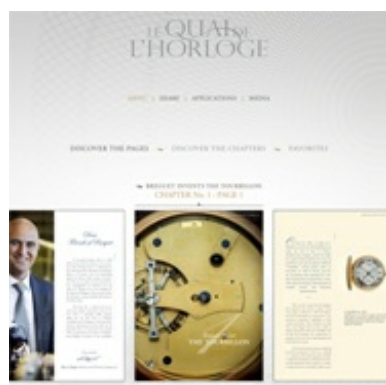


MOBILE

Breguet engages historians, fans via immersive iPad magazine

December 24, 2012



By ERIN SHEA

Watchmaker Breguet is immersing historians and brand enthusiasts into its world of watches through the new iPad edition of its corporate magazine "Le Quai de l'Horloge."

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Luxury Daily

The iPad edition offers a 360-degree experience pertaining to the brand and its founder Abraham-Louis Breguet with text, audio, video, images and animations throughout the issue. This new platform gives Breguet the opportunity to reach its customers through another medium.

"The app is perfect for lovers of high-end watches in general and Breguet connoisseurs in particular," said Isabella Lin, content director at [Appitalism](#), New York.

"This is definitely a great app for Breguet Haute Horlogerie lovers, since consumers can experience the watch in a new way," she said. "The quality of the app is extremely well-designed, extremely detailed and delivered at a professional level."

"Consumers can feel this is an expert brand for Haute Horlogerie design."

Ms. Lin is not affiliated with Breguet, but agreed to comment as an industry expert.

[Breguet](#) declined to comment.

The clock

Issues No. 1 and No. 2 of Le Quai de l'Horloge are now available for iPad users. Issue No. 2 is the latest issue.

The Le Quai de l'Horloge app is available for free in [Apple's App Store](#).

Issue No. 2 of the magazine brings users into the world of Abraham-Louis Breguet and the mark he left on the world of watchmaking.

A letter from president/CEO Marc A. Hayek is on the first page. Users can scroll through the column to read the entire letter that is addressed to "Friends of Breguet."



Letter from the president/CEO

The rest of the publication is divided into eight chapters: Breguet Invents the Tourbillon, La Tradition Tourbillon, Decimal Passion, Movement Finishing, Breguet Caliber 2320C, The Manuscripts, La Tradition GMT and Leonardo Da Vinci's Salvator Mundi.

Users can navigate through the chapters or pages by swiping through the table of contents page.

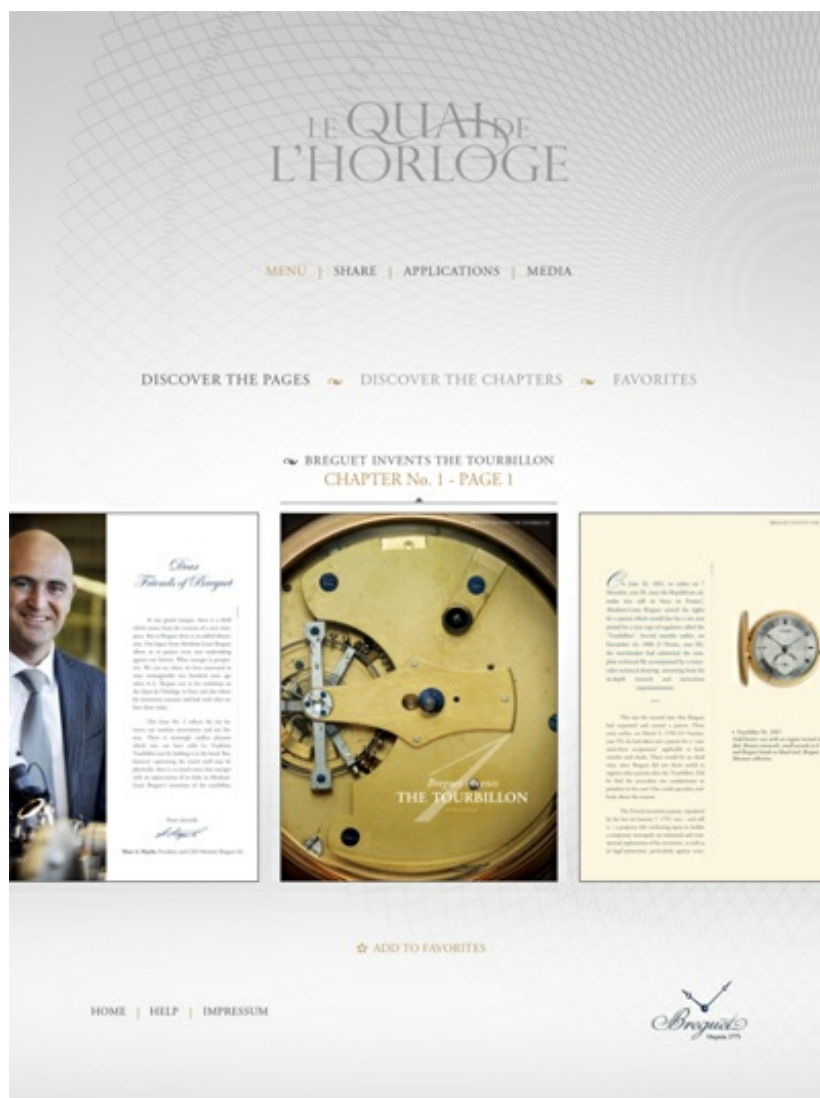


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Each chapter contains articles on the history of the company and its founder, details of the creation of the timepieces or the brands connection to historical events.

The most common meanings of the word *tourbillon* (literally “whirlwind” in English) are indeed perplexing: violent rotation, unpredictable and impetuous displacement, uncontrollable storm, or even, in the figurative sense, agitated behaviour. All of these appear little suited to the calm and regularity of an horological movement. “Trees uprooted by a *tourbillon*”; “there are some very dangerous *tourbillons* (whirlpools) in this river”; “the *tourbillon* of business and pleasure” are all examples often given by dictionaries. The analogy with horology must therefore be sought elsewhere, and enlightenment can be found in consulting two monuments of the French language: the *Dictionnaire universel du XIX^e siècle* by Pierre Larousse⁶ and the *Dictionnaire de la langue française* by Emile Littré⁷.

We learn there that another meaning of the word *tourbillon*, and one that is almost forgotten today, is the one defined by Descartes in his *Principles of Philosophy*: “Planets turn around the sun, carried by their vortex (*tourbillon*)”, quotes Larousse, while Littré is more explicit in speaking of “Name that the Cartesians use to give to the revolution of a planet, or a star, around its centre, and to the movement of the surrounding material that follows them”. This meaning was picked up and explained a century later by d’Alembert, again quoted by Littré: “This great philosopher (Descartes), in an age when astronomical observations, mechanics and geometry were still very imperfect, imagined, in order to explain the movements of the planets, the ingenious and famous hypothesis of vortices (*tourbillons*).”

Clearly on the borderline between astronomy and philosophy, the word *tourbillon* (vortex) refers to a planetary system and to its rotation around a single axis. This places us within a context of regularity and clear definition, far removed from the field of capricious weather, and is clearly the source of the analogy with horology, a science in which 18th century philosophers liked to see a miniaturized transposition of the cosmos.



• **TOURBILLON No. 1188.**
Sold in 1808. The back of the movement shows the tourbillon carriage and the balance.
Breguet Museum collection.

Editorial content

Throughout the issue, users can click on images to see a close-up view.



Image close-up

The iPad magazine was also promoted through the brand's Facebook page.

"The interactive elements of the app do add to the user experience," Ms. Lin said. "It is good to be able to use features such as scrolling quickly through the various chapters and expanding images from half to full page.

"The app improves the company's corporate culture and creates a new sales channel in this era of information," she said. "At the same time, this app brings a service to consumers by lowering advertising costs."

Digital publications

Earlier this year, Breguet increased brand awareness through its solo sponsorship of American Express Publishing's Departures Blackbook iPad application.

Departures' Blackbook serves as a resource on travel, art, culture, food, fashion and design. Breguet's sponsorship included multiple ads featuring different products with videos, images and social media connectivity ([see story](#)).

Other luxury marketers and high-end publications have introduced iPad editions this year.

British automaker Aston Martin upped its lifestyle status through a digital magazine that promoted its vehicles and brand culture via content and advertisements from luxury

brands.

Aston Martin magazine was split into 17 features including those on Brazil, lesser-known British luxury brands, iconic film memorabilia and Le Mans 2012 ([see story](#)).

Also, Condé Nast's Architectural Digest increased the breadth of its readership through its first digital version and revealed tablet-specific content and advertisements from brands such as Giorgio Armani, Patek Philippe, Bottega Veneta and Chanel ([see story](#)).

iPad users represent a wide audience. However, there many affluent iPad users so iPad apps can be beneficial to a luxury brand.

"The iPad is ideal for launching an electronic magazine experience due to its large screen and ability to handle multimedia," Ms. Lin said. "In general iPad users are affluent, therefore they are an idea target audience for a luxury brand like Breguet."

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

Embedded Video: <http://www.youtube.com/embed/lmECtWM0cx4>

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