

# URBAN JÜRGENSEN

## JULES COLLECTION

### REFERENCE 2340

#### THE TRUE MEANING OF TIMELESS TRADITION

Throughout its nearly 300-year history, Urban Jürgensen has taken pride in the choices it makes in order to create timepieces of truly unique quality, using wonderful, yet almost forgotten technologies.

The historical and present value of this approach has been acknowledged by the jury of the Grand Prix d'Horlogerie de Genève, which pre-selected Reference 2340 by Urban Jürgensen for the Men's Watch category of its 2016 edition.

In honour of the heritage of its founder and the work of his award-winning grandson, Jules Jürgensen, in 2016 Urban Jürgensen launched the Jules Collection with handmade grenage dials. Back in 1745, the original Urban Jürgensen overturned centuries of staid tradition among the makers of clocks and watches of his day and inaugurated a new era of technological and theoretical progress with standards of ingenuity hitherto unseen in the watch business.

Handcrafted, delicate, time-consuming and finished with hand-lacquered, engraved Urban Jürgensen Arabic numerals, each dial is unique, bearing in itself the hallmark of true craftsmanship. Only the most traditional and respected brands are capable of producing such a finish. Soren Petersen, President and CEO of Urban Jürgensen, comments: "Because each dial is done by hand, no two examples are alike, adding that extra touch of appeal for the most demanding collector."

[www.urbanjurgensen.com](http://www.urbanjurgensen.com)

The Reference 2340 launches Urban Jürgensen's new contemporary tapered lugs in a classic design on a convex and concave curved 40 mm white gold case with a small seconds indicator at 6 o'clock and date. It offers a 60-hour power reserve and is powered by a movement based on the Urban Jürgensen in-house P4 movement.

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