



# BA111OD

Press release for immediate distribution

## **Time for elegance / Less is more Chapter 4.7 Onyx Tourbillon de BA111OD**

Neuchâtel, September 2023 - The Chapter 4.7 Onyx Tourbillon C. Lémanic by BA111OD is back in style and decked out in black for the festive season. In an elegant and refined style, this new model in the iconic collection features for the first time a deep black onyx stone dial revealing the tourbillon at 7 o'clock. The cut-out dial with its mirror-film back and transparent caseback reveal a skeletonised hand-wound mechanical movement housed in a 40 mm-diameter steel case with, as always, the crown at 4 o'clock. The whole is perfected by a black leather strap (fitted with two NFC chips). (Available now for pre-order on the brand's website or via the affluendors boutiques, this new Chapter will be delivered before Xmas 2023).

### **An elegant model**

Distinguished from its predecessors by its refined, streamlined aesthetic, the Chapter 4.7 Onyx Tourbillon C. Lémanic was born of recurring market demand, amplified by the launch this summer of the Chapter 4.6 GMT Tourbillon 1920 Limited Edition (virtually sold out). It also echoes a growing trend towards a certain rediscovered classicism. A timeless, elegant timepiece that, thanks to its 40mm diameter, will suit everyone. Thomas Baillod, the brand's founder, explains: "The covid period had cut us off a little from elegance. Many designers are reintroducing classics, and that's what we've done with BA111OD, by completing the existing line". Conceived by the brand's senior designer, Liliane Murenzi, the Chapter 4.7 Onyx Tourbillon C. Lémanic is an aesthetic and technical feat of apparent simplicity.



### **A modern design**

This new model may be classic in its design, but it is certainly modern in its conception: it has a 40mm steel case, with the crown still positioned at 4 o'clock. The dial is in deep black onyx stone, with a cut-out at 7 o'clock to reveal the tourbillon. The skeletonised hand-wound mechanical movement that drives it, with a 105-hour power reserve, was developed by the brilliant watch designer Olivier Mory, and has a caseback that allows its details to be admired. The back of the dial even has a mirror film to reflect the upper face of the movement. Finally, a crocodile-style leather strap (for ethical reasons) with folding clasp and fitted with 2 NFC chips completes this timeless timepiece.



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## C. Lémanic

Based on an organic growth model, Thomas Baillod decided at the end of 2022 to move up a gear and test a call for private investors on LinkedIn. He explains: "Rather than approaching banks or traditional investors, the aim was to deliberately turn to consumers to help us finance BA111OD's growth. In addition to an attractive return, these people will sponsor future Chapters. They will enjoy a unique immersion experience with the Team, from the design of the model with the Senior Designer to the launch of the model". The name of this Chapter, "C. Lémanic" is in honour of the Clinic Lémanic in Lausanne, whose owners are the sponsors of this new timepiece.

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Founded in 2019, the brand is innovating not only in its models, but also in the way it markets them. The initiator of we-commerce, Thomas Baillod, explains: "We-commerce is about acknowledging that we have moved into the digital model, but bringing back emotion and human contact. The transaction takes place online, but the experience takes place in real life, between people driven by the same passion for fine watchmaking". Each launch, orchestrated via the LinkedIn platform and private events, is eagerly awaited by the growing and committed community of Afluendors (a contraction of "Ambassadors, inFLUENcERS and venDORS"). Each time, the recipe is the same: the presentation of watches with powerful DNA and design, clearly positioned and at a price unmatched on the market.

(<https://ba111od.com/pages/pr-the-brand-2023>)

The Chapter 4.7 Onyx Tourbillon C. Lémanic Tourbillon with a deep black onyx stone dial is now available for preorder at the special introductory price of CHF 4950 for the initial 10 pieces (the official price is CHF 5540.-) and will be delivered before Xmas 2023.

### THE TOURBILLON

This complication is one of the most prestigious in watchmaking.

A device designed by Abraham-Louis Breguet in 1801 to cancel the deviations in the rate in vertical positions. It consists of a mobile cage that carries all the escapement components and, in its center, the regulating organ. The escapement pinion turns around the seconds wheel which is fixed. The cage makes 1 revolution/minute, it cancels by turning the differences of march in the vertical positions. (Source: Federation of the Swiss Watch Industry, FH)

## Chapter 4.7 Onyx Tourbillon C. Lémanic – technical specifications

<u>Case</u>	40mm, stainless steel
<u>Glass</u>	Domed sapphire crystal with double anti-reflective coating
<u>Dial</u>	deep black onyx stone, with a cut-out at 7 o'clock
<u>Movement</u>	BA.01 hand-wound mechanical movement (based on BCP Tourbillon), 21,600 vib/h (3hz), variable inertia balance, 19 jewels. GMT function at 1 o'clock, tourbillon at 7 o'clock.
<u>Functions</u>	Hour-Minute-Second
<u>Power reserve</u>	105 hours (>4 days)
<u>Strap</u>	crocodile-style leather strap (for ethical reasons) with folding clasp and fitted with 2 NFC chips
<u>Water resistance</u>	50 m
<u>Magnetic resistance</u>	2000 Gauss
<u>Shock resistance</u>	5000G



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<u>Warranty</u>	2 years
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LINK TO DOWNLOAD HD PICTURES:

<https://ba111od.com/pages/pr-chapter-4-7-onyx-tourbillon-c-lemanic>

FOR MORE INFORMATION / INTERVIEW REQUESTS, PLEASE CONTACT:

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