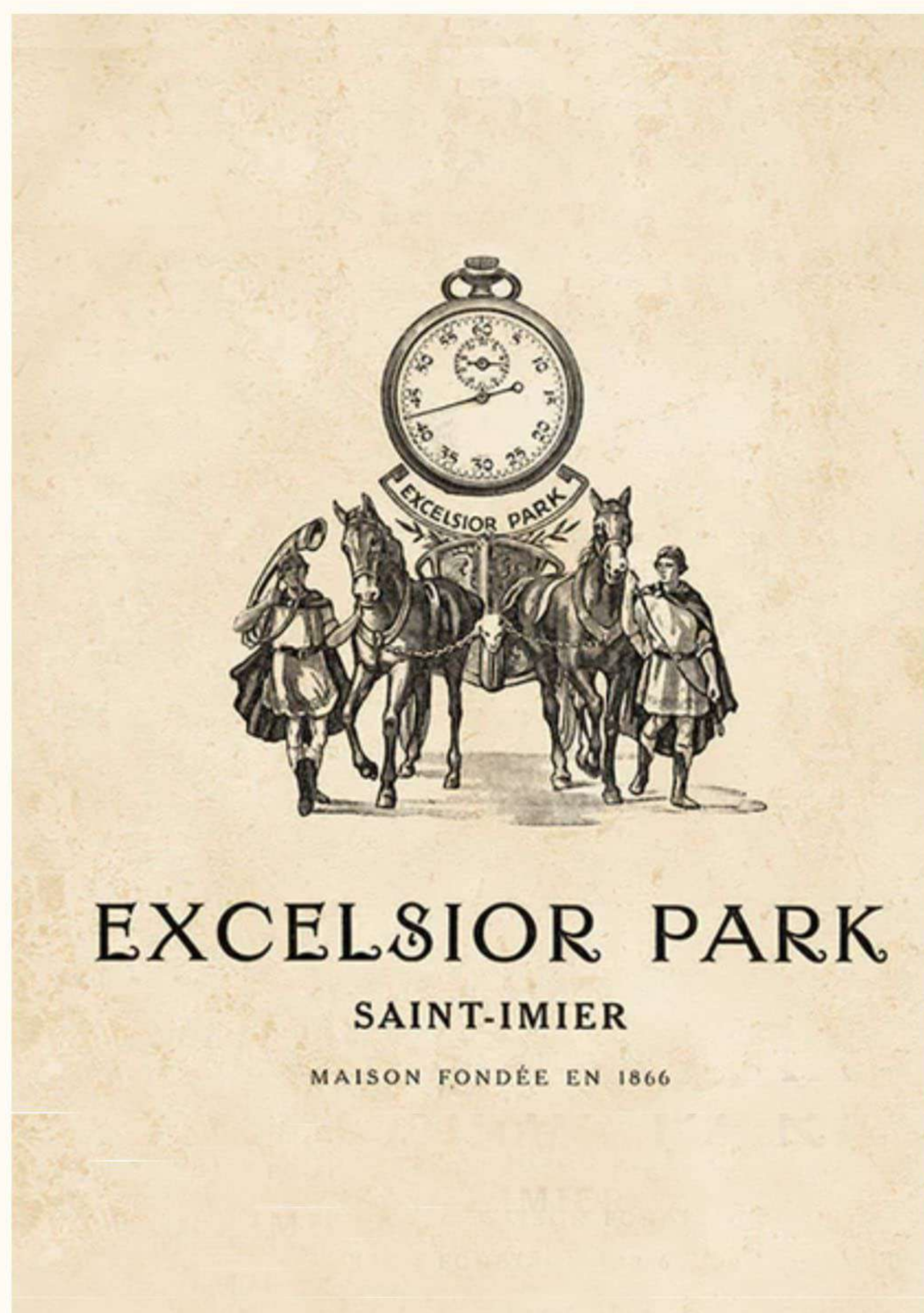
A TIMELESS MASTERPIECE STEEPED IN THE RICH HERITAGE OF ONE OF THE PIONEERS OF THE MECHANICAL CHRONOGRAPH. INTRODUCING THE EXCELSIOR PARK EP 884-SI

A NAME WORTH KNOWING

ST-IMIER IS A MUNICIPALITY IN THE BERNESE JURA IN SWITZERLAND. THE VILLAGE TRACES ITS ROOTS BACK TO THE YEAR 884 A.D. WHEN THE MUNICIPALITY WAS STILL KNOWN BY ITS GERMAN NAME ST. IMMER, A 7TH CENTURY SAINT WHO WAS KNOWN TO HAVE SETTLED IN THE VALLEY IN THE LATE 6TH OR EARLY 7TH CENTURY.

GIVING UP AGRICULTURE FOR THE MORE LUCRATIVE VOCATION OF WATCHMAKING BY THE LATE 18TH CENTURY, ST-IMIER BECAME HOME TO SOME OF THE LONGEST STANDING AND BIGGEST SWISS WATCH BRAND NAMES OF OUR TIME. ONE OF THOSE BRANDS WAS EXCELSIOR PARK (EP), A PROUD WATCHMAKER FOUNDED BY JULES-FREDERIC JEANNERET IN 1866.

STARTING LIFE AS A WATCH MOVEMENT SUPPLIER KNOWN FOR ALL TYPES OF CALIBRES, EXCELSIOR PARK REGISTERED ITS FIRST PATENT IN 1891, AND DEVELOPED AND SUPPLIED CALIBRES FOR EVERY TYPE OF SPORT ACTIVITY TO SOME OF THE MOST NOTABLE SWISS WATCHMAKERS THE WORLD HAS EVER KNOWN. TAKING THE NEXT LOGICAL STEP IN ITS DEVELOPMENT BY PRODUCING WATCHES UNDER THEIR OWN NAME BY THE EARLY 20TH CENTURY, EXCELSIOR PARK BECAME MOST NOTABLY KNOWN AS ONE OF THE PIONEERS OF THE CHRONOGRAPH, AND HAD, IN FACT, AMASSED A WIDE RANGE OF 32 DIFFERENT CHRONOGRAPH MOVEMENTS BY 1922.





AT ITS PEAK THE BRAND BECAME KNOWN AS THE CHRONOGRAPH MOVEMENT MAKER DU JOUR, AND NOT ONLY BUILT WATCHES UNDER THEIR OWN NAME WITH TACHOMETERS, PULSOMETERS, AND SPLIT-SECONDS, EP ALSO MADE INSTRUMENTS FOR FOOTBALL, RUGBY, WATER POLO, HOCKEY, AS WELL AS DECIMAL STOPWATCHES, WITH RINGTONE FOR BOXING, FOR CONTROL WITH A ROTATING BEZEL, AND EVEN INSTRUMENTS FOR CANOEING, MOTORSPORT, AND INSTRUMENTS THAT MEASURED THE HUNDREDTH OF A SECOND. PARALLEL TO THIS, EP ALSO CONTINUED TO PROVIDE MOVEMENTS TO RENOWNED SWISS BRANDS SUCH AS ZENITH, GIRARD-PERREGAUX, GALLET, CERTINA AND OTHERS.

TIMELESS ELEGANCE

IT IS THIS INDELIBLE HERITAGE THAT THE NEW EXCELSIOR PARK EP 884-SI HAS BEEN BORNE INTO. JUST LIKE THE WATCHMAKER'S INITIAL COLLECTION OF CHRONOGRAPHS IN 2021, EXCELSIOR PARK IS ONCE AGAIN AVOIDING THE TEMPTATION OF RECREATING A SPECIFIC MODEL, AND HAS, INSTEAD, TAKEN THE ESSENCE OF CLASSIC TIMEKEEPING TO DESIGN A COLLECTION THAT EMBODIES NOT ONLY THE BRAND'S UNFORGETTABLE HERITAGE, BUT ALSO THE LEGACY OF SWISS WATCHMAKING AS A WHOLE, ALBEIT WITH A SHARP AND CONTEMPORARY EXECUTION.



MORE THAN JUST A WATCH, THE EP 884-SI IS HOMAGE TO THE BRAND'S BIRTHPLACE, AND IT IS ALSO A NOD TO THE YEAR THIS CHARMING JURA VILLAGE WAS FOUNDED. AT ITS CORE, THIS IMPECCABLE TIMEPIECE IS A VISUAL SYMPHONY THAT EMBODIES EP'S UNWAVERING COMMITMENT TO PERPETUATING A TRADITION OF PRESTIGE, WHICH TRANSCENDS ITS PRICE CATEGORY BY MIRRORING EXCELSIOR PARK'S CORE VALUES, INVITING ENTHUSIASTS TO PARTAKE IN A LEGACY THAT TRANSCENDS HISTORY. NOT ONLY DOES IT TELL THE TIME, BUT IT ALSO TELLS A STORY OF CRAFTSMANSHIP, HERITAGE, AND TIMELESS ELEGANCE.

THE PICTURESQUE ST-IMIER

CONSISTING OF 8 DISTINCT MODELS ALL IN FINELY POLISHED AND BRUSHED CASES IN 38MM 316L STAINLESS STEEL, REF. 95017M04 FEATURES AN IVORY COLORED ENAMEL DIAL WITH BLUED HOUR AND MINUTE HANDS, AND POLISHED WHITE GOLD APPLIED ARABIC NUMERALS AND INDEXES. THIS IS MATCHED WITH NG'S BEAD OF RICE BRACELET, WHILE REF. 95017M20 IS MATCHED WITH A BLACK LEATHER STRAP. BOTH REFERENCES 95016M04 AND 95016M21, ON THE HAND FEATURE THE SAME IVORY COLORED ENAMEL DIAL ALBEIT WITH POLISHED YELLOW GOLD APPLIED NUMERALS AND INDEXES, AND IS MATCHED WITH NG'S BEAD OF RICE BRACELET AND A TAN COLORED SNAKE SKIN LEATHER STRAP WITH BROWN STITCHING, RESPECTIVELY.



REFERENCES 95020M04 AND 95021M20 BOTH GET A BLACK COLORED ENAMEL DIAL. THE FORMER HOWEVER GETS POLISHED WHITE GOLD APPLIED NUMERALS AND INDEXES, AND IS MATCHED WITH THE BEAD OF RICE BRACELET; WHILE THE LATTER FEATURES POLISHED YELLOW GOLD APPLIED NUMERALS AND INDEXES, AND IS MATCHED WITH A STRAP OF BLACK LEATHER.



LAST BUT CERTAINLY NOT LEAST, ARE REFERENCES 95022M04 AND 95022M27, BOTH OF WHICH ARE GRACED WITH A BLUE ENAMEL DIAL WITH AN ELEGANT SUNRAY FINISH. AS WITH THE OTHER MODELS IN THIS COLLECTION, THE FORMER IS MATCHED WITH THE BEAD OF RICE BRACELET, WHILE THE LATTER IS MATCHED WITH A BROWN COWHIDE LEATHER STRAP WITH WHITE STITCHING.

DESERVING OF RECOGNITION



ANOTHER SWISS COMPANY KNOWN FOR BRINGING SWISS CHRONOGRAPHS TO THE MASSES IS LANDERON, WHICH WAS FOUNDED BY CHARLES ALFRED AND AIMÉ AUGUSTE HAHN IN 1873. THE MOVEMENT MAKER ORIGINALLY SPECIALIZED IN SMALL CALIBRES FOR WOMEN'S WATCHES BEFORE BECOMING A FOUNDING MEMBER OF THE SWISS STATE-SUPPORTED EBAUCHES SA IN 1925. ALREADY PROFITING GREATLY BY SUPPLYING ALL SIDES OF THE GREAT WAR, LANDERON RODE THE POST-WAR ECONOMIC BOOM BY BECOMING ONE OF SWITZERLAND'S LEADING SUPPLIERS OF EBAUCHES, POWERING QUITE A NUMBER OF SWISS WATCHMAKERS WITH A STEADY SUPPLY OF COLUMN WHEEL CHRONOGRAPHS.

IN 1937, LANDERON CREATED THEIR MAGNUM OPUS, THE LANDERON 47, WHICH PIONEERED CAM ACTUATION TO MAKE COMPLICATED CHRONOGRAPH MOVEMENTS MORE AFFORDABLE. THIS LED TO THE LANDERON 48, WHICH WOULD BE THE BASIS FOR ALL OF THE COMPANY'S CHRONOGRAPH MOVEMENTS TO COME. BY THE MID 1950S THE LANDERON 48 WAS INESCAPABLE, AND AT ITS HEIGHT, THE LANDERON 48 POWERED COUNTLESS SWISS WATCHES OF VARYING STYLES.



LANDERON WOULD GO ON TO PRODUCE SEVERAL VARIANTS OF THE 48 INCLUDING COMPLICATIONS SUCH AS FULL CALENDARS AND MOON PHASES. IN FACT, IT IS ESTIMATED THAT BETWEEN ITS LAUNCH AND THE COMPANY'S CLOSURE, OVER 3.5 MILLION UNITS OF THE LANDERON 48 WERE PRODUCED.

WHAT MOVES YOU



THE SIMILARITIES BETWEEN EXCELSIOR PARK AND LANDERON ARE UNDENIABLE. BOTH COMPANIES WERE PIONEERS IN THEIR OWN RIGHT, AND BOTH COMPANIES BROUGHT THE REVERED CHRONOGRAPH TO THE WORLD. TODAY, BOTH WATCH AND MOVEMENT MAKER COME TOGETHER IN THE EXCELSIOR PARK EP 884-SI, WHICH IS POWERED BY THE REVERED SWISS LANDERON L21 MANUALLY-WOUND CALIBRE, A MOVEMENT THAT MERGES SOPHISTICATION WITH PRACTICALITY.

HAVING A CLASSICALLY DESIGNED TIMEPIECE DRIVEN BY A MANUALLY WOUND MOVEMENT IS THE EPITOME OF TRADITIONAL SWISS TIMEKEEPING, AND THE EXCELSIOR PARK EP 884-SI IS THE EMBODIMENT OF THIS. THE LANDERON L21 MOVEMENT RUNS AT A FREQUENCY OF 28,800VPH (4HZ) WITH A POWER RESERVE OF APPROXIMATELY 40 HOURS. IN FACT, IT IS THE COMPACT DESIGN OF THE 11.5-LIGNE MOVEMENT THAT ALLOWS THE EP 884-SI TO ACHIEVE A THICKNESS OF ONLY 9.45MM.

IMPECCABLE STYLE, TIMELESS SOPHISTICATION, AND UNWAVERING FUNCTIONALITY, THE EXCELSIOR PARK EP 884-SI IS SWISS TIMEKEEPING HERITAGE MADE PALPABLE, AND IS PROOF POSITIVE THAT ELEGANCE NEED NOT BE EXPENSIVELY PRICED TO ELEVATE YOUR STYLE. WITH METICULOUS ATTENTION TO DETAIL, THE NEW REFERENCE IS A STYLISH TIMEPIECE THAT BRINGS THE ORIGINAL CORE VALUES OF THE BRAND INTO THE NEXT ERA, AND IS PRECISELY WHAT MAKES THE EXCELSIOR PARK EP 884-SI A TRUE WORK OF ART.



TECHNICAL SPECIFICATIONS

ALL STAINLESS STEEL 316L

DIAMETER: 38 MM

THICKNESS: 9.45 MM.

LUG TO LUG: 46.20 MM.

BRACELET: 20 MM.

OPEN CASE BACK

MOVEMENT: LANDERON L21

MANUAL WINDING

DISCOVER THE HERITAGE OF EXCELSIOR PARK



EXCELSIOR PARK'S PRESTIGIOUS PAST INSPIRES US TO MAKE OUR WATCHES WITH THE SAME FINE CRAFTSMANSHIP THAT THE BRAND HAS HISTORICALLY BEEN KNOWN FOR. A TRIBUTE TO OUR TRADITIONS OF QUALITY AND EXCELLENCE, EXCELSIOR PARK TAKES PRIDE IN THE INNOVATION AND IMPLEMENTATION OF THE LATEST SKILLS AND TECHNOLOGIES OF OUR INDUSTRY, ALL OF WHICH ARE CARRIED OUT IN OUR CLASSIC DESIGN AND METICULOUS EXECUTION. THIS GIVES EXCELSIOR PARK A UNIQUE TIMELESSNESS, ONE THAT KEEPS OUR GAZE IN THE PAST WHILE ALLOWING US TO SET OUR SIGHTS TO THE FUTURE.



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