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Made to Measure Swiss Chronographs: Bruggler



The many subtle shades and the harmonious coordination between the colours of the dials, hands and bracelets in a variety of materials make any fashion-conscious heart beat faster. The twenty-six colours in combination with different materials such as nickel (black), rhodium (looks like polished chrome), gold (N4 red gold with a higher cooper content), blued (heated steel) set the foundation for your unique design. The wordplay printed left and right of the six o'clock marker read as follows: 'SWISS MADE TO MEASURE' and expresses the company philosophy in a nutshell.

An issue which many watch collectors have wrestled with is a problem with ubiquity. Limited Editions are great as a temporary salve but what about the others yearning for something a little more differentiated yet retaining the foundational design elements which made the watch so attractive in the first place? Enter **Bruggler bespoke chronographs**.



For the tachymeter engraving on the bezel, you can select no colour or choose one of 26 engraving colours. If you prefer a more sober and elegant look, i.e. less sporty, you can also waive this engraving option. Or you may chose a bezel set with jewels, for which a certification is provided. The quality of the diamonds is normally VVS, Top Wesselton, F/G.

Made to Measure Swiss Chronographs

What other brands offer in terms of heritage and history, **BRÜGGLER** presents an alternative concept as an Avant Garde Swiss start up, approaching this passion-evoking hobby with a philosophy for individualism: Each timepiece is customised according to your wishes using only parts manufactured by Swiss watch companies.

Founded by **Katarina and Michael Brüggler**, the duo have tapped upon the latent yearnings of the average watch collector- timepiece as a reflection of personality; thus, as a bespoke, potentially high quality (mechanical and quartz editions), common luxury goods become true expressions of our sophistication and taste.



All mechanical parts are made in outstanding quality and are perfectly matched. Each timepiece is customised according to the consumer's wishes from parts manufactured by Swiss watch companies that have been judged 'best in class'. This search for watch making excellence brings you in remote and forgotten valleys of the Swiss Jura.

Bespoke timepieces are not a new idea but rarely are they customisable to the extent which Bruggler is offering – 648 nonillion (6.4 E+56) combination possibilities, you have the largest choice for customising your chronograph at your fingertips. This choice combined with the quality is a world first in this price segment. Customisation begins with a choice of coating for your steel case, bezel details, movement, bracelet, dial finishing, sub-dial design, hands themes, indices, luminova colours and even the hour glass Bruggler logo itself.

The Editor's Custom Chronograph



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www.brandmanual.ch/bruggler/

languages:

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- e www.watchpro.com/17913-exclusive-bruggler-presents-bespoke-chronographs

Contact: Michael Bruggler +41 79 700 72 41 E-Mail: m@bruggler.com