

MAURICE LACROIX

Manufacture Horlogère Suisse



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MAURICE LACROIX PONTOS S CHRONOGRAPH

Maurice Lacroix now unveils a new interpretation of its popular model, the PONTOS. Endowed with chronograph, day and date indications, sumptuous details and a scratch-resistant ceramic bezel, the PONTOS S Chronograph bridges two seemingly disparate worlds, elegance and sport, and unites them to form a cohesive design befitting any occasion.

The PONTOS S Chronograph features a sandblasted dial, offered in a choice of two colours: silvery white or dark blue. The hour and minute hands are partially openworked and lined with Super-LumiNova®. Faceted and applied indexes denote the hours, shining brightly with just the merest suggestion of light. Positioned between each index and the minute track, a rectangular-shaped soupçon of SLN augments readability in dim light conditions. The aforementioned track uses a combination of crisp lines and red Arabic numerals, optimising overall legibility.

At first glance, the dial appears to have just two counters, arranged along a north-south axis. However, closer examination reveals there is a small seconds display at 9 o'clock and a day and date display positioned opposite, all of which prove simple to read. The dominant counters comprise a 30-minute register at 12 o'clock and a 12-hour register below, each endowed with sandblasted centres and framed with snailed detail. The Maurice Lacroix design team have enriched the composition with numerous elements, presenting dial components at different heights and judiciously using colours in order to enrich the ownership experience.

The bezel is executed in scratch-resistant ceramic and is equipped with a tachymeter, a function that allows the wearer to determine the speed of an object over a known distance. This underlines the sporty character of the watch while simultaneously exhibiting a classical, retro appearance.

Maurice Lacroix has retained some design elements found on former models such as the elongated pushpieces and the distinctive double-stepped lugs. The case juxtaposes satin-brushed and polished surfaces, delivering contrast and a notable sense of style. To the rear of the watch, a pane of sapphire crystal affords sight of the automatic ML112 calibre. Upholding Maurice Lacroix's reputation for delivering high-perceived value, the movement is appointed with a combination of Côtes de Genève, perlage and sunbrush decoration.

The model is supplied on a colour co-ordinated, M-branded nylon strap with tone-on-tone stitching that is lined with luxurious nubuck leather. The PONTOS S Chronograph is also available with a 3-rows steel bracelet. Owners can modify the appearance of the watch courtesy of the Easy Strap Exchange system, swapping the strap or bracelet for an alternative, without the need for tools.

With its capacity to measure elapsed periods, or determine speeds using the tachymeter scale, the PONTOS S Chronograph is unquestionably sporty. However, this watch proves eminently elegant while remaining highly versatile, thereby befitting any situation. Quite simply, Maurice Lacroix has produced a watch that bridges two seemingly disparate worlds, elegance and sport.

YOUR TIME IS NOW WITH MAURICE LACROIX

For more than 40 years, Maurice Lacroix has demonstrated all of its watchmaking expertise, crafting watches within the brand's Manufacture in Saignelégier, Switzerland. Having won more than fifteen awards, the brand has demonstrated an innovative, avant-garde and perfectionist spirit over the years. Maurice Lacroix's culture is indeed to offer affordable watches, with iconic design and high perceived value. In 2016, Maurice Lacroix reinterpreted its iconic model of the 90s, the Calypso, releasing the AIKON. Modern and daring, the AIKON is made for a generation of Millennials who are connected, cosmopolitan and talented. This ambitious generation is setting out to conquer the world's cities, embracing their unique spirit. A constant source of inspiration for the Maurice Lacroix creative team, an active and urban brand, that thrives in the electric energy of these cities. With this in mind, Maurice Lacroix chooses to associate its image with a set of activities that allow consumers to experience the unique vitality of city life.

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