

# LOUIS ERARD

## 1931 CHRONO

### VINTAGE IS ALL THE RAGE

Something about this new model sets it apart, yet Louis Erard couldn't be more in its element.

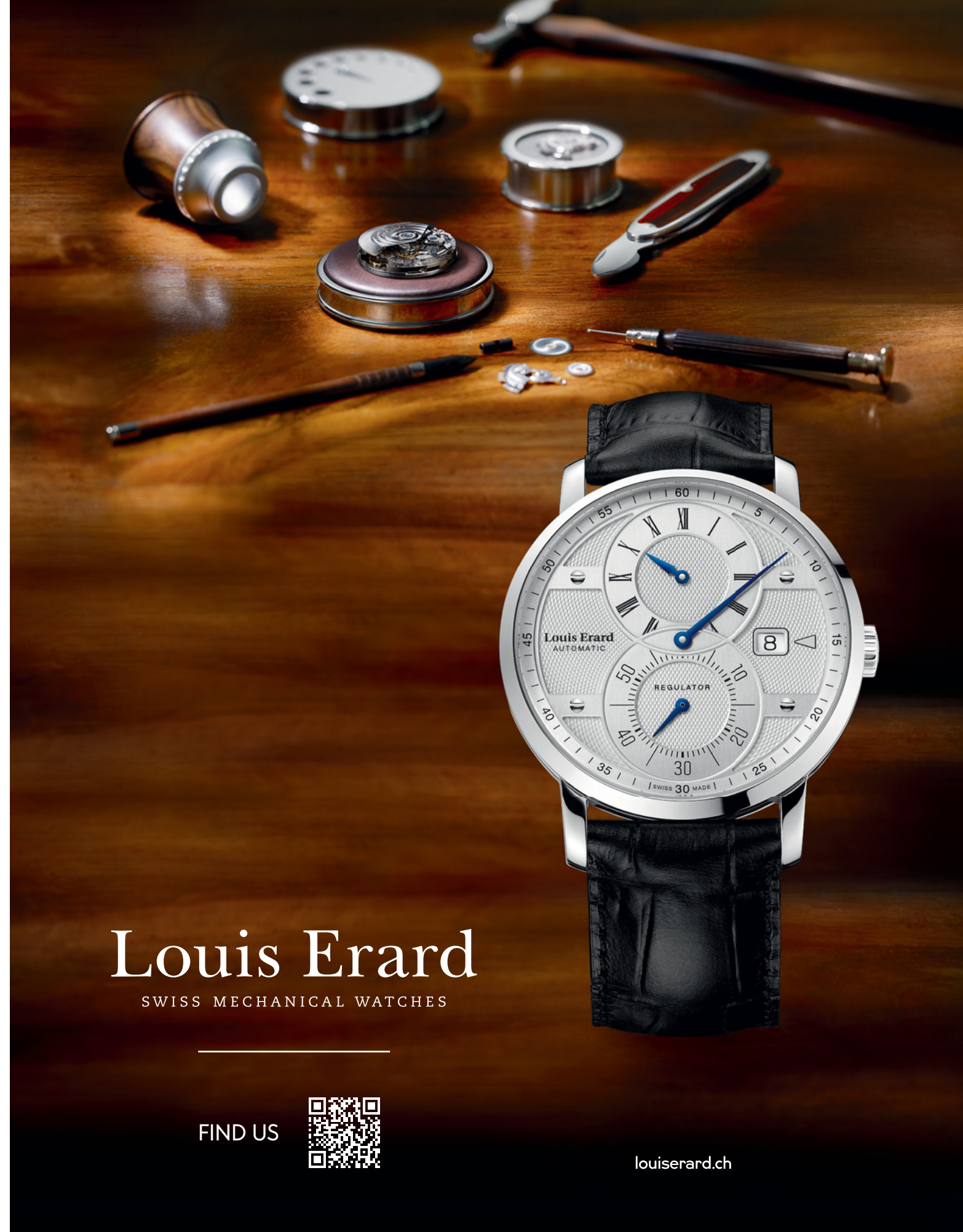
Flashback to 1931 and the origins of the brand, when telemeter and tachymeter functions were in constant demand, and when chronographs marked time on two counters. Fast forward to 2017, and this creation is still bang on-trend. Volumes, curves, materials, colours and personalities haven't aged a day. Certain functions are simply assigned a more stylistic than practical role. The message is loud and clear: vintage is all the rage! Where else but the 1931 collection for this model? Automatic movement, 42.5 millimetre diameter, sapphire crystal with anti-reflective treatment on both sides to catch the eye, while the brown leather with crocodile pattern takes its cue from the originals. As does the dial whose chrono counters overlap the tachymeter and telemeter scales, placing the emphasis on functionality and legibility. This decidedly masculine timepiece will appeal to the urban adventurer who, now as then, expects his watch to deliver precision, elegance and modern style.



Mechanical automatic movement, ETA 7753 calibre with decorated oscillating weight, 42.5 mm stainless steel case, transparent back, silver-toned or black dial with tachymeter and telemeter scales, brown crocodile pattern strap with steel folding clasp.

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