

PROFILE

ROGER DUBUIS



ESSENCE OF EXPRESSION

Golden Square

Flying tourbillon, calibre RD09, mechanical with manual winding, square-curved 37mm case in titanium, sapphire back, water resistant to 30m, production limited to 280 pieces

Nobody buys a watch just to tell the time," says Carlos Dias, the enigmatic Chairman and CEO of Roger Dubuis. Not when secretaries, personal assistants, PDAs and mobile phones are there to fulfil that purpose. "When affluent people buy a watch, it's because of emotions and dreams," adds Dias. "That's why I'm not interested in producing watches, but in producing excellence."

One facet of excellence is legibility — the ability for the wearer to look at the watch and tell the time immediately. "With some watches, you need to take a lift, walk down a flights of stairs, and talk to someone over the phone to get the time," he says in jest. "The first thing a watch must do is tell time in a fraction of a second."

Equally important is simplicity. Dias is clearly a proponent of the less is more school. "The challenge when developing a movement is not to put in more, but to take out more. A big, complicated watch with fewer parts is very difficult to produce."

Dias, who is also the founder of Manufacture Roger Dubuis SA, personally designs all watches bearing the Roger Dubuis name. This year, the company has introduced six new movements, all developed and manufactured in-house and all stamped with the prestigious Geneva Quality Hallmark.

Production of Roger Dubuis watches is limited to 28 pieces for gold models, 88 for some steel complications, 280 for gold and steel models, and 888 for those made entirely in steel. ▲