

CLASSIC DRIVER

New pilot's watch from Bell & Ross



In their search for the ideal professional watch, in-house engineers, master-watchmakers and designers pooled together their knowledge to create a revolutionary concept: a plane's cockpit clock turned into a wristwatch. With the BR01 instrument, the idea of a "watch-instrument" has become reality and a new concept is born.



By using avant-garde techniques and with their characteristic practical nature, the Bell & Ross engineers and watchmakers have designed a watch plus several accessories that can be assembled differently depending on one's needs. The construction of the BR01's case with its removable clip fastening system allows the wristwatch to be easily and quickly transformed into an office watch, pendant watch or a watch to fix onto an instrument panel.



On top of the case, the 4 attachment screws evoke the BR01 instrument's aeronautic beginnings. This type of 4 screw attachment, a feature of the BR01 instrument, is identical to the clamping system used for instrument panel gauges in plane cockpits.



The BR01 collection is made up of 4 designs depending on the mechanism's functionality: BR01-92 A watch with genuine military specifications. BR01-94 Chronograph accuracy for professional use. BR01-96 The readability of a big watch equipped with a large date display. BR01-97 The reliability of a military-inspired watch equipped with a power reserve indicator.



With all the Bell & Ross expertise in the field of precision mechanics concentrated on the BR01 instrument, it is the perfect realisation of the company philosophy and motto: function creates form.

For more information please visit www.bellross.com

Text/Photos: Bell & Ross

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