



Bulova launches Bulova Accutron

An intelligent brand in step with the times



Eagle Pilot 63B135.

From the legendary history to the reality of a brand entirely at home with today's values, Bulova Corporation is proudly introducing Bulova Accutron, a brand dedicated to Swiss Made products. Two separate logos and two distinct marketing strategies.

Historical loyalty

At Bulova, the wealth of its brand history is an additional source of strength in positioning a brand that asserts its resolutely contemporary sense of styling and design. A heritage should not act as a constraint, but rather as an additional asset in achieving harmony with the current era. Joseph Bulova, who founded the company in New York in 1875, was dedicated to producing creations in tune with the times while making no compromises on quality in producing watches for everyone and covering the full price range. Reclaiming these original values, the famous brand DNA, is a means of celebrating the historical dimension through maintaining the same kind of relationship it cultivated with its own period.

Far from retro-inspired and never succumbing to the temptation of redoing things that were avant-garde at the time but are now merely nostalgic, Bulova abstains from any form of opportunism. While there are a few limited editions harking back to certain historical models, they are always revisited and "contemporised" in a manner that gets agents rushing to secure exclusive rights. Nonetheless, the main objective remains that of combining technology with design while ensuring affordability.

The new Bulova Accutron brand celebrates what one might call "The Best of Bulova", produced entirely in Switzerland and building on the innovative and contemporary legends of the famous electro-mechanical Accutron model. Now tried and tested worldwide, what was initially just a line and a sub-title, is achieving full-fledged status in cooperation with the best suppliers in terms of finishing, meticulous production, as well as quartz or mechanical movements. Think ETA, Soprod, Dubois Dépraz, Sellita and Ronda... The watch glasses are of course in crystal, the steel parts are solid and stainless and the gold is naturally 18-carat. The gold colours and PVD coating also stem from the finest products and technologies.



Mirador 65R136.

Bulova: another entity, another personality

On the world markets as a whole, the America-based Bulova Corporation continues to preside over the destiny of the Bulova brand which boasts a broad range of products built around several hundred models, an impressive worldwide presence and three pillar collections. As its name implies, Diamonds focuses on women and on sparkling creations; Marine Star features sporting and functional designs; while the all-mechanical BVA models are named after the stock market reference code of the company which has been quoted on the New York Stock Exchange since 1929.

80 years on, impelled by globalisation, the parent company is adopting a new strategy as well as genuine market differentiation between Bulova Accutron, its new brand encompassing the entire Swiss Made production; and Bulova, which is pursuing its mission of offering eminently affordable watches.

REFINED FINISHING, BULOVA ACCUTRON

The essentially sporty Kirkwood collection reveals its 26-jewel movement through the transparent case-back as well as a subtle dial opening. The one-way rotating bezel along with the security of a screw-lock case-back guarantee water resistance to 100 metres. Fitted with a sapphire crystal and a sculpted polyurethane strap – for the brown and black versions – and available with a stainless steel or PVD rose-gold treated 44 mm-diameter case, this model comes with a choice of guilloché-worked brown, black, blue or silvered dial. Swiss Made SW200 movement. The Eagle Pilot offers the convenience of a GMT dual time-zone movement housed within a stainless steel case secured by a padded and stitched leather strap complete with folding clasp. It also features a calendar function, anti-reflective sapphire crystal as well as screw-down crown and case-back ensuring water resistance to 100 metres. The legendary tuning-fork emblem appears on the side, while the back is engraved with the signature of Buzz Aldrin, space flight pioneer and pilot of the Eagle Apollo 11 lunar module.



Stratford 64B111.



Kirkwood 64A100.