



## **CONTODAT Collection** *“Un fil orange”*

Eberhard & Co. presents all the variations of *CONTODAT*, a collection unveiled in preview at *Watches and Wonders Geneva 2025*, encapsulating the very essence of the Maison’s sporty elegance.

The collection includes *CONTODAT AUTOMATIC*, a “time-only” model, and *CONTODAT CHRONOGRAPHE*, a chronograph model. These timepieces stand out for their compact design and are the first watches among the Maison’s current creations to be conceived exclusively with an integrated bracelet.

The collection draws inspiration from a timepiece dating back to the second half of the 1970s, designed by then-President Palmiro Monti, just a few years after he took the helm of the Maison in 1969. During a time of crisis for Swiss watchmaking brought about by the advent of quartz, Monti presented a mechanical chronograph with modern lines and vivid colour contrasts, featuring bright orange accents.

Almost half a century later, that same gesture of courage and loyalty to mechanical watchmaking inspires *CONTODAT*, which revives the spirit and energy of the original model, reinterpreting its orange details – tracing a symbolic *fil orange* that connects past and present.

*CONTODAT AUTOMATIC* and *CONTODAT CHRONOGRAPHE* feature a 39 mm stainless steel case alternating polished and satin finishes, also reflected on the integrated bracelet. On the dial – with one or two counters respectively – the distinctive trapezoidal date window stands out, faithfully recreated from the 1970s model. In the “time-only” version, the small seconds subdial is at 9 o’clock, with the date window positioned opposite at 3 o’clock; in the chronograph version, which features a perimetric Km/h scale based on 1000 units, the date window sits at 6 o’clock, while at 9 and 3 o’clock are the continuous seconds and minute counters (the latter with a 45-minute scale, paying homage to Monti’s original design).

The collection is designed to suit every occasion and unfolds in a chromatic palette of dials – alternating *soleil* and *azuré* finishes – expressing the dual spirit of *CONTODAT*: ranging from variations that highlight its sportier character to those with a more classic appeal, all distinguished by orange accents, the stylistic signature of the collection.



CONTODAT CHRONOGRAPHE is available in four versions: blue (.01), green (.02), and two *argenté* (.03 and .04), one of which, named “sport” (.04), also incorporates orange on the indexes; CONTODAT AUTOMATIC comes in five versions: blue (.01, in a brighter shade than that of the chronograph), green (.02), *argenté* (.03), grey (.04), and black (.05).

The hour and minute hands, a completely new design for the Maison, feature a three-dimensional structure and differentiated finishes, with a luminescent central section. The integrated stainless steel bracelet, present in all variations, has been conceived in perfect aesthetic and functional continuity with the case. Its attachment, the result of dedicated research, forgoes the traditional spring bars in favor of a pin system with an integrated end link, ensuring greater solidity, tensile strength, and optimal flexibility when worn.

The bracelet is equipped with the exclusive 2CLICK® clasp, offering maximum security and ease of use, and embellished with the Shield, the Maison’s distinctive symbol, echoed in the design of the inner blades. In keeping with Eberhard & Co. tradition, the caseback is personalized and bears the engraving *UBI TU IBI EGO*, expressing the meaning of the promise “wherever you will be, there I will be” – a message of value and continuity that has always accompanied the Maison’s vision.

#### QUOTES

*“The inspiration for the CONTODAT collection stems from the desire to bring to life, in the present day with contemporary features, the spirit of a watch that represented a pivotal moment for the brand. Just as Eberhard & Co. was able to embrace the challenge posed by quartz with a highly original mechanical watch featuring unexpected touches of colour, today, in uncertain times, the same spirit has led us to create a new collection, characterized by the same energetic colour contrasts, unique lines, and a case with compact dimensions.”*

-Barbara Monti, CEO of Eberhard & Co.

*“The origin of the CONTODAT collection is rooted in a 1970s model, initially only offered as a chronograph, but it is not a mere remake. In fact, it is a completely new collection, marked by a sporty style that still maintains an aura of classicism. A true 'act of loyalty' to mechanical watchmaking, in which the brand has believed from the very beginning and continues to guide us in our vision of the future.”*

-Mario Peserico, General Manager of Eberhard & Co.