

JEWELRY

Breguet fetes 10 years in Ginza with numbered series

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Breguet's Ginza Anniversary is a number series of 10 watches. Image credit: Breguet

By STAFF REPORTS

Swatch-owned watchmaker Breguet is celebrating the tenth anniversary of its Ginza, Tokyo boutique with a special series of timepieces.

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Located in the prestigious district of Ginza, Breguet opened its storefront in 2007 and in 2014 expanded and renovated the boutique. Despite the region's recent slowdown, Asia has long been an important market for Swiss watches.

Special series

To celebrate its tenth anniversary in Ginza, Breguet has unveiled a special 10-piece series of watches created for the Japanese market.

Unveiled for the first time during a launch event Oct. 14, Breguet paid close attention to its Japanese client's cultural preferences in selecting the design for the anniversary series.

Breguet opted to introduce a colored "Grand Feu" enamel dial on a watch from its Classique collection, known for its pure white enamel or gold engine-turned dials.

Watches in the "Ginza Anniversary" series are presented in a 38mm diameter white gold case with a finely fluted case band. The timepiece houses a Calibre 777J with automatic winding, to achieve a power-reserve of 55 hours.



Breguet's Ginza Anniversary special-edition timepiece. Image credit: Breguet

Available only at the Ginza boutique, the Breguet 5175 Ginza Anniversary special-edition timepiece matches the watchmaker's mineral blue dial, a signature of the house, and industry standard, since 1775.

Breguet is also credited with the invention of the tourbillon, an innovation that revolutionized precision in timekeeping.

Considered the father of modern technology, Abraham-Louis Breguet patented the tourbillon on June 26, 1801, or because France was still using the Republican calendar, on 7 Messidor in the year IX. The patent earned by Mr. Breguet would last a decade and would offer the watchmaker legal protection from counterfeits ([see story](#)).