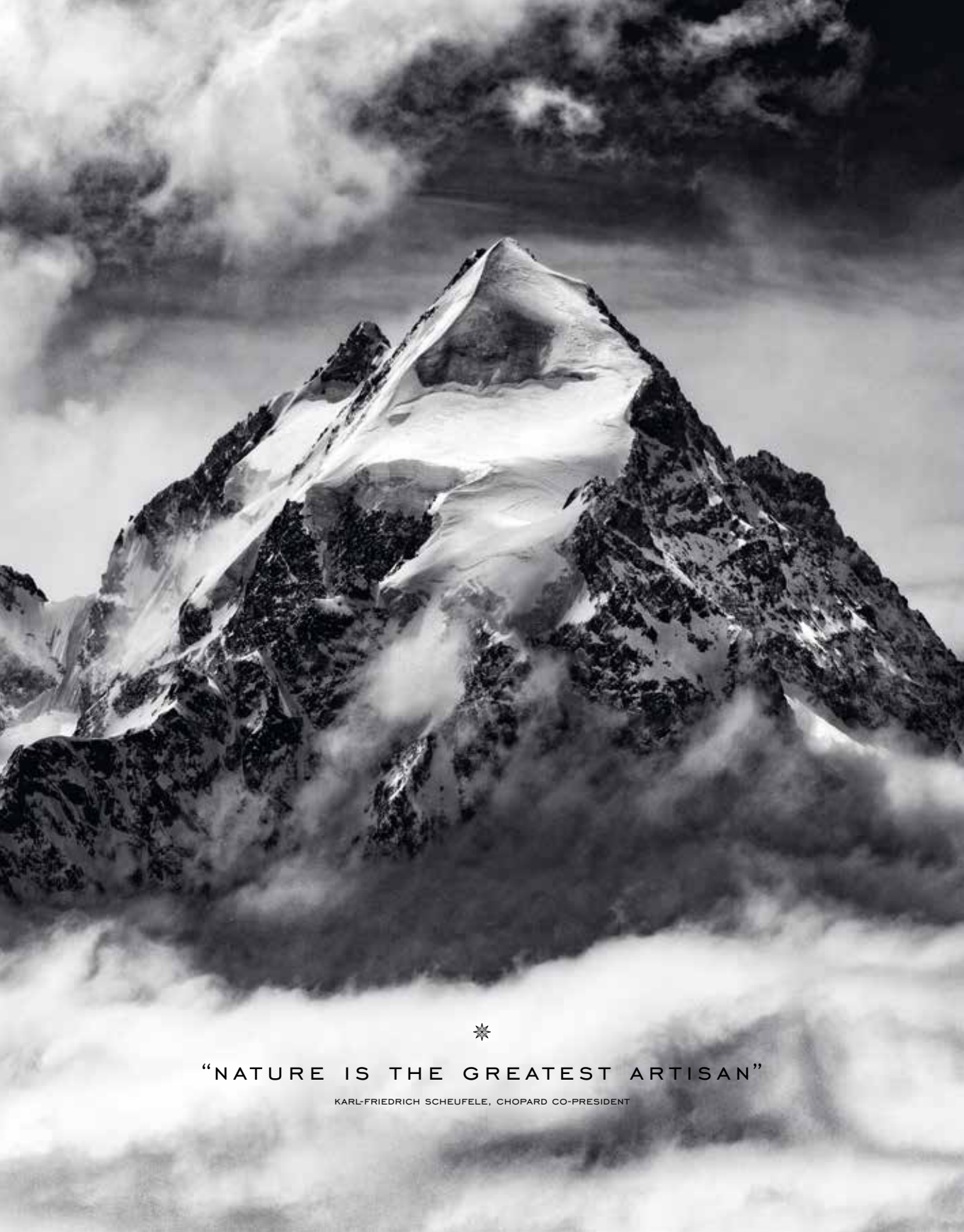


WHAT LIVES
THERE IS
PRECIOUS

ALPINE  EAGLE

Chopard



“NATURE IS THE GREATEST ARTISAN”

KARL-FRIEDRICH SCHEUFELE, CHOPARD CO-PRESIDENT



WHAT LIVES THERE

The strength of an icon is to bring back to life the era it embodied. When we created our first sport-chic watch in 1980, Chopard decided to treat steel as if it were gold. An innovative choice, which epitomised the art of living of golden years infused with a subtly mingled sense of elegance and relaxation.

Today, in crafting the Alpine Eagle, we faced a major creative challenge, because reshaping an icon is an even more difficult task than inventing a creation from scratch. While preserving the heritage of our past, the design of this watch had to take contemporary inspirations into account. As a family Maison, Chopard is especially concerned about the world that will be left to future generations. In 2018, our Manufacture became the first to use 100% ethical gold for the production of all its watch and jewellery creations. In keeping with this spirit, our new Alpine Eagle collection, inspired by the beauty of the Alps, its fauna and flora, restores Nature to its role as the greatest Artisan of all.

It is with great emotion that we present these new creations stemming from four years of research and development. They are the ultimate embodiment of our most precious assets, combining the best of our past and our present. Watches entirely produced in our Manufacture, equipped with our Chopard 01.01-C and 09.01-C movements, inspired by Nature and forged in an innovative steel: Chopard Lucent Steel A223, as precious as gold.

KARL-FRIEDRICH SCHEUFELE
CHOPARD CO-PRESIDENT

IS PRECIOUS

A GENTLEMEN'S

THE HISTORY OF THE ALPINE EAGLE COLLECTION
IS ABOVE ALL THE COLLABORATION OF THREE GENERATIONS
OF MEN FROM THE SAME FAMILY: VISIONARY, BOLD
AND UNITED BY THE SAME DETERMINATION.



ABOVE Karl-Friedrich Scheufele, Co-President of Chopard with his son Karl-Fritz and his father Karl, Chairman of Chopard.

STORY

TELL US THE STORY OF THE CREATION OF THE ST. MORITZ?

Karl Scheufele: At the time, my son was young, ambitious and wanted to conquer the world as one does at that age. Like all young people back then, he was full of energy, driving fast, racing down ski slopes and working with drive and determination. He very quickly wanted to make a mark on Chopard creations.

My son has always had a strong sensitivity to art and I think that had he not joined the Maison he would have been an artist. When I look at him today, I am proud of the way he has devoted his talents to serving Chopard. And so, when he was 22, he came to my office with a concept that was incredibly innovative and modern. He wanted to launch a steel watch at a time when Chopard was working exclusively with gold. When I reminded him of that he answered: "But I want to work steel like gold, and that is precisely what is so innovative about this project." He had a vision, and a typically entrepreneurial approach. When I looked at him, I saw myself at the same age and decided to accept the challenge. The St. Moritz soon became a bestseller and is one of our icons. An icon that has now been reborn.

WHERE DID YOU FIND YOUR INSPIRATION?

Karl-Friedrich Scheufele: In an exceptional setting in the heart of the Alps, surrounded by a spectacular natural environment, and a village that my family and I consider our second home. The Swiss Alps is where we recharge our batteries and where I nurture my own creativity. But it is also where I can live my passion for Alpine sports: skiing or trekking with sealskins. As you know, at Chopard, creativity is fuelled by our family members' passions, which inspire our collections. That is why, about 40 years ago, the Alps and particularly the St. Moritz resort sparked the origins of a watch that made its mark on the history of the Maison.

WHY DID YOU ASK YOUR FATHER TO REDESIGN THE ST. MORITZ?

Karl-Fritz Scheufele: About five years ago, I found the St. Moritz watch on my father's desk. I was immediately taken with its contemporary design, its functional screws, its incredibly comfortable bracelet that feels

like a second skin. The St. Moritz never leaves its wearer's wrist, it accompanies him everywhere, and on every occasion, from the calm of snowy heights to the hectic urban world. After wearing it for a few days, I became convinced that it could be reinterpreted with a twist, without losing any of its essence or character.

"HE WANTED TO LAUNCH
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'BUT I WANT TO WORK
STEEL LIKE GOLD, AND
THAT IS PRECISELY WHAT
IS SO INNOVATIVE ABOUT
THIS PROJECT'"

KARL SCHEUEFELE, CHAIRMAN OF CHOPARD

I went to see my father and tried to convince him, but he was not particularly interested. To him, this watch was an icon and you don't touch an icon. But I persevered and asked my grandfather for help. Together we worked on the first prototype and when we presented it, my father's face lit up. He immediately saw the potential of the watch and agreed to launch the project. I must admit that it was not an easy path, but I had the feeling it was the right one. The easy way has never really been the Chopard way.

FROM THE ST. MORITZ...

ONCE UPON A TIME, BUT NOT SO VERY LONG AGO,
A SMALL VILLAGE WAS BLESSED WITH AN ASTOUNDING
VIEW OF THE UPPER ENGADINE VALLEY.



Those were carefree, relaxed and exuberant days. As the village grew, epicureans would gather here in St. Moritz, on the very top of the world, driven by a single-minded quest for sport and elegance. Inspired by the spirit of this time, Karl-Friedrich Scheufele had the idea of introducing a chic yet versatile sporty-looking watch that would fit the St. Moritz lifestyle. For the first time ever, Chopard treated steel as if it were gold. Something totally different to anything the Manufacture had done before and a daring move.

The St. Moritz was crafted following American architect Louis Sullivan's legendary concept that form follows function. Its eight polished screws that sealed the dial were thus both extremely functional and a distinctive design feature of the watch. It acquired worldwide renown, becoming an iconic watch of its time.





...TO THE
ALPINE EAGLE



INSPIRED

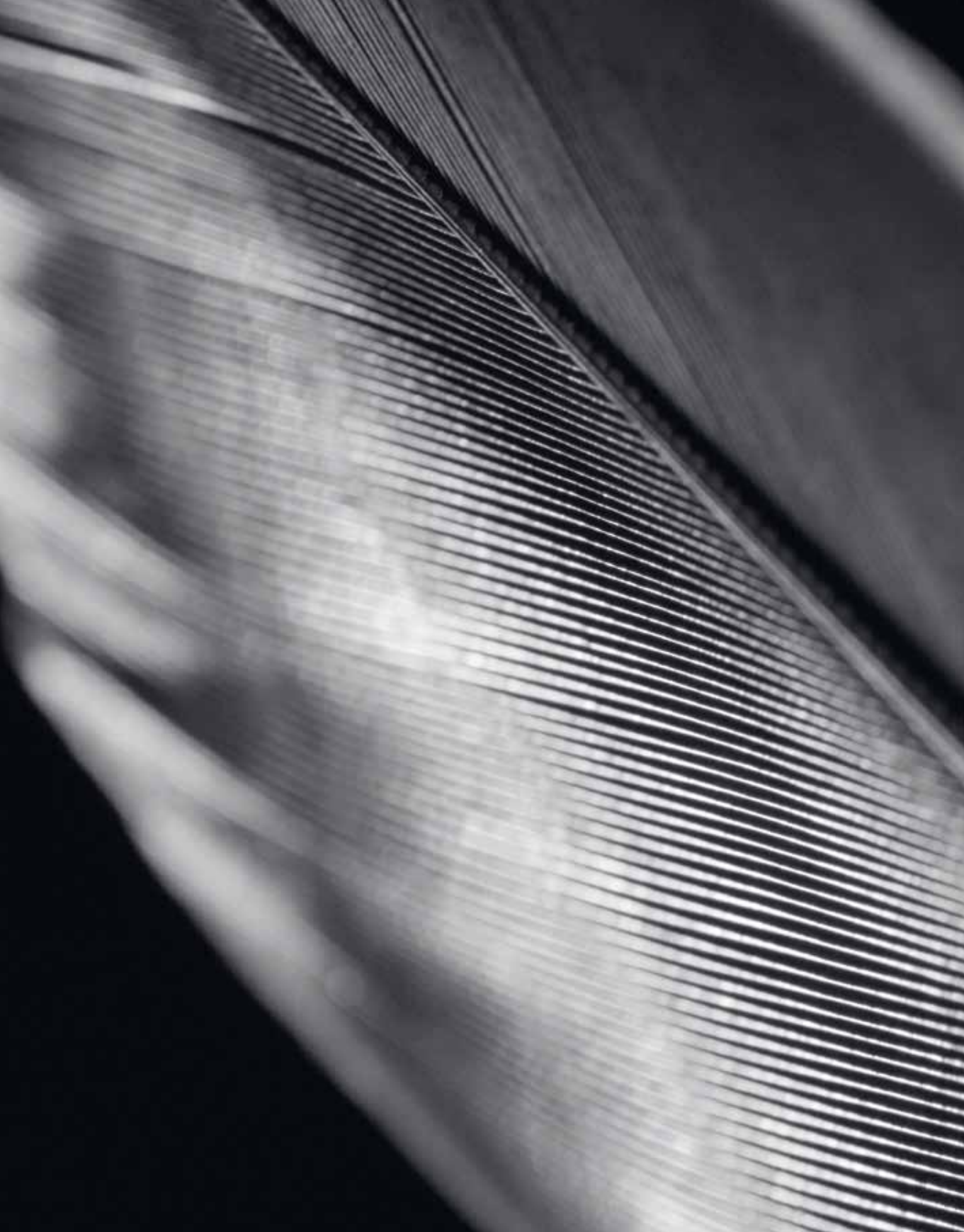
BY NATURE



A TEXTURED DIAL EVOKING
AN EAGLE'S IRIS



ONLY THE ALPINE EAGLE CAN GAZE
DIRECTLY INTO THE FACE OF THE SUN



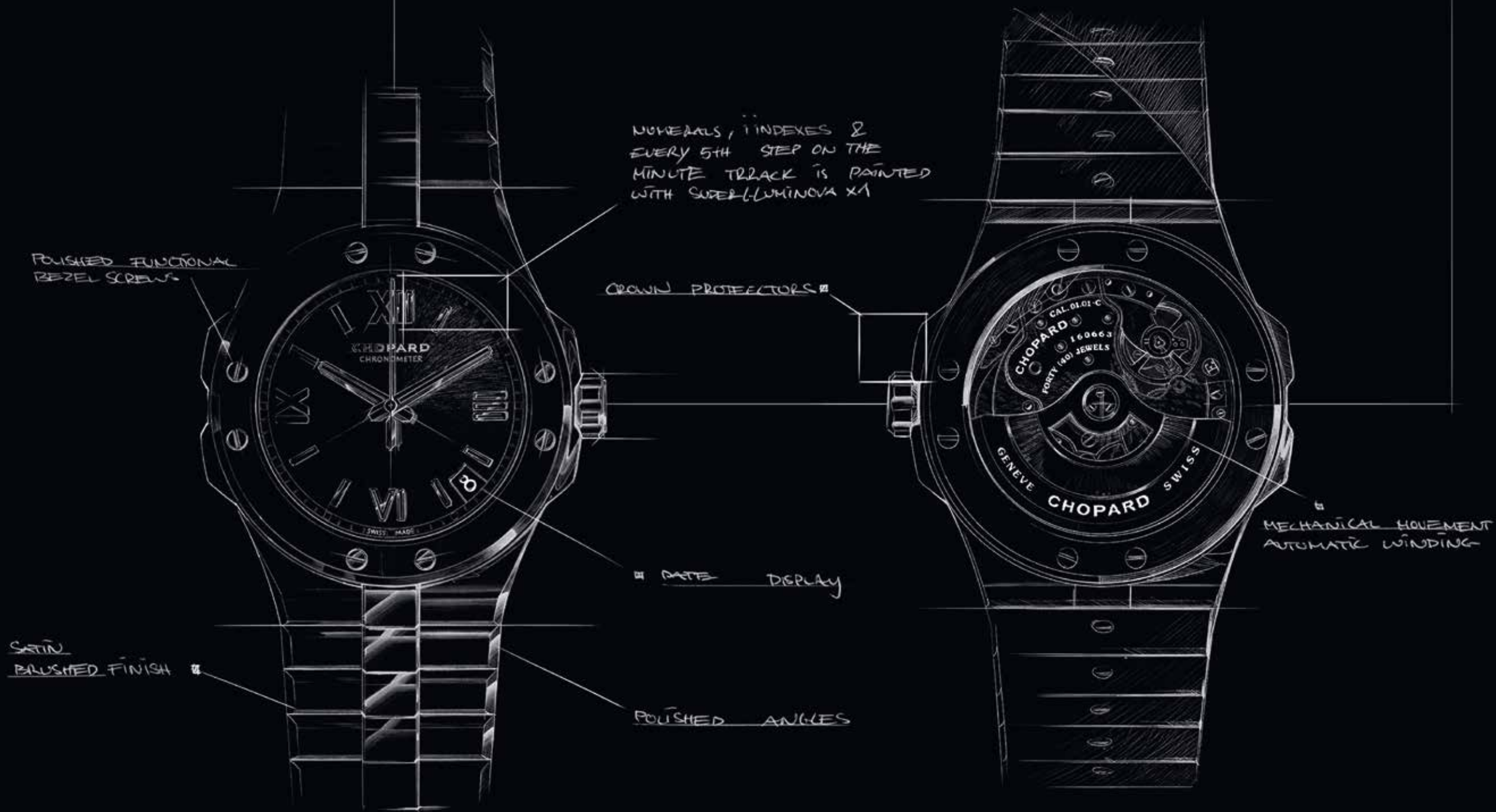
SECONDS HAND
INSPIRED BY EAGLE FEATHERS



FUNCTIONAL SCREWS AT THE FOUR
CARDINAL POINTS



WATER RESISTANCE
TO 100 METRES



NUMERALS, INDEXES &
EVERY 5TH STEP ON THE
MINUTE TRACK IS PAINTED
WITH SUPERLUMINOVA X1

CROWN PROTECTORS

DATE DISPLAY

POLISHED ANGLES

MECHANICAL MOVEMENT
AUTOMATIC WINDING

POLISHED FUNCTIONAL
BEZEL SCREWS

SATIN
BRUSHED FINISH



COMPASS ROSE
ON THE CROWN



SINGLE INGOT-SHAPED LINK

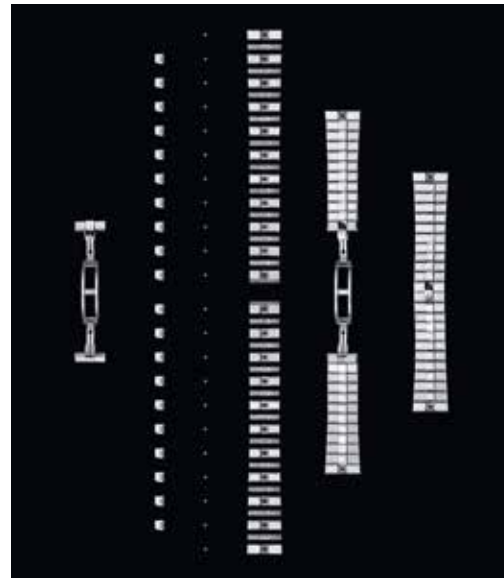


TOPPED BY A RAISED CENTRAL CAP

HAND-CRAFTED

IN KEEPING WITH THE MAISON'S COMMITMENT TO FINE WATCHMAKING, the two automatic-winding movements embedded in the heart of Alpine Eagle watches are chronometer-certified by the Swiss Official Chronometer Control (COSC), a rare occurrence for timepieces in this category. The 8-ligne 09.01-C movement powering the small-sized Alpine Eagle (36 mm) with a 42-hour power reserve is one of the smallest to receive this certification; while the large-sized Alpine Eagle (41 mm) hosts the 01.01-C calibre with a 60-hour power reserve.

Operating with a vertically integrated approach to its entire production process, Chopard has produced and assembled the Alpine Eagle components in-house, from movement to case and bracelet, whether in steel and/or gold.



IN-HOUSE



CHOPARD 01.01-C MOVEMENT OF THE ALPINE EAGLE LARGE (41MM)

Mechanical movement with automatic winding
Diameter: 28.80 mm
Thickness: 4.95 mm
Frequency: 28,800 vibrations per hour (4 Hz)
Power reserve: 60 hours
Functions: hours, minutes, seconds, date and stop-seconds function
Oscillating weight: central rotor in tungsten alloy
Balance spring: flat terminal curve
Jewels: 27
Components: 207

Chronometer-certified (COSC)



CHOPARD 09.01-C MOVEMENT OF THE ALPINE EAGLE SMALL (36 MM)

Mechanical movement with automatic winding
Diameter: 20.40 mm
Thickness: 3.65 mm
Frequency: 25,200 vibrations per hour (3.5 Hz)
Power reserve: 42 hours
Functions: hours, minutes and seconds
Oscillating weight: central rotor in tungsten alloy
Balance spring: flat terminal curve
Jewels: 27
Components: 159

Chronometer-certified (COSC)



CHOPARD

LUCENT STEEL A223

FOUR YEARS OF RESEARCH AND DEVELOPMENT WERE NECESSARY

to create a new steel alloy as rich, precious and complex as gold – a Renaissance alchemist's dream come true.

Chopard Lucent Steel A223 is the result of a redesign process that has three unique characteristics. Thanks to its anti-allergenic composition, it has properties comparable to surgical steel, making it highly dermo-compatible. Secondly, it is 50% more resistant to abrasion than conventional steels and has a unique hardness. Finally, with its superior homogeneous crystal structure, its purity enables it to reflect light in a particular way. Like diamond, whose brilliance depends on the lowest degree of impurities, this innovative steel has far less impurities than conventional steel, guaranteeing it a brilliance and brightness comparable to that of gold.

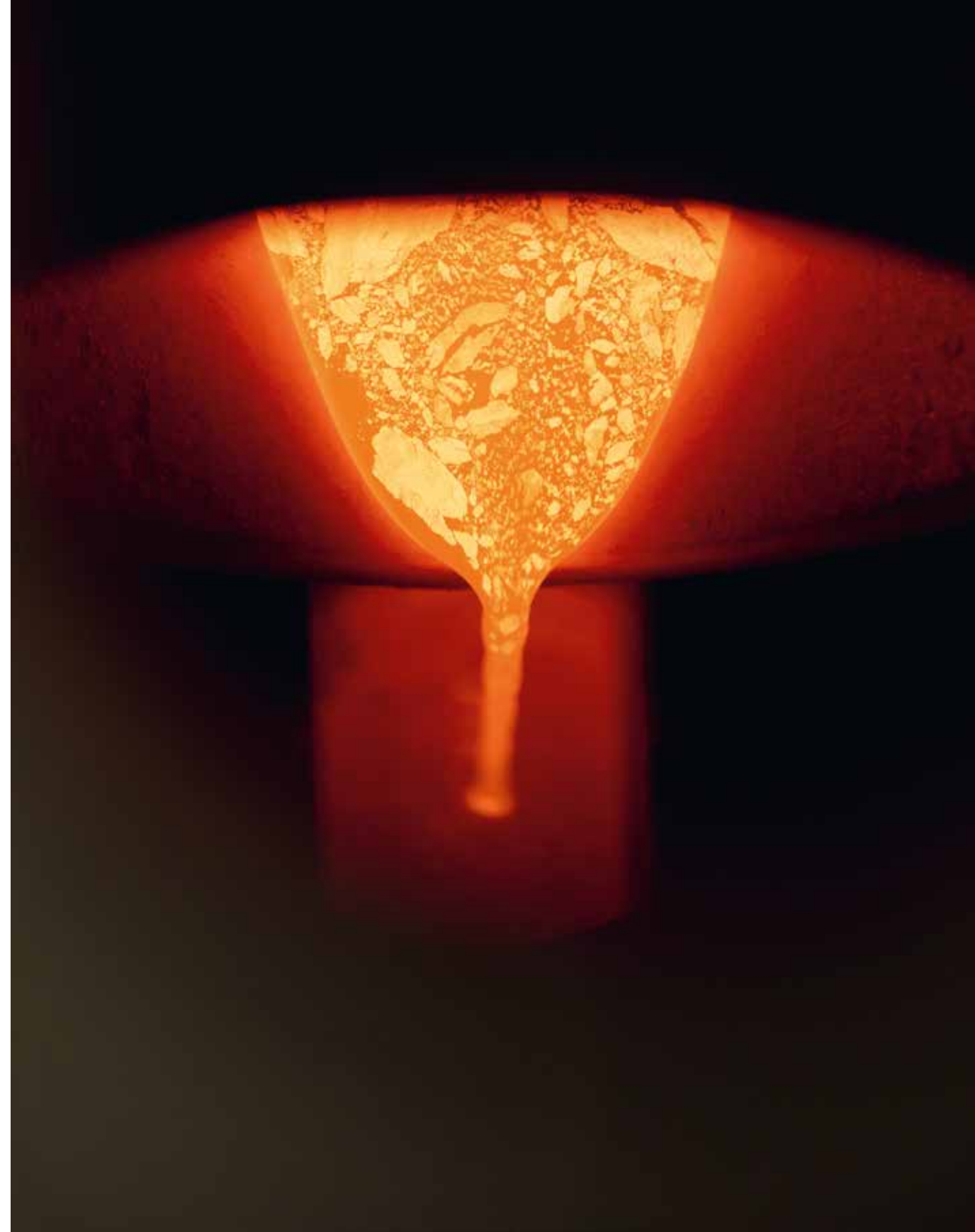
Working with this new alloy is a real challenge, as its hardness far greater than that of conventional steel significantly increases the production time of Alpine Eagle watches as well as the wear and tear on machining tools. Extremely complex to develop



“FOR THE FIRST TIME
EVER WE TREATED STEEL
AS IF IT WERE GOLD.”

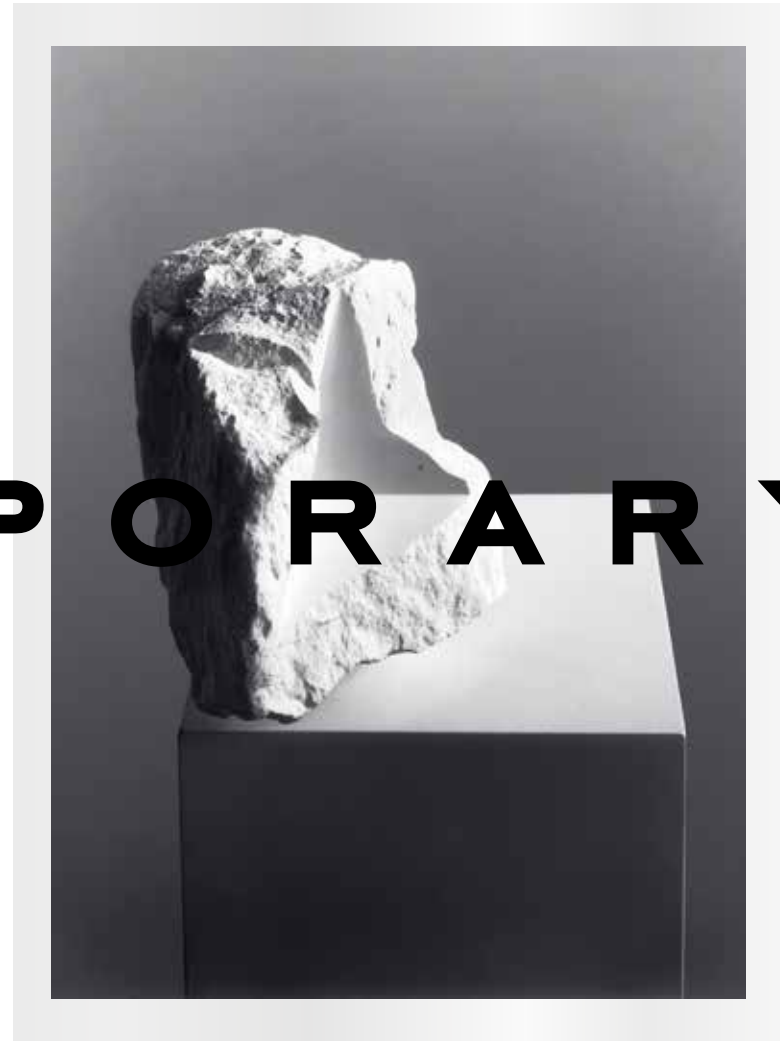
KARL-FRIEDRICH SCHEUFELE

and manufacture as well as extraordinarily valuable, Chopard Lucent Steel A223 now belongs to the category of rare and precious metals.



C O N T E M

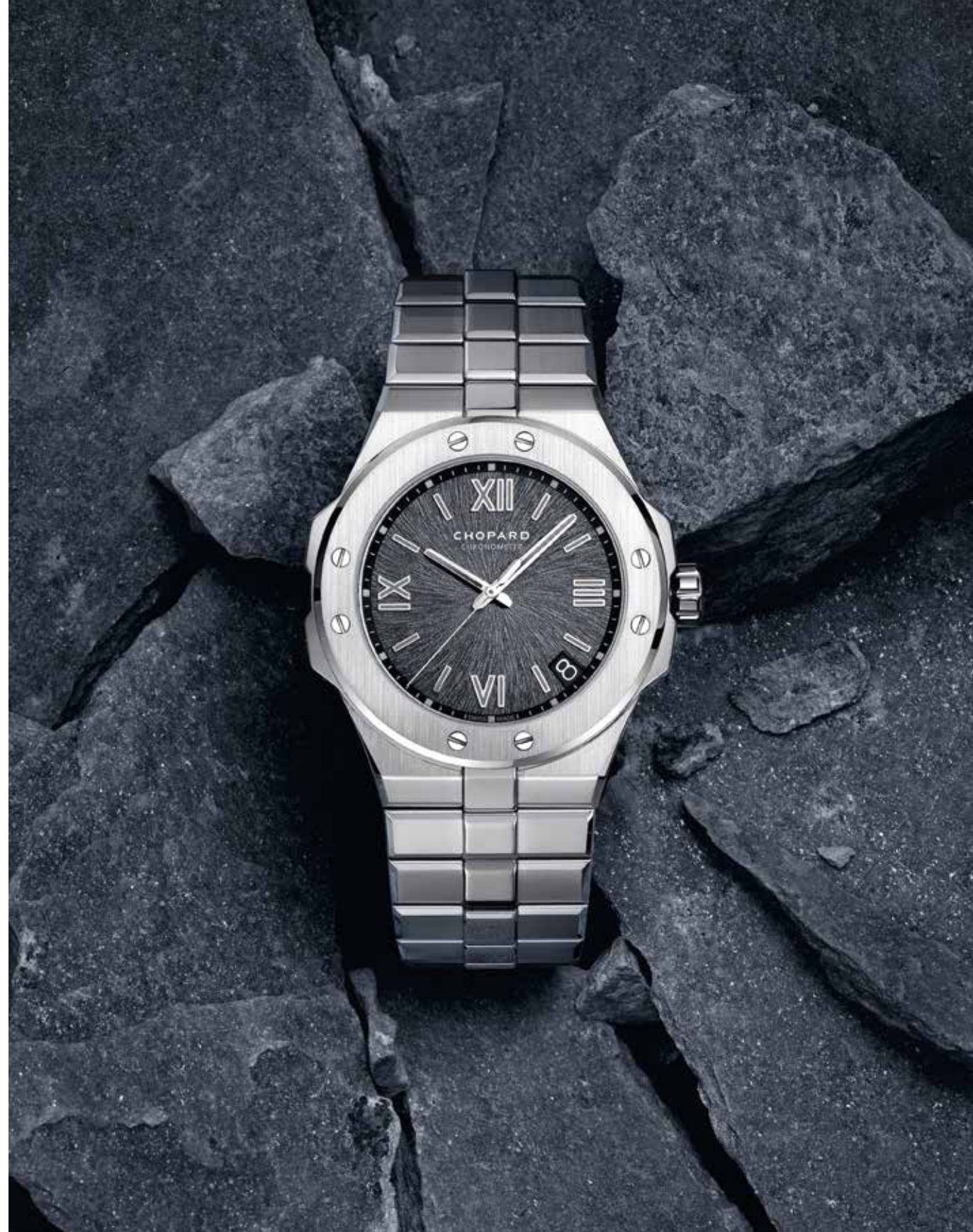
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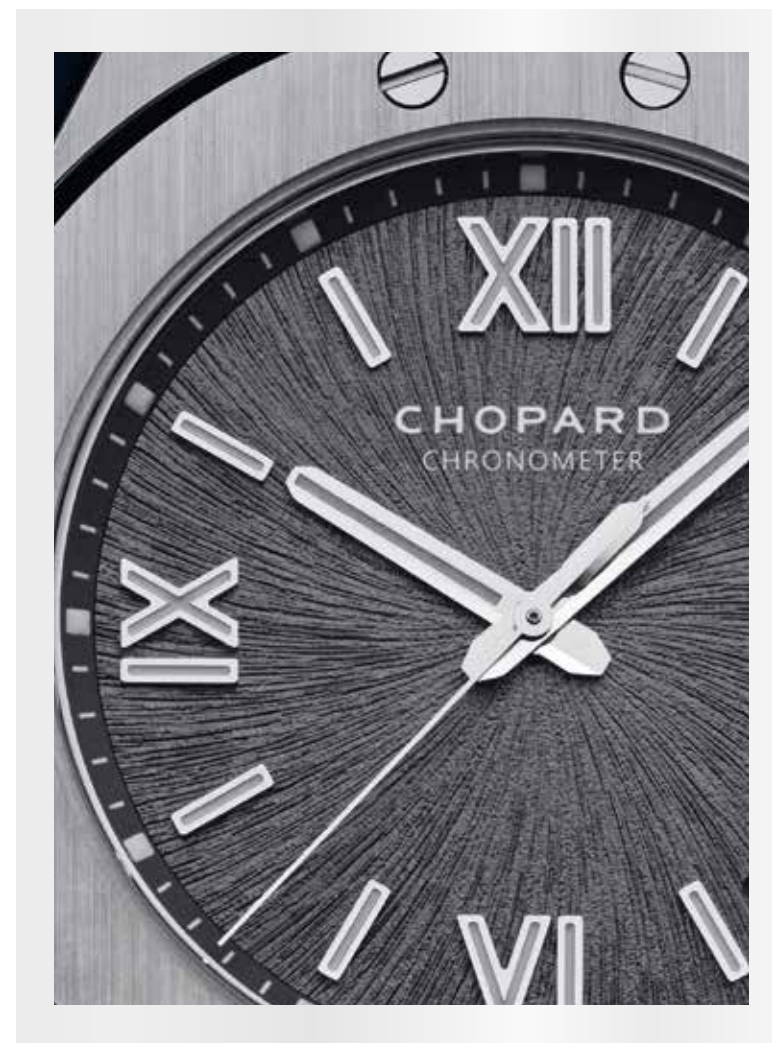
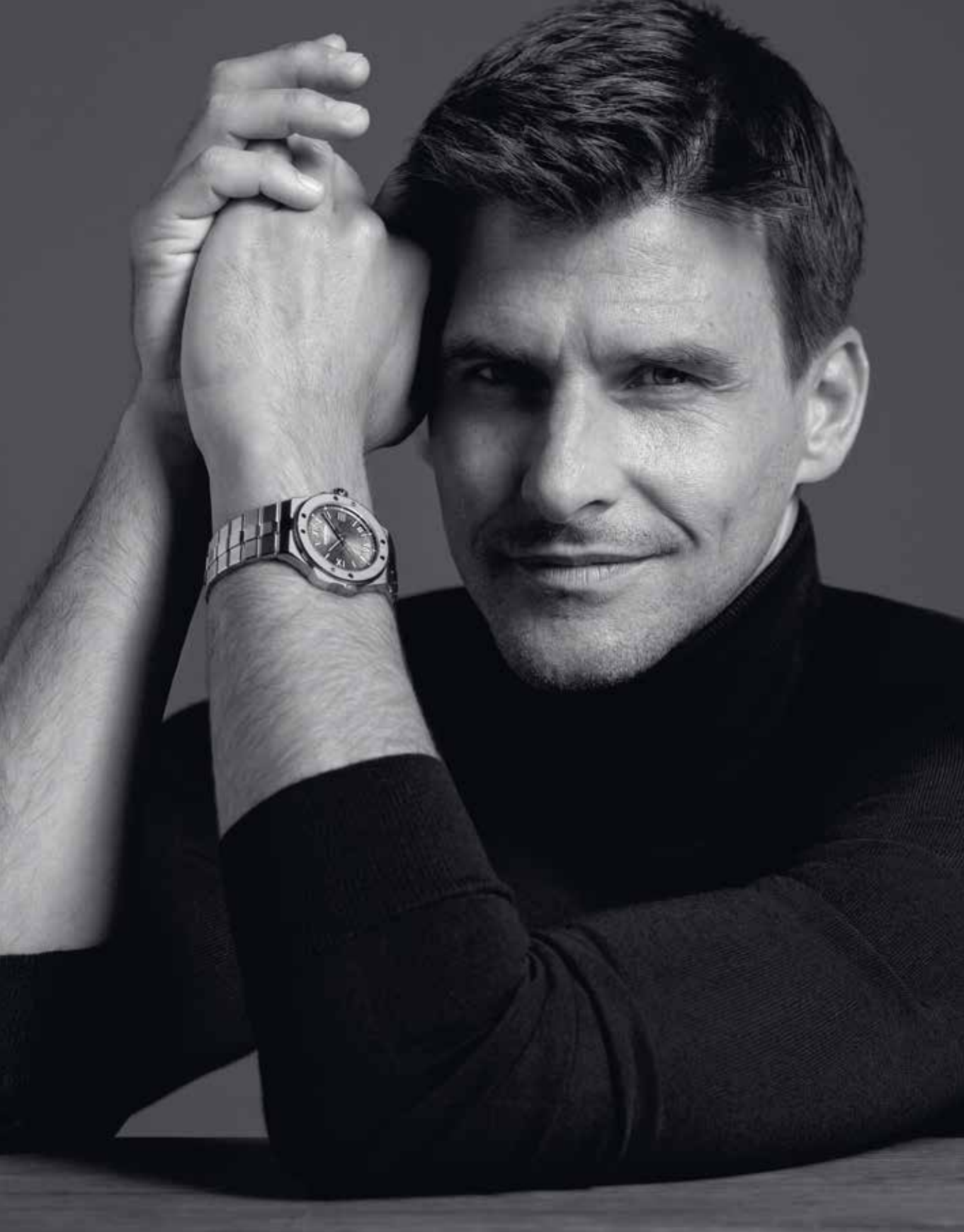
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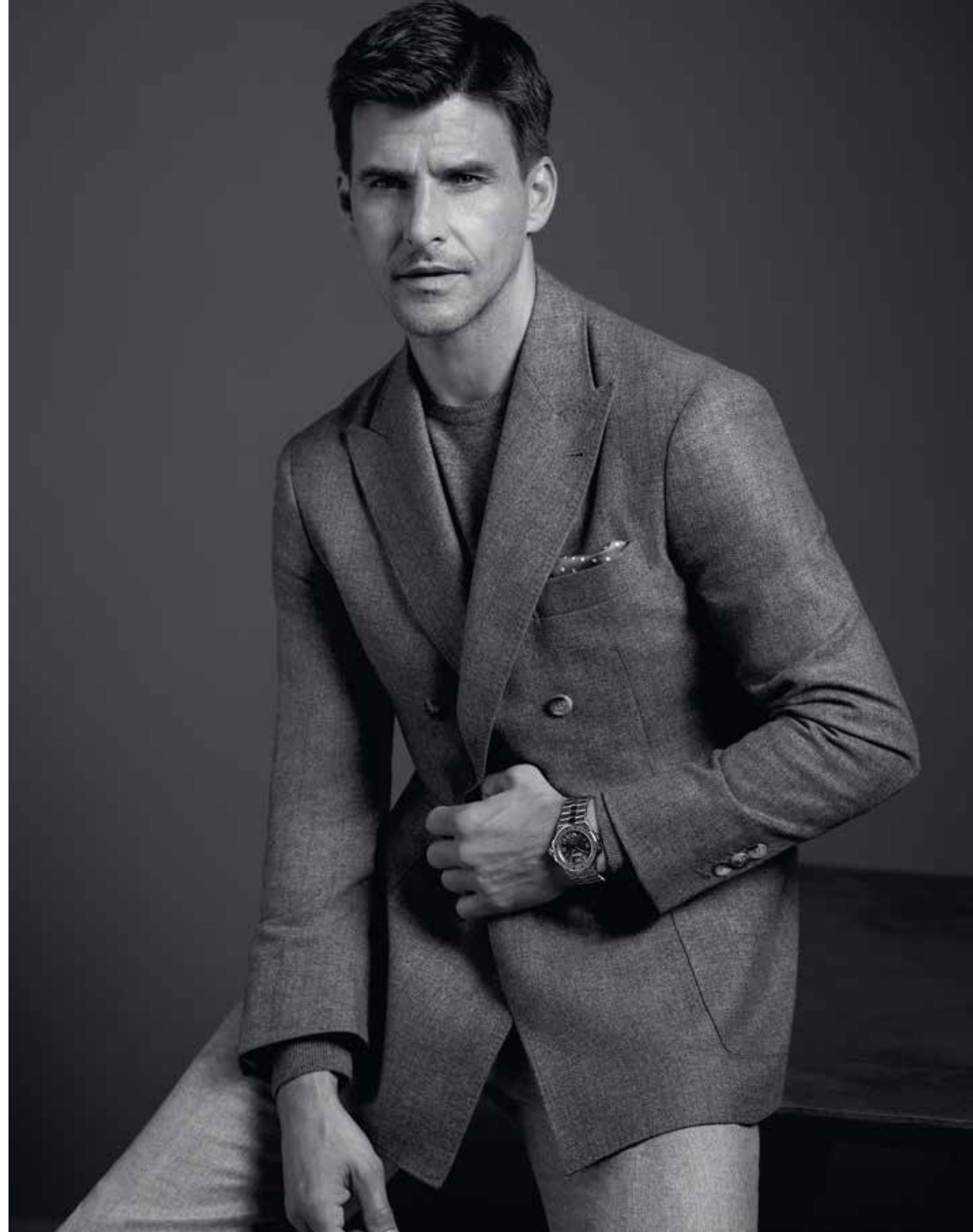








JOHANNES HUEBL
SHOT BY GREG WILLIAMS





ALPINE EAGLE LARGE



REF. 298600-3001



REF. 298600-3002



REF. 298600-6001

These 41 mm timepieces in Chopard Lucent Steel A223 feature a Aletsch Blue or Bernina Grey brass dial bearing a sunburst motif inspired by the iris of an eagle's eye. They are equipped with the Chopard chronometer-certified (COSC) 01.01-C mechanical movement with automatic winding and presented on a Chopard Lucent Steel A223 bracelet secured by a triple-blade folding clasp. Alpine Eagle watches are water-resistant to 100 metres.

This 41 mm timepiece in Chopard Lucent Steel A223 and 18-carat ethical rose gold features a Bernina Grey brass dial bearing a sunburst motif inspired by the iris of an eagle's eye. It is equipped with the Chopard chronometer-certified (COSC) 01.01-C mechanical movement with automatic winding and presented on a Chopard Lucent Steel A223 and 18-carat ethical rose gold bracelet secured by a triple-blade folding clasp. Alpine Eagle watches are water-resistant to 100 metres.

ALPINE EAGLE SMALL



REF. 298601-3001



REF. 298601-3002



REF. 298601-6001



REF. 298601-6002

These 36 mm timepieces in Chopard Lucent Steel A223 feature a Aletsch Blue brass dial bearing a sunburst motif inspired by the iris of an eagle's eye, or a Frosted White mother-of-pearl dial and a diamond-set bezel. They are equipped with the Chopard chronometer-certified (COSC) 09.01-C mechanical movement with automatic winding and presented on a Chopard Lucent Steel A223 bracelet secured by a triple-blade folding clasp. Alpine Eagle watches are water-resistant to 100 metres.

These 36 mm timepieces in Chopard Lucent Steel A223 and 18-carat ethical rose gold feature a Bernina Grey brass dial bearing a sunburst motif inspired by the iris of an eagle's eye or a Frosted White mother-of-pearl dial and a diamond-set bezel. They are equipped with the Chopard chronometer-certified (COSC) 09.01-C mechanical movement with automatic winding, presented on a Chopard Lucent Steel A223 and 18-carat ethical rose gold bracelet secured by a triple-blade folding clasp. Alpine Eagle watches are water-resistant to 100 metres.

ALPINE EAGLE
SMALL



REF. 295370-5001



REF. 295370-5002



REF. 295370-5003

This 36 mm timepiece in 18-carat ethical rose gold features a Bernina Grey brass dial bearing a sunburst motif inspired by the iris of an eagle's eye. It is equipped with the Chopard chronometer-certified (COSC) 09.01-C mechanical movement with automatic winding and presented on an 18-carat ethical rose gold bracelet secured by a triple-blade folding clasp. Alpine Eagle watches are water-resistant to 100 metres.

These 36 mm timepieces in 18-carat ethical rose gold feature a textured Frosted White mother-of-pearl or a Sils Grey Tahitian mother-of-pearl dial and a diamond-set bezel. They are equipped with the Chopard chronometer-certified (COSC) 09.01-C mechanical movement with automatic winding and presented on an 18-carat ethical rose gold bracelet or on an 18-carat ethical rose gold bracelet set with diamonds, secured by a triple-blade folding clasp. Alpine Eagle watches are water-resistant to 100 metres.

EAGLE WINGS FOUNDATION

The Alpine Eagle collection reflects the concern at the heart of Chopard for environmental issues. Back in the 2000s, sensitive to the initiative taken by Prince Sadruddin Aga Khan, Karl-Friedrich Scheufele had already joined the Alp Action programme. Today, in unveiling this new watch collection inspired by Nature, he sought to associate it with a new and sustainable approach by co-founding the Eagle Wings Foundation. This innovative and multidisciplinary environmental project, designed to raise awareness and galvanise the public with respect to the importance, beauty and fragility of Alpine biotopes, will offer a new vision of the Alps through the eyes of human beings as well as the eagle – the latter being especially renowned for its piercing gaze. The ambitious programme will span

**“THE AMBITIOUS PROGRAMME
WILL SPAN AT LEAST FIVE
YEARS, WITH THE FIRST
PROJECT BEING THE ALPINE
EAGLE RACE, AN INITIATIVE
FOR AERIAL OBSERVATION
OF THE ALPS THROUGH THE
CAPTURE OF VIDEO IMAGES”**

at least five years, with the first project being the Alpine Eagle Race: an initiative for aerial observation of the Alps through the capture of video images obtained by a camera carried by an eagle launched from five legendary Alpine peaks in five countries.





CHOPARD BOUTIQUES WORLDWIDE

ABU DHABI • AL KHOBAR • ALMATY • AMMAN • AMSTERDAM • ARUBA • ASTANA • ATHENS
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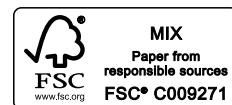
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Chopard

THE ARTISAN OF EMOTIONS – SINCE 1860