



✕
EBEL

BEAUTY MARRIES FUNCTION





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THE STORY OF EBEL:
*A TALE OF LOVE, HEROISM, A GLORIOUS
HERITAGE AND A KISSING 'E'*

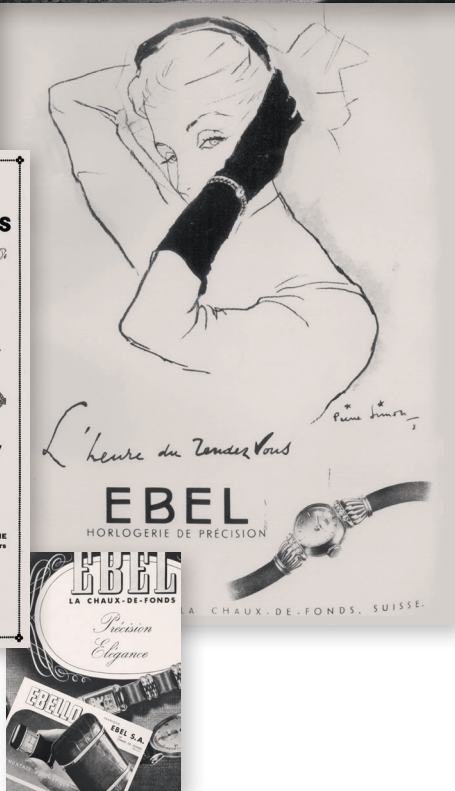
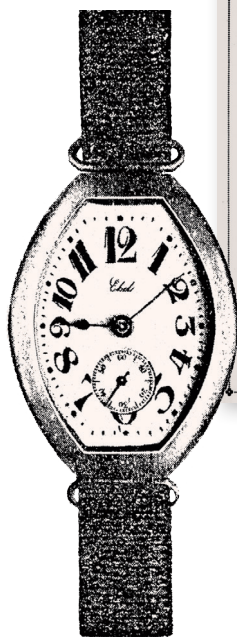
HERITAGE

Love stories have a universal appeal, and EBEL has an enduringly romantic tale to tell. Since 1911, EBEL has dedicated its passion and creativity to designing and crafting distinctive watches that evoke an enduring fascination. From the very beginning, the complementary talents and interests bequeathed by its founders, husband and wife Eugène Blum and Alice Lévy – EBEL is an acronym of the initials "**E**ugène **B**lum **E**t **L**évy" – have shaped the heritage and spirit of EBEL.

Building on their strong masculine and feminine values, and the cornerstones of luxury, elegance, and sensuality, EBEL has instilled the highest watch industry standards to ensure that the functioning of its timepieces is as smooth as their inimitable look and feel. Each EBEL watch merges the brand's visionary inspiration with constant innovation, in celebration of the love-match between aesthetic beauty and technical expertise. This exceptional gift of duality is at the core of all of EBEL's inspired creations.



Ebel







THE STORY OF EBEL

PHILOSOPHY AND KISSING 'E'

Eugène Blum was driven by a quest for functionality, while Alice Lévy had a passion for aesthetics. This duality resulted in a marriage of beauty and function that was to become EBEL's founding philosophy. And what could be more natural for a brand founded on love than to seal its inspirational principle with a kiss? Introduced in 1950, the Kissing 'E' logo became the emblem of a successful tale of synergies between the brand's heritage and its founding philosophy.

Gentle, sensual curves confer a voluptuous charm on sleek, flowing lines entirely free of sharp edges, blended with sheer technical perfection for a silky soft feel. This exquisite balance of functionality and aesthetics at the crossroads between art and engineering, between technology and design, is also the goal of fine architecture. EBEL's founding philosophy and the character of its timepieces sum up the perfect union of outstanding craftsmanship and boundless creativity.

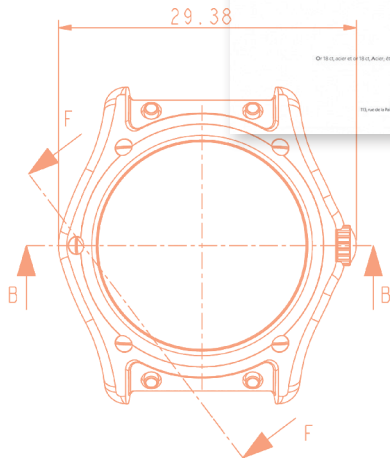
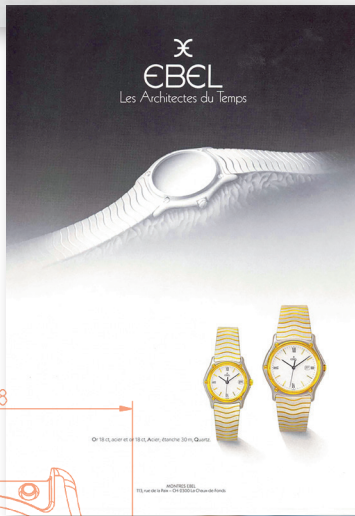


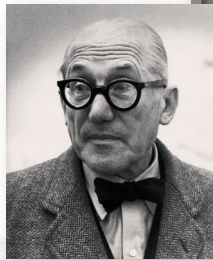
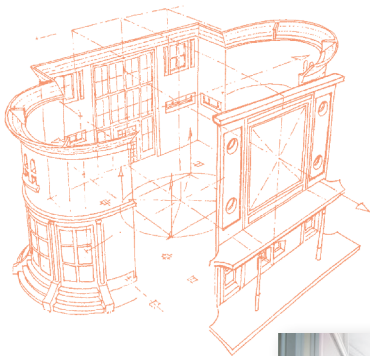
THE STORY OF EBEL

BIRTH OF AN ICON

In any story, the hero gets the lion's share of attention. The EBEL story is no exception. Although individuals played a key role in its founding destiny, the brand's hallmark of consistent excellence and inventive sophistication soared to new heights in 1977 with the introduction of an iconic model that would define its identity.

The launch of the groundbreaking Sport Classic line with its inimitable Wave bracelet and fully integrated case, represented the birth of the hero product concept, and a breakthrough in design and function that marked the beginning of the sport chic category. A design with which EBEL would become definitively associated, this unique watch achieved almost instant recognition, doubtless because it exemplified EBEL's 'beauty marries function' philosophy – a shining example of superlative craftsmanship and tireless creativity imbued with the soft lines, smooth textures and flowing curves that make an EBEL timepiece instantly recognizable at first glance, and first touch.





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THE STORY OF EBEL

LA VILLA TURQUE AS LA MAISON EBEL

Preliminary sketches, scale models, noble materials, harmonious proportions, original curves, smooth textures, finishing details: EBEL watchmaking shares a vocabulary with architecture that reaches beyond linguistics to capture the spirit of these two equally demanding disciplines. In watchmaking as in architecture, a balance of artistic refinement and technical precision gives rise to works conveying a wealth of purpose and emotion.

EBEL acquired the famous Villa Turque designed and built by renowned architect Le Corbusier in 1986, coinciding with the brand's 75th anniversary. A miracle of ageless perfection and majestic equilibrium, the structure epitomizes the nature of EBEL and its timepieces – pure lines, a smooth flow, and distinctive geometric shapes, devoid of anything superfluous.

Reflecting inexhaustible creative genius and consummate technical mastery, this eloquent architectural embodiment of EBEL's philosophy and values thus became the Maison EBEL – an enduring source of inspiration for EBEL watches, and a symbol of the timelessness, functionality and aesthetics of every product to which EBEL sets its signature.



EBEL TIMELINE

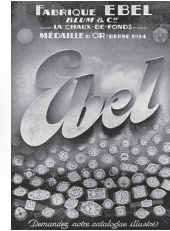
1911-2015



1911



Founded by husband and wife, **Eugene Blum** et **Alice Levy** on July 15, 1911 in La Chaux-de-Fonds, Switzerland. "Beauty marries Function" was to become EBEL's founding philosophy.

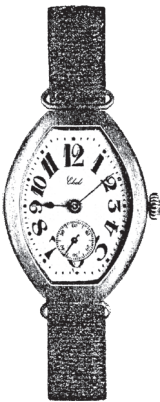


Advertising campaign

1915

1912

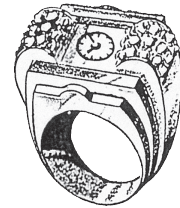
1914



Launch of the first EBEL wristwatch.



UNE MÉDAILLE D'OR
A ÉTÉ DÉCERNÉE DANS LE GROUPE 20
HORLOGERIE, PIÈCES DÉTACHÉES ET OUTILS
à Messieurs *Blum & Cie, Fabrique Ebel,*
La Chaux-de-Fonds



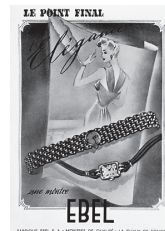
Gold Medal at the National Exhibition in Bern for patented EBEL ring watches. From the very beginning, Alice Lévy took EBEL into the realm of Haute Joaillerie.



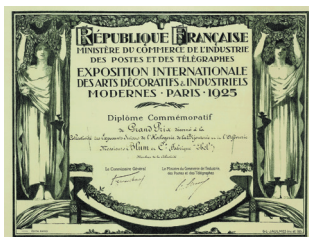
1920



1930



1940



1925



1929

Charles Blum,
the founders' son,
joins the company.
He will be instrumental
in developing the
brand's excellence in
quality and precision.

1939-45

Grand Prize at
the Exhibition of
Decorative Arts
in Paris.

1935



EBEL becomes the first
Swiss watchmaker to introduce
the "Western Electric" precision
and quality control standards.



EBEL serves as
official watch supplier to
the Royal Air Force
(British Army).



EBEL

EBEL introduced the kissing "E", the symbol of EBEL's philosophy "Beauty marries function".

1950



Swiss National Exhibition in Lausanne: Grand Prize for the Lune Etoilée watch.

1964



EBEL

1960



Launch of the iconic Sport Classic collection.

1977



1982

EBEL relaunches the trend for automatic chronograph with the Chrono-Sport featuring the EBEL Caliber 134.

With its inimitable "wave" bracelet and fully integrated case, Sport Classic introduced a "revolutionary" design with which EBEL would become definitively associated. This iconic collection was to achieve unprecedented public success and generate a lasting fascination with two-toned steel and gold watches.



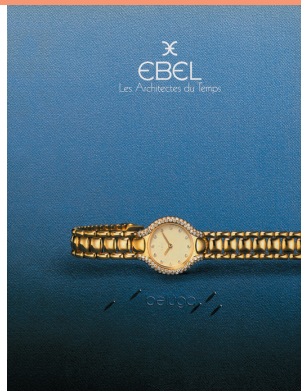
1984

1986



Launch of the Perpetual
Calendar Chronograph.

1985



Launch of the Beluga collection
exclusively in gold.

La Villa Turque as
La Maison EBEL –
EBEL acquires and
renovates the Villa Turque
for EBEL's 75th anniversary.
The Villa Turque was built
between 1916-1917
by Le Corbusier.



Movado Group, Inc.,
one of the world's premier
watchmakers, chaired by
Mr. Efraim Grinberg,
acquired EBEL.

2004

2005

Launch of the new
EBEL Classic.



2006

Launch of Brasilia,
a stylish and glamorous collection.





100

ANNIVERSARY
SWISS SINCE 1911

100th Anniversary of EBEL.

2011

Launch of the collections
EBEL Onde and EBEL X1.



2010



Launch of
the EBEL Sport collection.

2012





2010



2013



EBEL introduces exquisite
EBEL Wave Diamonds Dials and
the EBEL Wave Grande 35mm.

2015

2014

Launch of the EBEL
Wave collection.





LA MAISON EBEL LIMITED EDITION

In 2016, in keeping with the exceptional gift of duality bequeathed by Eugène Blum and Alice Lévy, and the brand's enduring values, EBEL is launching La Maison EBEL Limited Edition. This striking collection will commemorate the dual celebration of the 30th anniversary of the Maison EBEL, and the 100th anniversary of the conception of the Villa Turque.



1216346 | LA MAISON EBEL LIMITED EDITION



1216346

AUTOMATIC
Ø 35 MM
18K SOLID YELLOW GOLD CASE
AND BRACELET



LA MAISON EBEL LIMITED EDITION



1216348

AUTOMATIC
Ø 35 MM
18K SOLID YELLOW GOLD CASE
COGNAC ALLIGATOR STRAP





1216347 | LA MAISON EBEL LIMITED EDITION



1216347

AUTOMATIC
Ø 35 MM
18K SOLID RED GOLD CASE
AND BRACELET



1216349

AUTOMATIC
Ø 35 MM
18K SOLID RED GOLD CASE
BURGUNDY ALLIGATOR STRAP



LA MAISON EBEL LIMITED EDITION



1216345

AUTOMATIC
Ø 35 MM

18K SOLID WHITE GOLD CASE
DEEP BLUE ALLIGATOR STRAP





1216345 | LA MAISON EBEL LIMITED EDITION



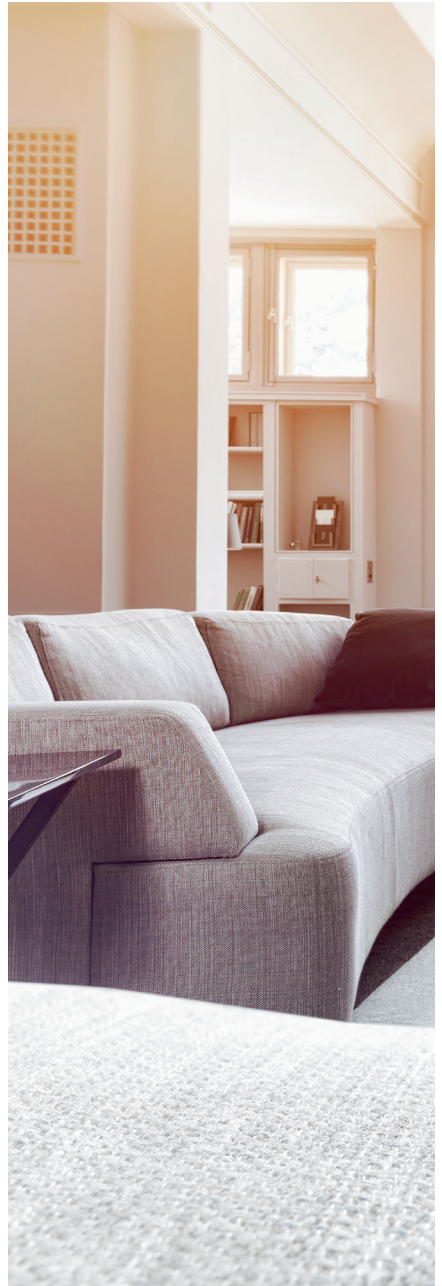




EBEL WAVE

Fluid contours, uncompromising comfort. EBEL Wave. Inspired by the 1977 EBEL Sport Classic, iconic design elements boldly reimagined – fresh, modern, dynamic. A stronger, more elegantly sculpted profile. Prominently defined wave-shaped links. The smoothly integrated case and bracelet offering trademark flexibility with a soft, supple fit.

The WAVE. UNDENIABLY EBEL





1216198 | EBEL WAVE



1216315
QUARTZ
Ø 30 MM
STAINLESS STEEL



1216316
QUARTZ
Ø 30 MM
STAINLESS STEEL



EBEL WAVE



1216191
QUARTZ
Ø 30 MM
STAINLESS STEEL



1216217
QUARTZ
Ø 30 MM
STAINLESS STEEL



1216217 | EBEL WAVE





1216267
QUARTZ
Ø 30 MM
STAINLESS STEEL



1216268
QUARTZ
Ø 30 MM
STAINLESS STEEL



EBEL WAVE



1216194
QUARTZ
Ø 30 MM
STAINLESS STEEL



1216270
QUARTZ
Ø 30 MM
STAINLESS STEEL



1216317

QUARTZ
Ø 30 MM
18K SOLID YELLOW GOLD BEZEL,
TWO-TONED STAINLESS STEEL
BRACELET



1216318

QUARTZ
Ø 30 MM
18K SOLID YELLOW GOLD BEZEL,
TWO-TONED STAINLESS STEEL
BRACELET



EBEL WAVE



1216283

QUARTZ
Ø 30 MM
18K SOLID YELLOW GOLD BEZEL,
TWO-TONED STAINLESS STEEL
BRACELET



1216195

QUARTZ
Ø 30 MM
18K SOLID YELLOW GOLD BEZEL,
TWO-TONED STAINLESS STEEL
BRACELET



1216197

QUARTZ
Ø 30 MM
18K SOLID YELLOW GOLD BEZEL,
TWO-TONED STAINLESS STEEL
BRACELET



1216269

QUARTZ
Ø 30 MM
18K SOLID YELLOW GOLD BEZEL,
TWO-TONED STAINLESS STEEL
BRACELET



1216198

QUARTZ
Ø 30 MM
18K SOLID YELLOW GOLD BEZEL,
TWO-TONED STAINLESS STEEL
BRACELET



1216272

QUARTZ
Ø 30 MM

18K SOLID YELLOW GOLD BEZEL,
TWO-TONED STAINLESS STEEL
BRACELET





EBEL WAVE



1216271

QUARTZ
Ø 30 MM
18K SOLID YELLOW GOLD BEZEL,
TWO-TONED STAINLESS STEEL
BRACELET



1216284

QUARTZ
Ø 30 MM
18K SOLID YELLOW GOLD BEZEL,
TWO-TONED STAINLESS STEEL
BRACELET



EBEL WAVE



1216285

QUARTZ
Ø 30 MM
18K SOLID YELLOW GOLD BEZEL,
TWO-TONED STAINLESS STEEL
BRACELET



1216323

QUARTZ
Ø 30 MM
18K SOLID RED GOLD BEZEL,
TWO-TONED STAINLESS STEEL
BRACELET



1216324

QUARTZ
Ø 30 MM
18K SOLID RED GOLD BEZEL,
TWO-TONED STAINLESS STEEL
BRACELET

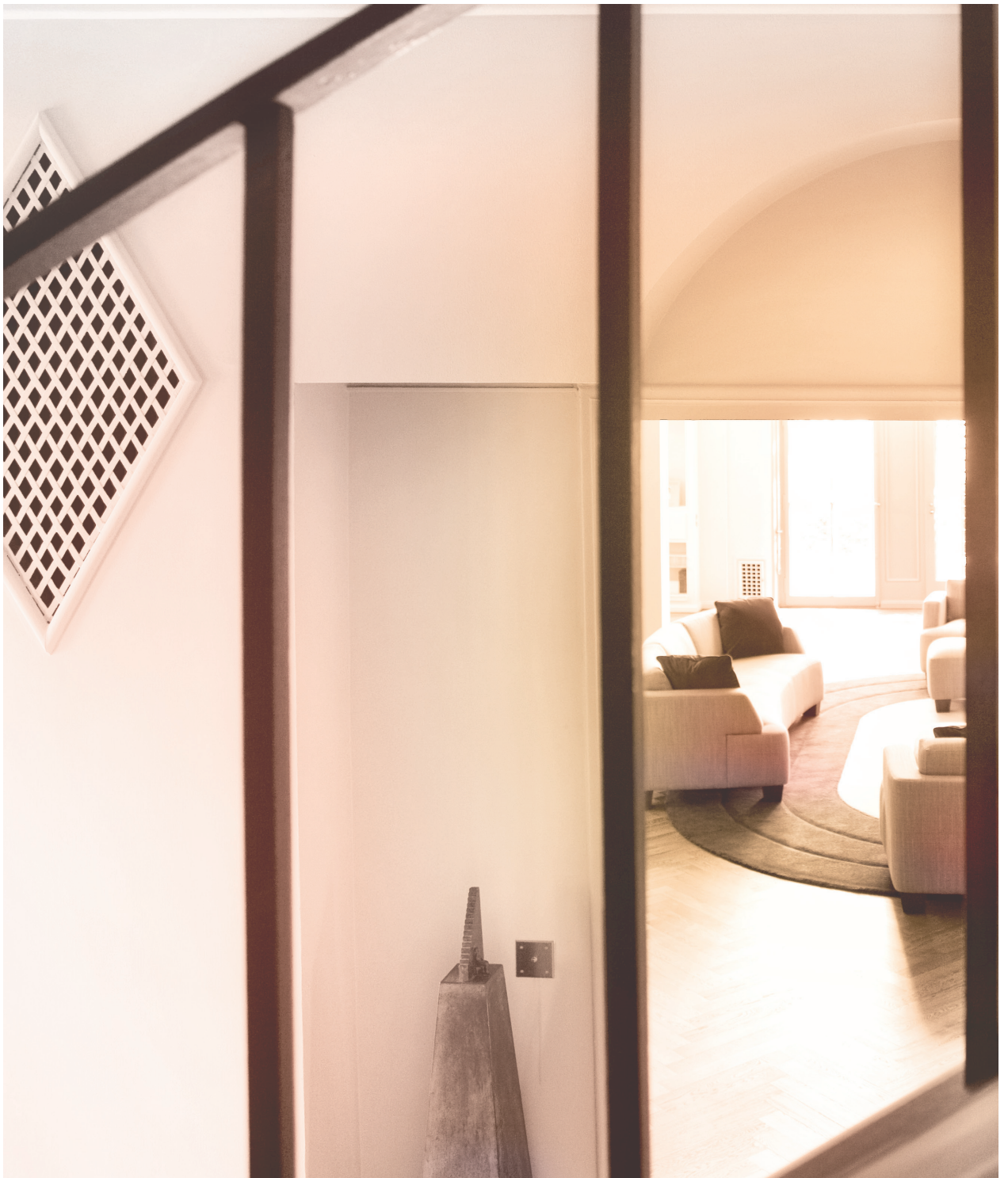


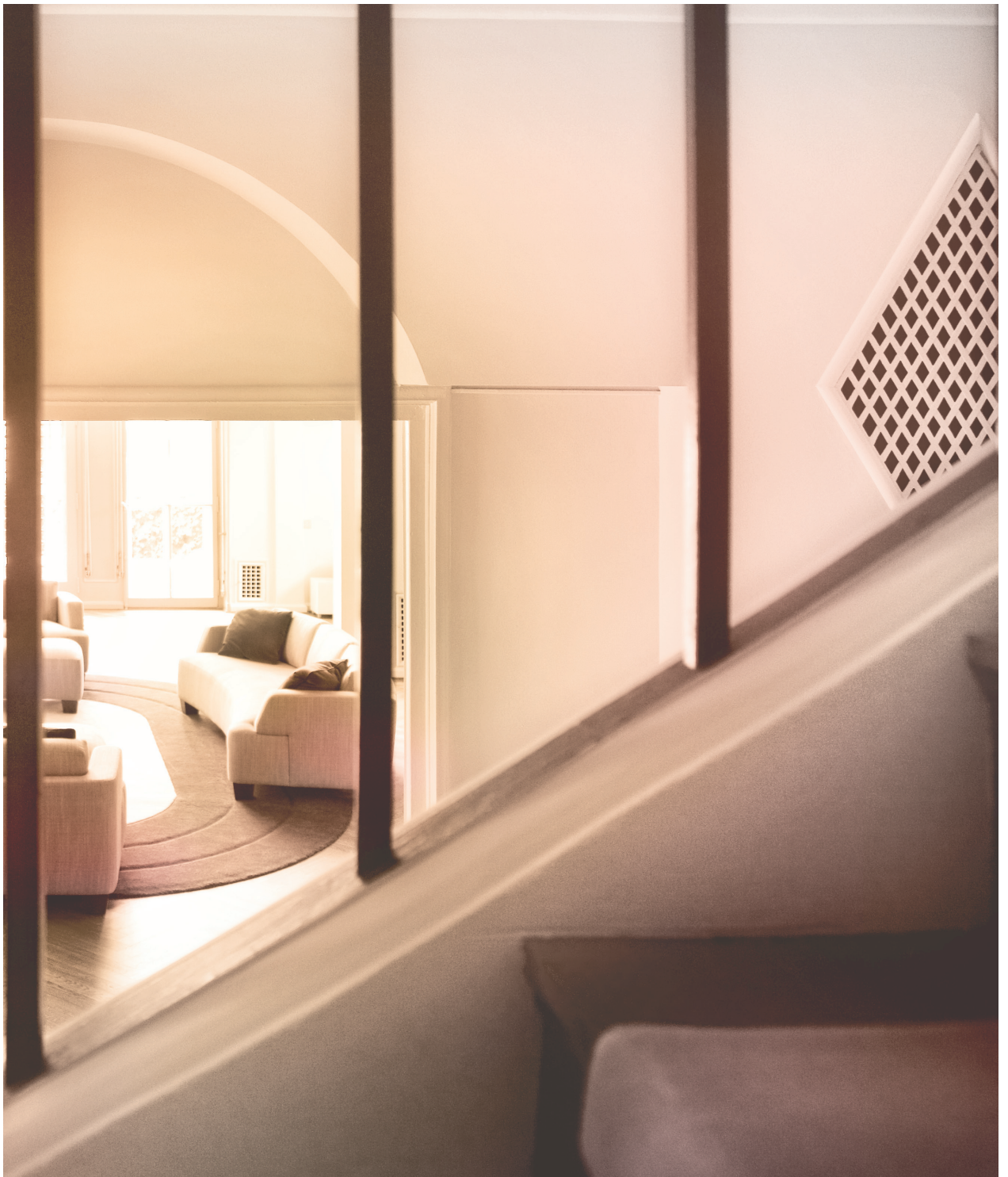
EBEL WAVE



1216325

QUARTZ
Ø 30 MM
18K SOLID RED GOLD BEZEL,
TWO-TONED STAINLESS STEEL
BRACELET







1216326
AUTOMATIC
Ø 30 MM
STAINLESS STEEL



1216327
AUTOMATIC
Ø 30 MM
STAINLESS STEEL



EBEL WAVE



1216328

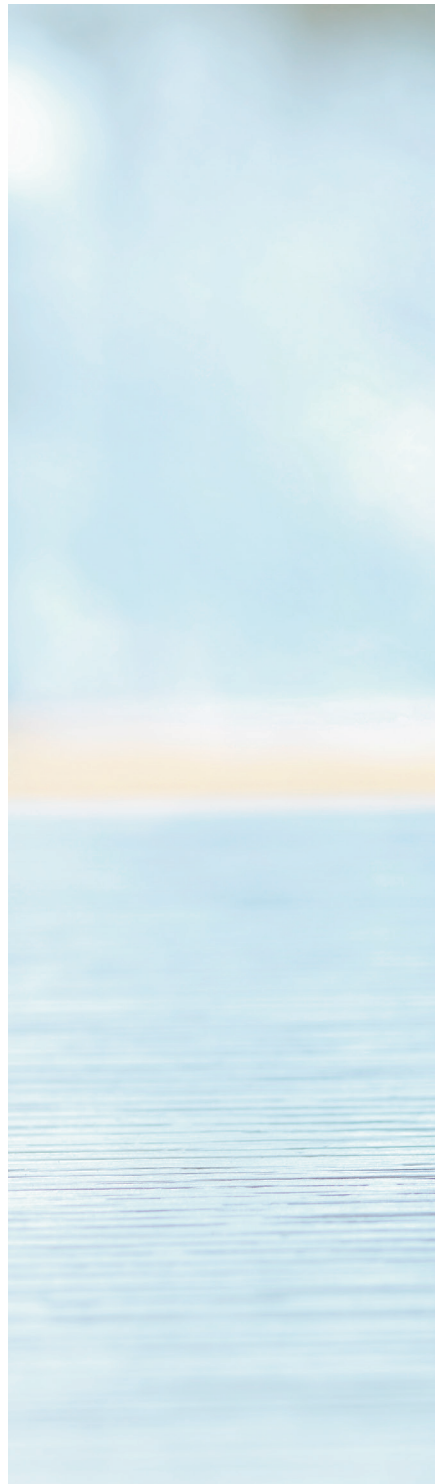
AUTOMATIC
Ø 30 MM
18K SOLID RED GOLD BEZEL,
TWO-TONED STAINLESS STEEL
BRACELET



1216265

AUTOMATIC
Ø 30 MM

18K SOLID RED GOLD BEZEL,
TWO-TONED STAINLESS STEEL
BRACELET





1216199

AUTOMATIC
Ø 30 MM

18K SOLID RED GOLD BEZEL,
TWO-TONED STAINLESS STEEL
BRACELET



1216297

QUARTZ
Ø 35 MM
STAINLESS STEEL CASE
TAUPE CALF STRAP



EBEL WAVE



1216308
QUARTZ
Ø 35 MM
STAINLESS STEEL



1216304
QUARTZ
Ø 35 MM
STAINLESS STEEL



1216302
QUARTZ
Ø 35 MM
STAINLESS STEEL



1216303
QUARTZ
Ø 35 MM
STAINLESS STEEL



EBEL WAVE



1216299

QUARTZ
Ø 35 MM
18K SOLID RED GOLD BEZEL
CALF STRAP



1216306

QUARTZ
Ø 35 MM
18K SOLID RED GOLD BEZEL,
TWO-TONED STAINLESS STEEL
BRACELET



1216319

QUARTZ
Ø 35 MM
18K SOLID RED GOLD BEZEL,
TWO-TONED STAINLESS STEEL
BRACELET



1216320

QUARTZ
Ø 35 MM
18K SOLID RED GOLD BEZEL,
TWO-TONED STAINLESS STEEL
BRACELET



EBEL WAVE

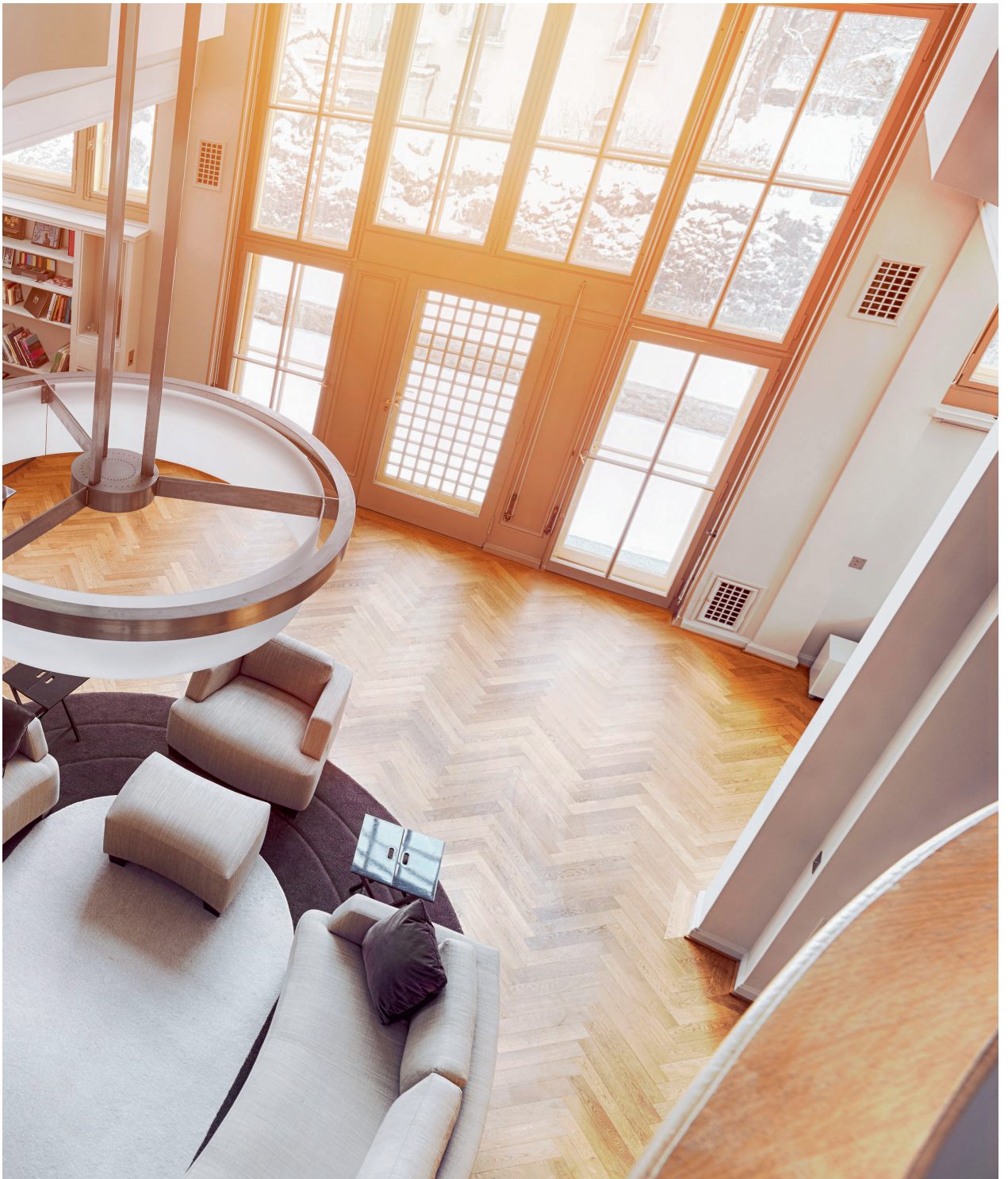


1216321
AUTOMATIC
Ø 35 MM
STAINLESS STEEL



1216322
AUTOMATIC
Ø 35 MM
18K SOLID RED GOLD BEZEL,
TWO-TONED STAINLESS STEEL
BRACELET







1216329

QUARTZ
Ø 40 MM
STAINLESS STEEL CASE
BLACK CALF STRAP



EBEL WAVE



1216330

QUARTZ
Ø 40 MM
STAINLESS STEEL CASE
BROWN CALF STRAP



1216238

QUARTZ
Ø 40 MM
STAINLESS STEEL



EBEL WAVE



1216200
QUARTZ
Ø 40 MM
STAINLESS STEEL



1216239
QUARTZ
Ø 40 MM
STAINLESS STEEL



1216202
QUARTZ
Ø 40 MM
18K SOLID YELLOW GOLD BEZEL,
TWO-TONED STAINLESS STEEL
BRACELET



1216332
AUTOMATIC
Ø 40 MM
STAINLESS STEEL CASE
GREY CALF STRAP



1216331
AUTOMATIC
Ø 40 MM
STAINLESS STEEL CASE
BROWN CALF STRAP



1216266

AUTOMATIC
Ø 40 MM
STAINLESS STEEL



1216204

AUTOMATIC
Ø 40 MM
18K SOLID RED GOLD BEZEL,
TWO-TONED STAINLESS STEEL
BRACELET



1216333

AUTOMATIC
Ø 40 MM
18K SOLID RED GOLD BEZEL,
TWO-TONED STAINLESS STEEL
BRACELET



1216341

QUARTZ
Ø 42 MM
STAINLESS STEEL CASE
BROWN CALF STRAP



1216343

QUARTZ
Ø 42 MM
STAINLESS STEEL CASE
BLACK CALF STRAP





1216344

QUARTZ
Ø 42 MM
STAINLESS STEEL



EBEL WAVE



1216340
QUARTZ
Ø 42 MM
STAINLESS STEEL



1216342
QUARTZ
Ø 42 MM
STAINLESS STEEL



EBEL CLASSIC

The iconic wave-link bracelet. A legendary EBEL design. Emblematic. Delightfully supple and comfortable. Suitably slender for today's modern tastes. EBEL Classic. A time-piece of elegant and harmonious lines. Fluid design with a signature aesthetic.





1215271 | EBEL CLASSIC



1215421
QUARTZ
Ø 23,5 MM
STAINLESS STEEL



1215259
QUARTZ
Ø 23,5 MM
STAINLESS STEEL



EBEL CLASSIC



1216279
QUARTZ
Ø 23,5 MM
STAINLESS STEEL



1216280
QUARTZ
Ø 23,5 MM
STAINLESS STEEL



1215402

QUARTZ
Ø 23,5 MM
18K SOLID YELLOW GOLD BEZEL,
TWO-TONED STAINLESS STEEL
BRACELET



EBEL CLASSIC



1215262

QUARTZ
Ø 23,5 MM
18K SOLID YELLOW GOLD BEZEL,
TWO-TONED STAINLESS STEEL
BRACELET



1215646

QUARTZ
Ø 27,3 MM
18K SOLID YELLOW GOLD BEZEL,
TWO-TONED STAINLESS STEEL
BRACELET



1215371

QUARTZ
Ø 27,3 MM
18K SOLID YELLOW GOLD BEZEL,
TWO-TONED STAINLESS STEEL
BRACELET



1215271

QUARTZ
Ø 27,3 MM

18K SOLID YELLOW GOLD BEZEL,
TWO-TONED STAINLESS STEEL
BRACELET



1215926

AUTOMATIC
Ø 27,1 MM
18K SOLID RED GOLD BEZEL,
TWO-TONED STAINLESS STEEL
BRACELET



1215927

AUTOMATIC
Ø 27,1 MM
18K SOLID RED GOLD BEZEL,
TWO-TONED STAINLESS STEEL
BRACELET



EBEL CLASSIC



1215928

AUTOMATIC
Ø 27,1 MM
18K SOLID RED GOLD BEZEL,
TWO-TONED STAINLESS STEEL
BRACELET



1215607 | BRASILIA



BRASILIA

A versatile watch infused with a fresh sense of glamour and finesse. Like today's woman, Brasilia is stylish. Spontaneous. The geometric shape of its dial is softened by a contoured case and curved bracelet links. A modern, youthful approach to everyday sophistication.



1216033
QUARTZ
WIDTH 23,7 MM
STAINLESS STEEL



1216068
QUARTZ
WIDTH 23,7 MM
STAINLESS STEEL



1215607

QUARTZ
WIDTH 23,7 MM
STAINLESS STEEL



1216067

QUARTZ
WIDTH 23,7 MM
STAINLESS STEEL &
18K SOLID YELLOW GOLD



1215769

QUARTZ
WIDTH 23,7 MM
STAINLESS STEEL &
18K SOLID YELLOW GOLD





BELUGA

For the woman who appreciates her watch as a piece of jewelry. Beluga's voluptuous contours and soft, sensual lines evoke the essence of desire. Ultra-feminine. Timeless. A graceful and uncompromising interpretation of seductive elegance.





1216071 | BELUGA



1216069

QUARTZ
Ø 30 MM
STAINLESS STEEL



VILLA TURQUE



BELUGA



1216037
QUARTZ
Ø 30 MM
STAINLESS STEEL



1216038
QUARTZ
Ø 30 MM
STAINLESS STEEL



1216071

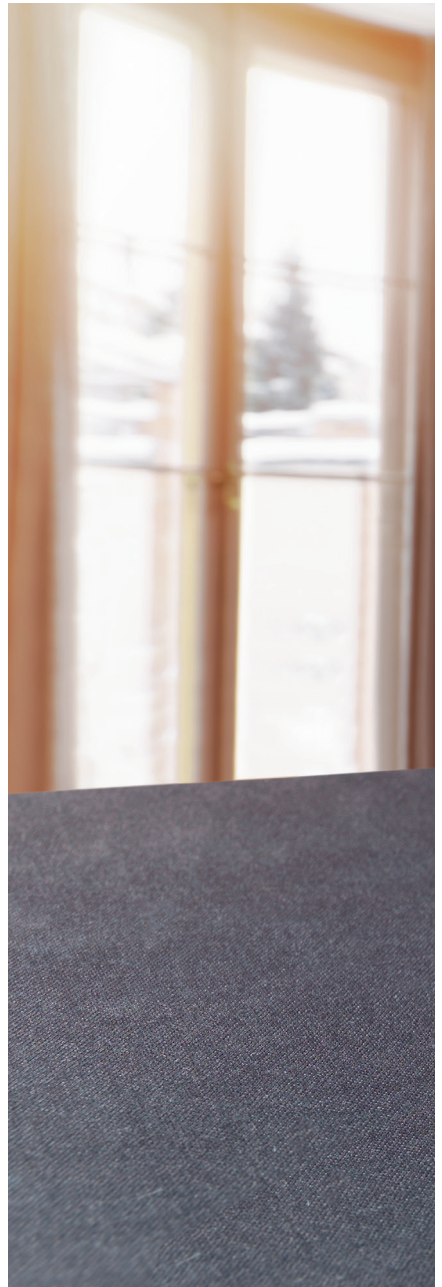
QUARTZ
Ø 36,5 MM
STAINLESS STEEL





EBEL SPORT

A dynamic personality with a disconcerting air of casual chic. Energetic. Determined. Disarming. EBEL Sport. The wave bracelet reinterpreted with sharply defined middle links. The contemporary hexagonal case with signature screw detail. Sporting character. Modern yet classic.





1216031, 1216030 | EBEL SPORT



1216015
QUARTZ
Ø 27 MM
STAINLESS STEEL



1215982
QUARTZ
Ø 27 MM
STAINLESS STEEL



EBEL SPORT



1215983
QUARTZ
Ø 27 MM
STAINLESS STEEL



1216189
QUARTZ
Ø 27 MM
STAINLESS STEEL



1216028

QUARTZ
Ø 27 MM
18K SOLID YELLOW GOLD BEZEL,
TWO-TONED STAINLESS STEEL
BRACELET

1216030

QUARTZ
Ø 27 MM
18K SOLID YELLOW GOLD BEZEL,
TWO-TONED STAINLESS STEEL
BRACELET



EBEL SPORT



1216183

QUARTZ
Ø 27 MM
18K SOLID YELLOW GOLD BEZEL,
TWO-TONED STAINLESS STEEL
BRACELET



1216184

QUARTZ
Ø 27 MM
18K SOLID YELLOW GOLD BEZEL,
TWO-TONED STAINLESS STEEL
BRACELET







1216176

QUARTZ
Ø 40 MM
STAINLESS STEEL



EBEL SPORT



1216175

QUARTZ
Ø 40 MM
STAINLESS STEEL



1216186

QUARTZ
Ø 40 MM
STAINLESS STEEL BEZEL,
TWO-TONED STAINLESS STEEL
BRACELET



EBEL SPORT



1216031

QUARTZ
Ø 40 MM
18K SOLID YELLOW GOLD BEZEL,
TWO-TONED STAINLESS STEEL
BRACELET



1216185

QUARTZ
Ø 40 MM
18K SOLID YELLOW GOLD BEZEL,
TWO-TONED STAINLESS STEEL
BRACELET



1215992
AUTOMATIC
Ø 40 MM
STAINLESS STEEL





ebel.com