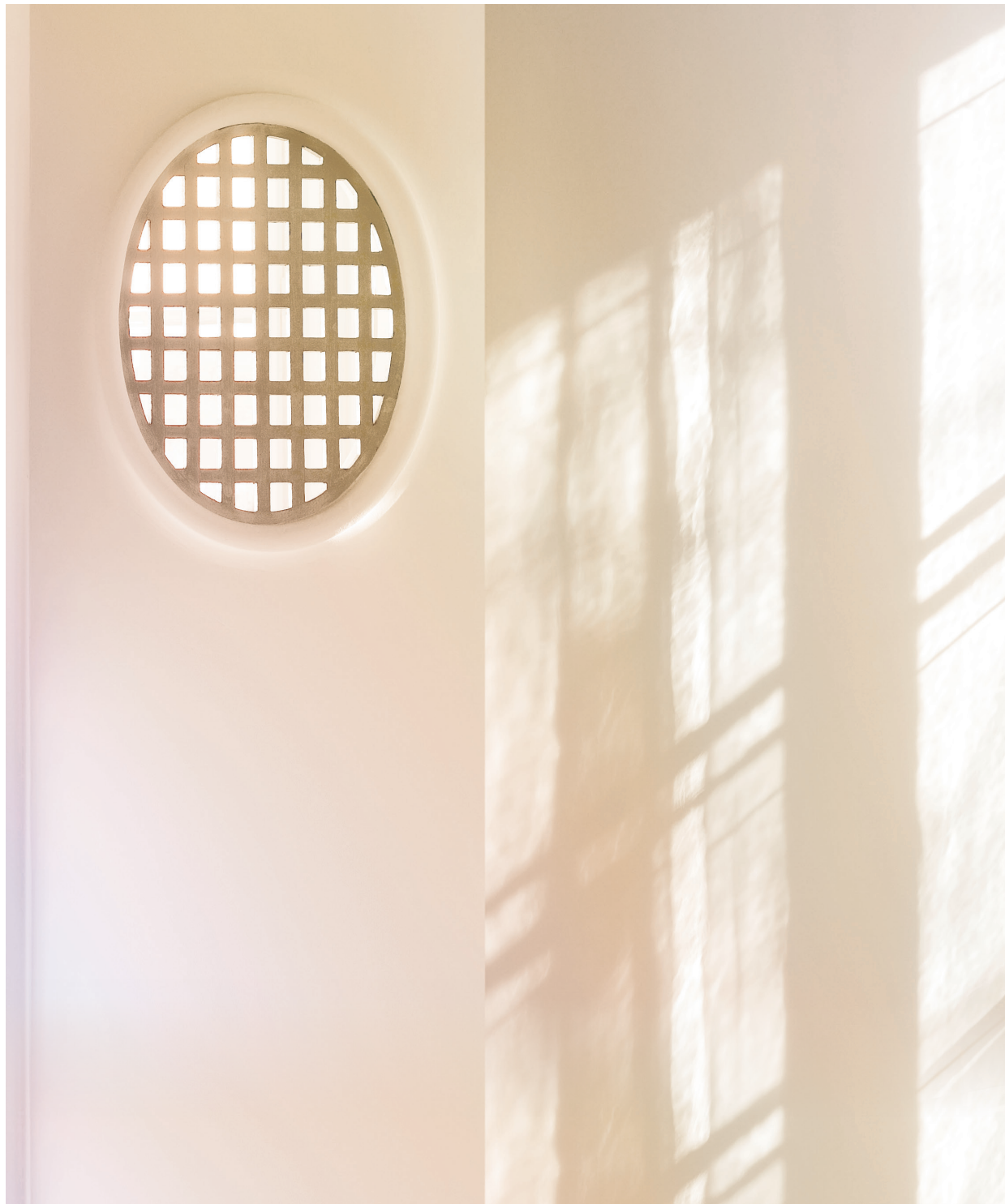




EBEL

BEAUTY MARRIES FUNCTION





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THE STORY OF EBEL:
*A TALE OF LOVE, PHILOSOPHY, 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. From the very beginning, the complementary talents and interests bequeathed by its founders, husband and wife Eugène Blum and Alice Lévy, have shaped the heritage and spirit of EBEL. The name EBEL is an acronym of the initials "**E**ugène **B**lum **E**t Alice **L**évy".

Building on the strong masculine and feminine values, each EBEL watch merges this visionary inspiration and celebrates the love-match between aesthetic beauty and technical expertise. This exceptional gift of duality is at the core of all EBEL's inspired creations.



FOUNDED BY
HUSBAND AND WIFE

EUGENE **B**LUM ET ALICE **L**EVY

IN LA-CHAUX-DE-FONDS,
SWITZERLAND





Ebel

PHILOSOPHY

ALICE INSPIRED BY BEAUTY
EUGENE DRIVEN BY FUNCTIONALITY



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. 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.

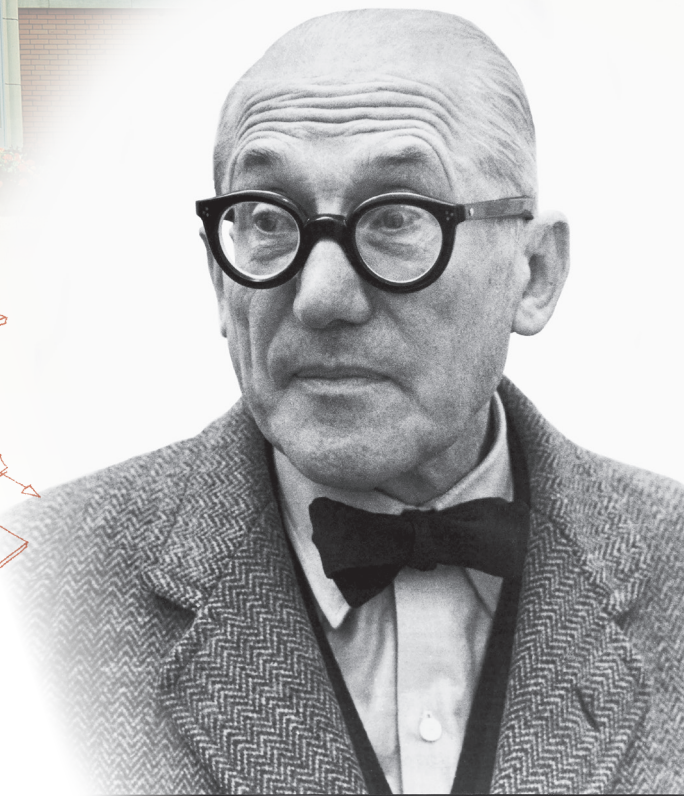
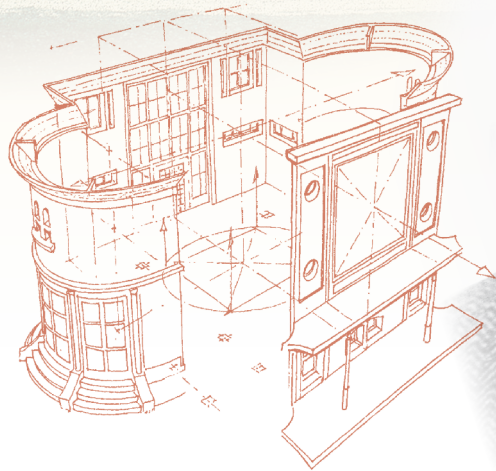
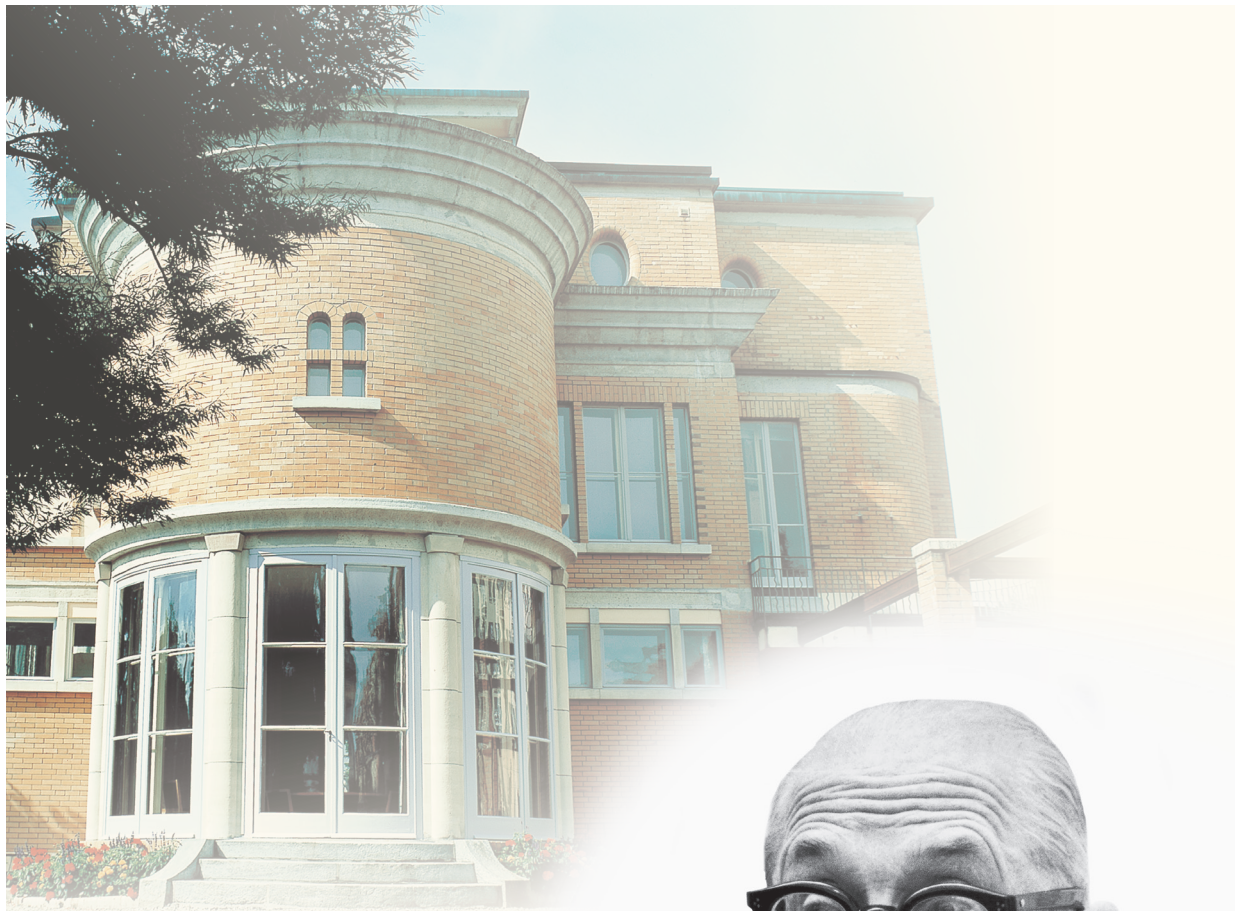
EBEL's founding philosophy and the character of its timepieces sum up the perfect union of outstanding craftsmanship and boundless creativity. Building on this unique philosophy, and its cornerstones of luxury, elegance, and sensuality, EBEL has instilled the highest watch industry standards to ensure that the functioning of its timepieces is as smooth as their iconic look and feel.

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 with its iconic 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. 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.





THE STORY OF EBEL

LA VILLA TURQUE ACQUIRED 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

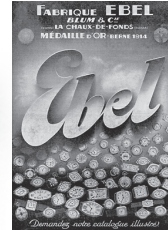
1911-2017



1911



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

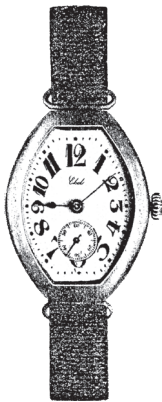


Advertising campaign

1915

1912

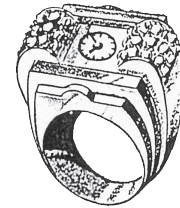
1914



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



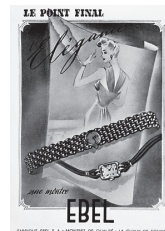
Gold Medal at the National Exhibition in Bern for patented EBEL ring watches. From the very beginning, Alice Lévy took EBEL into the realm of Haute Joaillerie.



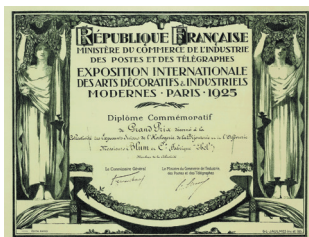
1920



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



1964

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



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 iconic "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.



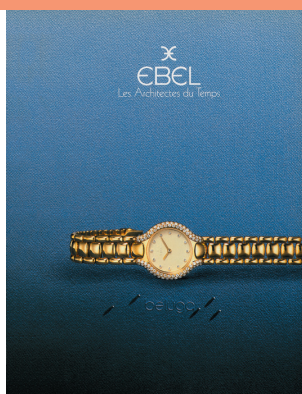
1984

1986



Launch of the Perpetual
Calendar Chronograph.

1985



Launch of the EBEL Beluga
collection exclusively in gold.

La Villa Turque acquired
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.



2004

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

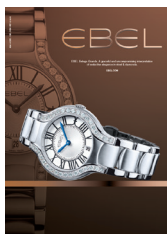


2006

Launch of EBEL Brasilia,
a stylish and glamorous collection.



2010



2013



2014

Launch of the EBEL Wave collection.



LA MAISON EBEL limited edition
EBEL celebrates the 30th anniversary
of La Villa Turque as La Maison EBEL.

2016

2015

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





2016



Launch of EBEL Sport Classic
- An Icon Awakes -

2017

Launch of EBEL Discovery
the naturally born sports watch
by EBEL.





1216389 | EBEL SPORT CLASSIC



EBEL SPORT CLASSIC

EBEL BRINGS BACK A WATCH OF SIMPLE,
FLUID BEAUTY EMBODYING THE VERY
SOUL OF STYLE.

GEOMETRIC FEATURES, ELEGANTLY
THIN AND FLAWLESSLY SHAPED.

A TRUE MARRIAGE OF TECHNICAL MASTERY
AND STRIKING AESTHETICS.

AN ICONIC SPORT CHIC STYLE FROM THE 70'S
AND THE EBEL BRAND'S DESIGN SIGNATURE.

THE ORIGINAL EBEL SPORT CLASSIC.
AN ICON AWAKES.



1216384

QUARTZ
Ø 24 MM
18K SOLID YELLOW GOLD BEZEL,
TWO-TONED STAINLESS STEEL
BRACELET



1216385

QUARTZ
Ø 24 MM
18K SOLID YELLOW GOLD BEZEL,
TWO-TONED STAINLESS STEEL
BRACELET

1216384 | EBEL SPORT CLASSIC





1216387 | EBEL SPORT CLASSIC

EBEL SPORT CLASSIC



1216387

QUARTZ
Ø 29 MM
18K SOLID YELLOW GOLD BEZEL,
TWO-TONED STAINLESS STEEL
BRACELET



1216389

QUARTZ
Ø 29 MM
18K SOLID YELLOW GOLD BEZEL,
TWO-TONED STAINLESS STEEL
BRACELET



1216388

QUARTZ
Ø 29 MM
18K SOLID YELLOW GOLD BEZEL,
TWO-TONED STAINLESS STEEL
BRACELET



1216390

QUARTZ
Ø 29 MM
18K SOLID GOLD BEZEL,
TWO-TONED STAINLESS STEEL
BRACELET

1216390 | EBEL SPORT CLASSIC



1216392 | EBEL SPORT CLASSIC



EBEL SPORT CLASSIC



1216392

QUARTZ
Ø 29 MM
18K SOLID YELLOW GOLD CASE
AND BRACELET



1216386

QUARTZ
Ø 40 MM

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



1216386 | EBEL SPORT CLASSIC

EBEL WAVE

FLUID CONTOURS, UNCOMPROMISING COMFORT.

INSPIRED BY THE EBEL SPORT CLASSIC, ICONIC
DESIGN ELEMENTS BOLDLY REIMAGINED
– FRESH, MODERN, DYNAMIC.

A 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.





1216325 | EBEL WAVE



1216374

QUARTZ
Ø 30 MM
STAINLESS STEEL



1216191

QUARTZ
Ø 30 MM
STAINLESS STEEL

EBEL WAVE



1216315
QUARTZ
Ø 30 MM
STAINLESS STEEL



1216316
QUARTZ
Ø 30 MM
STAINLESS STEEL



1216217
QUARTZ
Ø 30 MM
STAINLESS STEEL



1216381
QUARTZ
Ø 30 MM
STAINLESS STEEL



1216382
QUARTZ
Ø 30 MM
STAINLESS STEEL





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



EBEL WAVE



1216326
AUTOMATIC
Ø 30 MM
STAINLESS STEEL



1216327
AUTOMATIC
Ø 30 MM
STAINLESS STEEL



1216372

QUARTZ
MOONPHASE
Ø 30 MM
STAINLESS STEEL



1216373

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



1216373 | EBEL WAVE



1216375

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



1216195

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



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



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



1216351

QUARTZ
Ø 30 MM

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



1216271

QUARTZ
Ø 30 MM

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

EBEL WAVE



1216380

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



1216379

QUARTZ

Ø 30 MM

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

EBEL WAVE



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



1216325

QUARTZ
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

EBEL WAVE



1216328

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



1216303

QUARTZ
Ø 35 MM
STAINLESS STEEL



1216304, 1216303 | EBEL WAVE



1216297

QUARTZ
Ø 35 MM
STAINLESS STEEL CASE
TAUPE CALF STRAP

EBEL WAVE



1216304
QUARTZ
Ø 35 MM
STAINLESS STEEL



1216308
QUARTZ
Ø 35 MM
STAINLESS STEEL



1216299

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



1216306

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

EBEL WAVE



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



1216321
AUTOMATIC
Ø 35 MM
STAINLESS STEEL



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



1216238

QUARTZ
Ø 40 MM
STAINLESS STEEL



EBEL WAVE



1216330

QUARTZ
Ø 40 MM
STAINLESS STEEL CASE
BROWN CALF STRAP



1216329

QUARTZ
Ø 40 MM
STAINLESS STEEL CASE
BLACK CALF STRAP



1216200
QUARTZ
Ø 40 MM
STAINLESS STEEL



1216239
QUARTZ
Ø 40 MM
STAINLESS STEEL

EBEL WAVE



1216202

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

1216266
AUTOMATIC
Ø 40 MM
STAINLESS STEEL



EBEL WAVE



1216383

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

EBEL WAVE



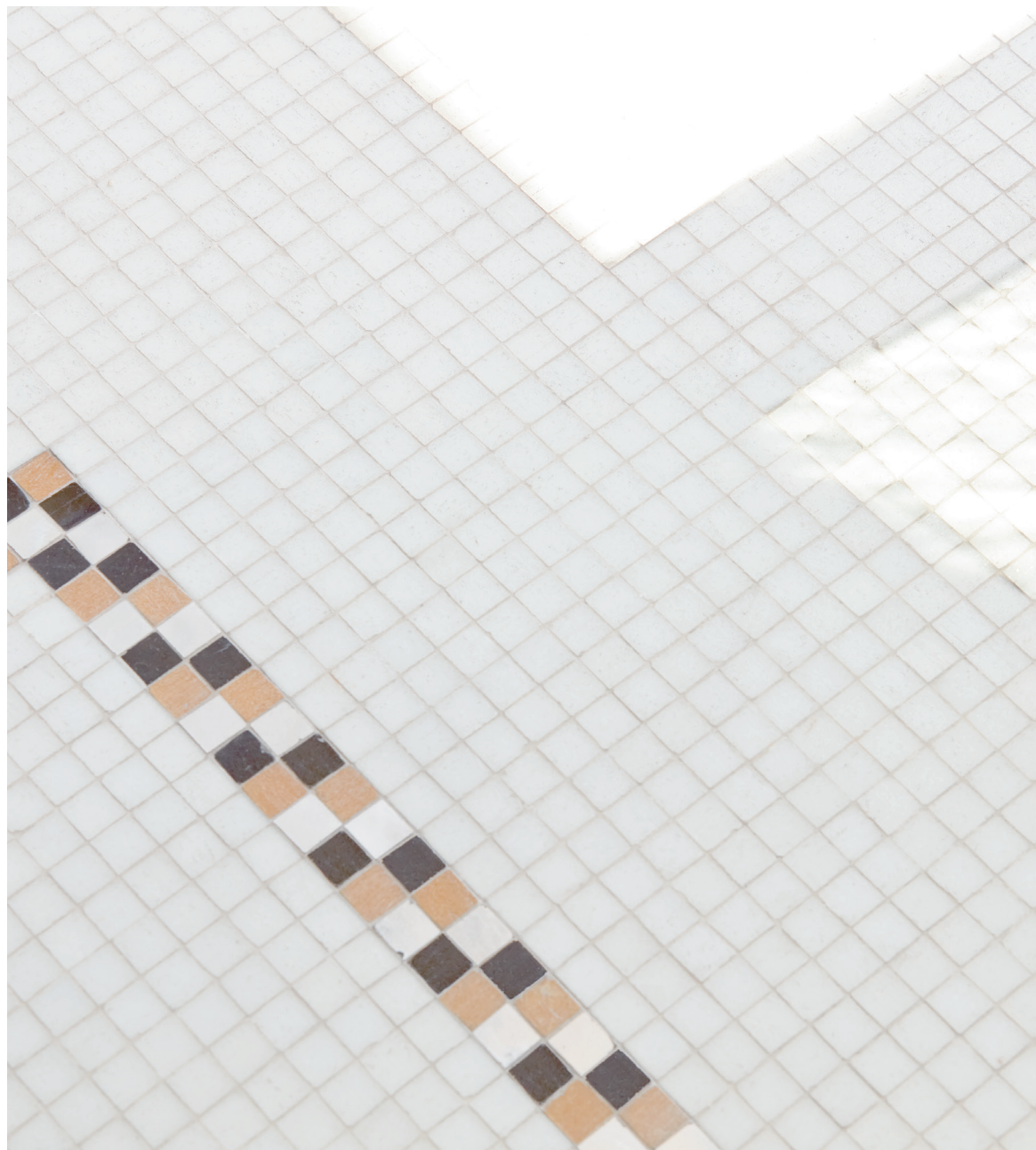
1216332

AUTOMATIC
Ø 40 MM
STAINLESS STEEL CASE
GREY CALF STRAP



1216331

AUTOMATIC
Ø 40 MM
STAINLESS STEEL CASE
BROWN CALF STRAP



EBEL WAVE



1216341

QUARTZ
Ø 42 MM
STAINLESS STEEL CASE
BROWN CALF STRAP



1216343

QUARTZ
Ø 42 MM
STAINLESS STEEL CASE
BLACK CALF STRAP



1216340
QUARTZ
Ø 42 MM
STAINLESS STEEL



1216342
QUARTZ
Ø 42 MM
STAINLESS STEEL

EBEL WAVE



1216344

QUARTZ
Ø 42 MM
STAINLESS STEEL



1216404

AUTOMATIC
Ø 42 MM
STAINLESS STEEL CASE
BLACK CALF STRAP





1216403

AUTOMATIC
Ø 42 MM
STAINLESS STEEL



1216346 | LA MAISON EBEL LIMITED EDITION



LA MAISON EBEL LIMITED EDITION

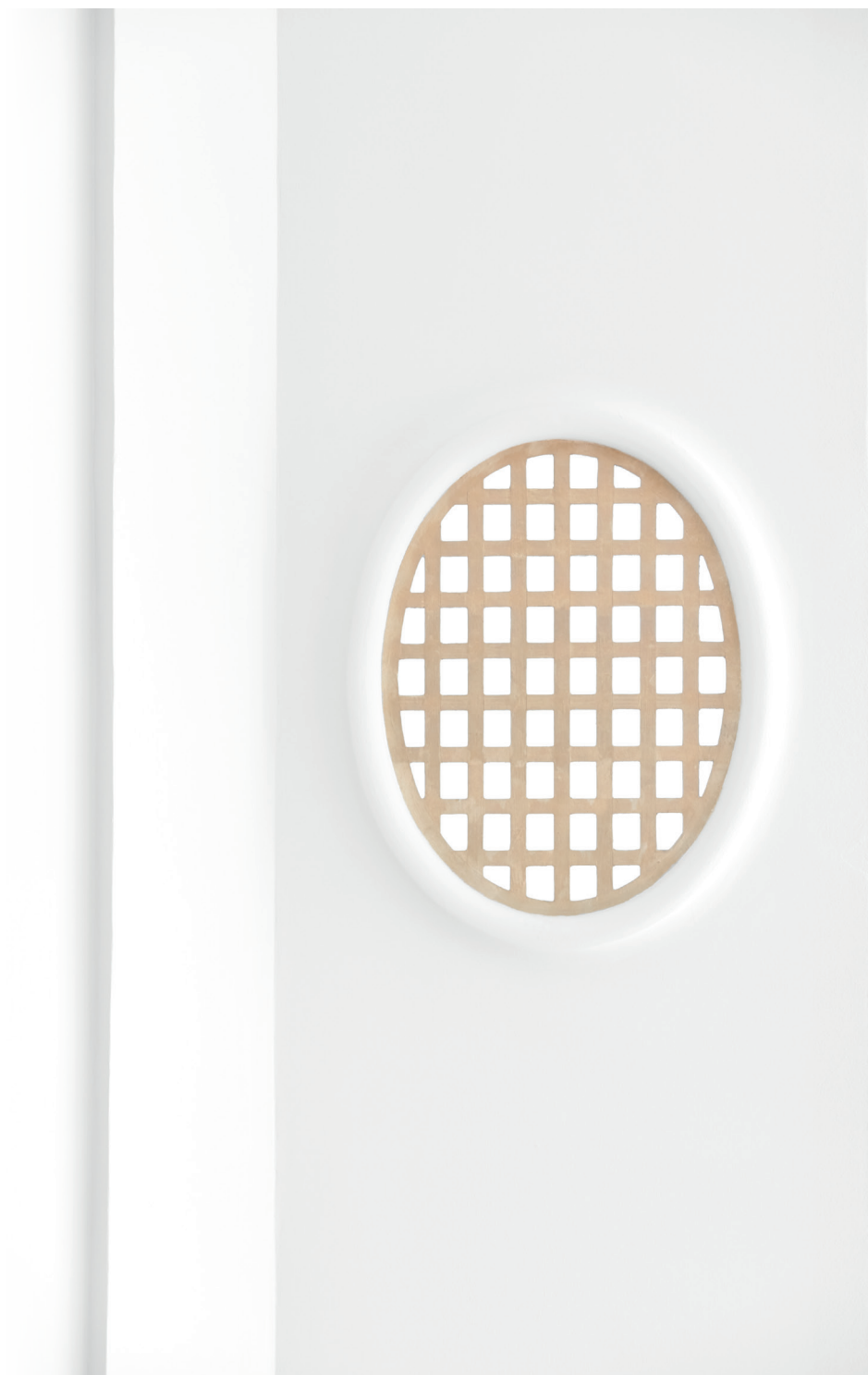
A STRIKING COLLECTION WHICH
COMMEMORATES THE DUAL CELEBRATION
OF THE 30TH ANNIVERSARY OF LA MAISON EBEL,
AND THE 100TH ANNIVERSARY OF THE
CONCEPTION OF THE VILLA TURQUE.



1216345

AUTOMATIC
Ø 35 MM

18K SOLID WHITE GOLD CASE
DEEP BLUE ALLIGATOR STRAP





1216346

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



1216348

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

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

EBEL DISCOVERY

THE NATURALLY BORN SPORTS WATCH
BY EBEL. A DYNAMIC, FREE-SPIRITED AND
ADVENTUROUS PERSONALITY.

THE CONTEMPORARY HEXAGONAL
CASE WITH SIGNATURE SCREW DETAIL.
WELL-CRAFTED AND DISTINCTIVE,
EASY-TO-WEAR DESIGN.

SPORTING CHARACTER. MODERN YET CLASSIC.





1216397 | EBEL DISCOVERY



1216393

QUARTZ
Ø 33 MM
STAINLESS STEEL



1216394

QUARTZ
Ø 33 MM
STAINLESS STEEL

EBEL DISCOVERY



1216395

QUARTZ
Ø 33 MM
STAINLESS STEEL

1216398 | EBEL DISCOVERY



EBEL DISCOVERY



1216396

QUARTZ
Ø 33 MM
18K SOLID RED GOLD BEZEL,
TWO-TONED STAINLESS STEEL
BRACELET



1216397

QUARTZ
Ø 33 MM
18K SOLID RED GOLD BEZEL,
TWO-TONED STAINLESS STEEL
BRACELET



1216398

QUARTZ
Ø 33 MM
18K SOLID RED GOLD BEZEL,
TWO-TONED STAINLESS STEEL
BRACELET



1216399

QUARTZ
Ø 41 MM
STAINLESS STEEL

EBEL DISCOVERY



1216401
QUARTZ
Ø 41 MM
STAINLESS STEEL



1216400
QUARTZ
Ø 41 MM
STAINLESS STEEL

EBEL BELUGA

FOR THE WOMAN WHO APPRECIATES
HER WATCH AS A PIECE OF JEWELRY.

EBEL 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 | EBEL BELUGA



1216037
QUARTZ
Ø 30 MM
STAINLESS STEEL



1216069
QUARTZ
Ø 30 MM
STAINLESS STEEL



1216038
QUARTZ
Ø 30 MM
STAINLESS STEEL

EBEL BELUGA



1216071

QUARTZ
Ø 36,5 MM
STAINLESS STEEL



1215607 | EBEL BRASILIA



EBEL BRASILIA

A VERSATILE WATCH INFUSED WITH A
FRESH SENSE OF GLAMOUR AND FINESSE.

LIKE TODAY'S WOMAN, BRASILIA IS
STYLISH AND DISTINCT.

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

EBEL BRASILIA



1215769

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

ebel.com

