

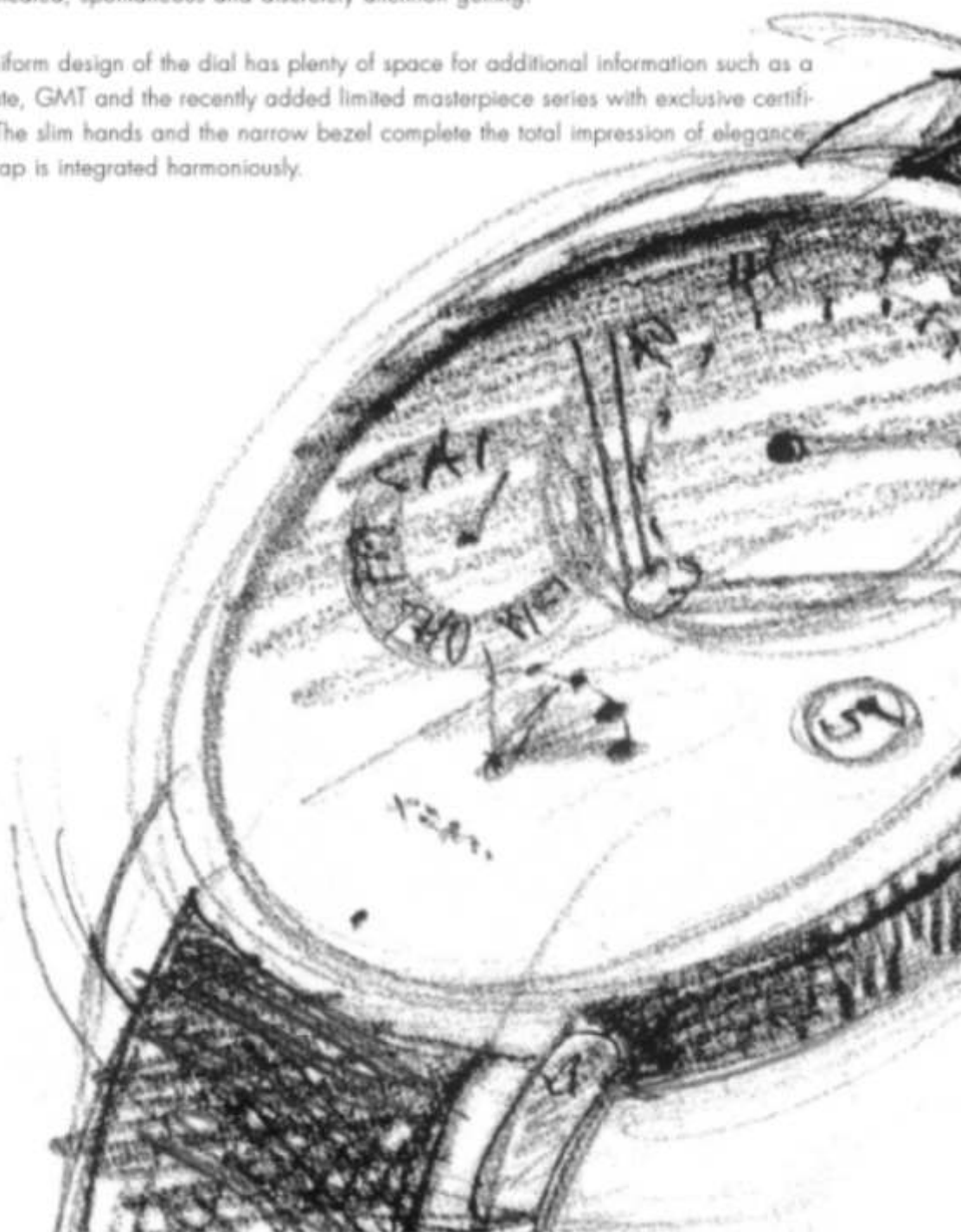


XEMEX

## XEMEX PICCADILLY THE URBAN HUB

The perfect implementation of simplicity in the rhythm of the city. The new Piccadilly. Starting in the spring of 2004, the new Piccadilly line will bring the design philosophy of Xemex and its creator Ruedi Külling to harmonious perfection. Xemex Piccadilly is sophisticated, spontaneous and discretely attention getting.

The uniform design of the dial has plenty of space for additional information such as a big date, GMT and the recently added limited masterpiece series with exclusive certificate. The slim hands and the narrow bezel complete the total impression of elegance. The strap is integrated harmoniously.





Ref. 8500.01/Calendario Reserve

Case: 40 mm, brushed, stainless steel,  
sapphire crystal, water resistant to 50 m.  
Movement: Soprod 9075.  
Limited Edition.





Ref. 8406.01/Day to day  
Case: 43 mm, brushed, stainless steel,  
sapphire crystal, water resistant to 50 m.  
Movement: Soprod DD 9000.  
Limited Edition.



Ref. 8706.01/Chronograph Reserve  
Case: 40 mm, brushed, stainless steel,  
sapphire crystal, water resistant to 50 m.  
Movement: Soprod SD 7756.  
Limited Edition.



Ref. 803.01

Case: ~ 40 mm, brushed, stainless steel,  
sapphire crystal, screwed back, screw-down crown,  
water resistant to 50 m.  
Movement: ETA 2824-2 automatic.



Ref. 810.01

Case: ~ 40 mm, brushed, stainless steel,  
sapphire crystal, screwed back, screw-down crown,  
water resistant to 50 m.  
Movement: ETA 2896 automatic.

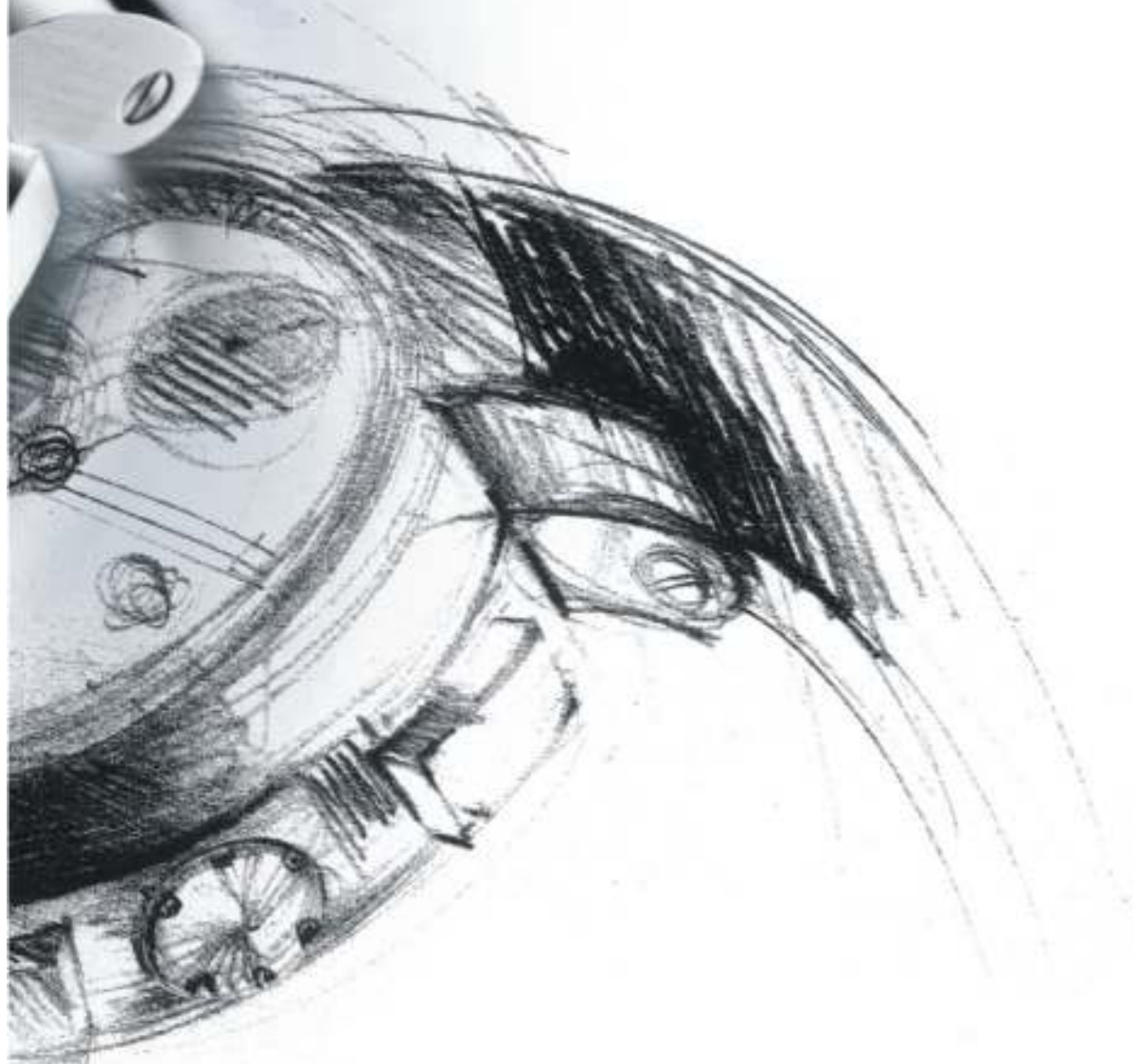


Ref. 820.01

Case: 40 mm, brushed, stainless steel, sapphire crystal,  
screwed back, screw-down crown, water resistant to 50 m.  
Movement: ETA 2893 automatic, GMT.

**XEMEX XE-5000**  
WELL-ROUNDED DYNAMICS

Independent design, perfectly round case and a shape unique in the world of watches. The flexible lugs, all of the stainless steel case details and the convex sapphire crystal are round, thus emphasizing the dynamics of the case concept. The crown is sunk into the convex case. Xemex XE-5000 is new, young, progressive and — with its 44 mm resp. 40 mm diameter — of imposing size. These timepieces remind one of fast cars, daredevil races and the exciting atmosphere of speed.





**Ref. 5502.03**

**Case:** 44 mm, brushed stainless steel, curved sapphire crystal, screwed back, water resistant to 50 m.  
**Movement:** ETA Valjoux 7750 automatic.



**Ref. 5501.03**

**Case:** 44 mm, brushed stainless steel, curved sapphire crystal, screwed back, water resistant to 50 m.  
**Movement:** ETA Valjoux 7750 automatic.  
**Dial:** luminous hands and markers.



Ref. 5500.03

Case: 44 mm, brushed stainless steel,  
curved sapphire crystal, screwed back, water resistant to 50 m.  
Movement: ETA Valjoux 7750 automatic.

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The strap is made of rubber, adjustable on each side.



Ref. 5003.03



XEMEX AVENUE  
THE ELEGANT QUADRATUR

Design at its most beautiful. The models of the Avenue line, with their striking appearance, have set the standard for the entire branch since their launch. They are already considered classics. Whereas Xemex Offroad represents the reduction of the idea of a watch to a circular time indicator, Xemex Avenue is the squaring of the circle: innovation and perfection down to the last detail.





Ref. 2805 01

Case: 33 x 37,3 mm, brushed, laterally polished stainless steel,  
sapphire crystal, screw-down crown, water resistant to 50 m.  
Movement: ETA 2824-2 automatic.

**XEMEX**  
S W I S S - W A T C H