# PRESS RELEASE
# PERSÉE OR



Maison Alcée

Crafted from noble materials and featuring exquisite finishes,
the Persée Or table clock is a celebration of passion for fine watchmaking,
while offering the unique pleasure of assembling it yourself.

Awaken to the joy of creation by replicating the artisan's gestures, and discover their true meaning. Maison Alcée invites you to an unprecedented horological experience,
whether enjoyed solo or shared between parent and child,
creating a special moment of bonding through a one-of-a-kind adventure.

Following its debut at the MB&F M.A.D. Gallery in Geneva, supported by Max Büsser, Maison Alcée is expanding with a new retail space in Singapore, an initiative spearheaded by Michael Tay of the prestigious The Hour Glass group.








Before leading experts and personalities from the watchmaking world, Maison Alcée was awarded the prestigious Audacity Prize at the Grand Prix de l'Horlogerie de Genève 2023.

The ineffable joy of assembling your own masterpiece finds a unique expression, taking on new meaning when it's a clock like the Persée Or, an extraordinary timepiece from Maison Alcée.

This playful experience, one that takes you back to the hours spent building things with a Meccano set, Legos, or other construction sets, now intersects with the art of watchmaking. Play becomes an homage to the passion for horology. Every component and gesture contributes to bringing to life an object conceived as a work of art.
Holding and handling these components, you not only reconnect with the joy of creation but also gain a deeper appreciation for the artisan's craft – through the process of assembling a working clock that is rooted in the finest horological tradition. Here, Play and Art come together to create a truly unique experience.

« We need to dispel the notion that certain crafts are inaccessible. It is only by bringing them out of the shadows that we can infuse them new energy – and enable a broader audience to see them in a new light. »

Alcée Montfort




# Persée Or:
# A Refined Interpretation of the Brand's Iconic Concept

After captivating the horological world with its first three creations – Persée Azur, Persée Nuit, and Persée Douce – Maison Alcée will unveil its latest creation, Persée Or, in Singapore on October 17th.

A trailblazer in the watchmaking industry, Maison Alcée introduced an innovative concept in 2022 that immediately made waves. It remains the only brand offering the unique experience of assembling a high-end clock at home, in about ten hours, using exclusive components designed and crafted entirely in Switzerland and France for Maison Alcée.

Opening the finely crafted box immediately reassures the aspiring horologist that Maison Alcée delivers on its promise: to awaken the joy of creation, replicate the artisan's gestures, and fully appreciate their deeper significance. Maison Alcée celebrates the transmission of craftsmanship and the satisfaction of personal achievement, allowing each passionate creator to feel a sense of pride and wonder as they assemble their own timepiece.

This experience invites a return to the essence of creation. The assembly process offers a chance to disconnect—a rare moment of calm away from the whirlwind of modern life. It can also be shared between parent and child, creating a special bond through this remarkable shared adventure.

Whether a knowledgeable collector, a devoted enthusiast, or a curious novice, each participant becomes, for a time, the guardian of a centuries-old craft, savoring the pride of having brought to life a unique object with their own hands.

# All the Hallmarks of Fine Watchmaking

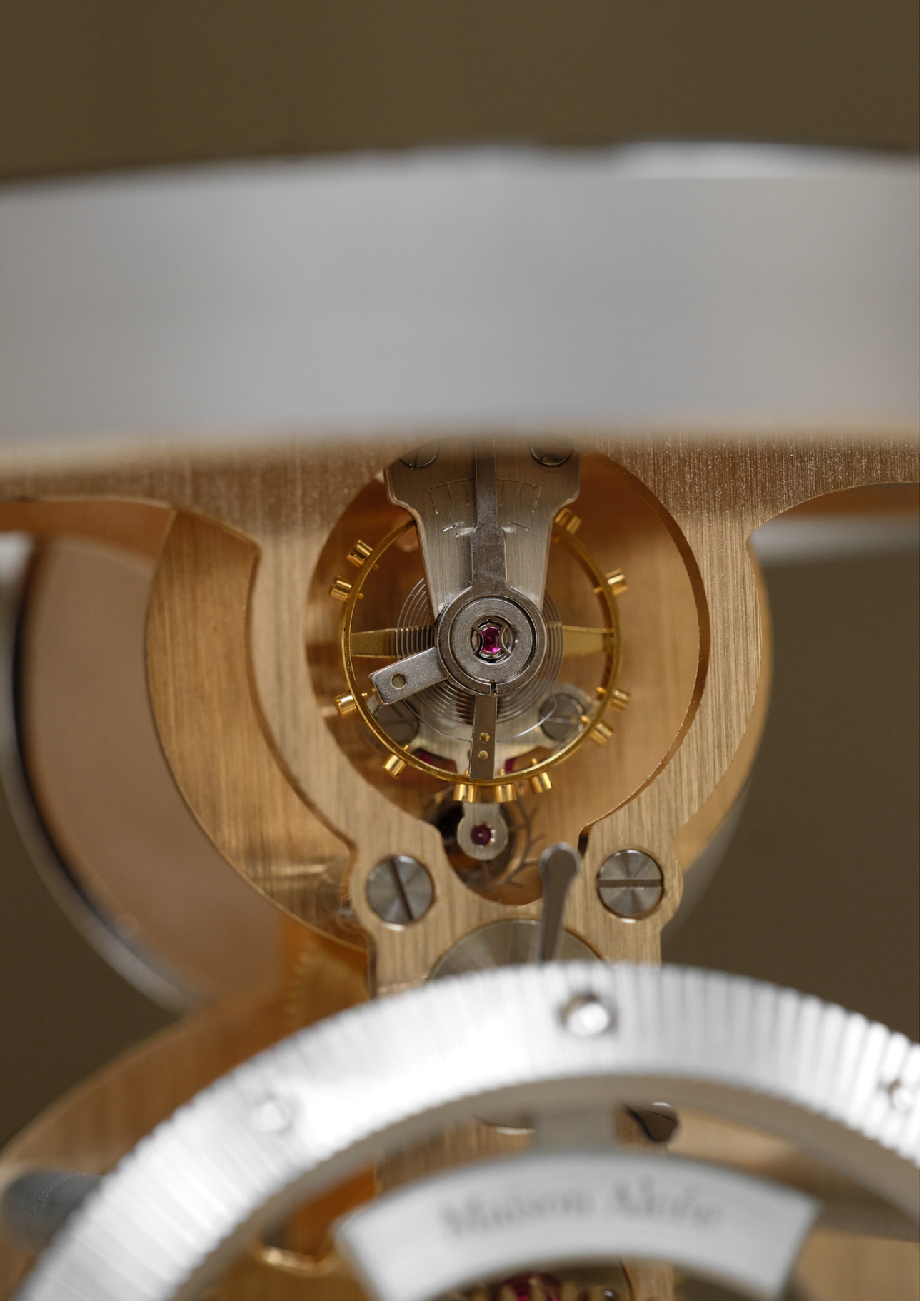
The Persée Or table clock features a movement akin to that of a wristwatch, offering hours, minutes, and seconds, along with a striking mechanism on the hour. Offering an ample two-week power reserve, the clock can be displayed either horizontally or vertically, depending on the owner's preference.

# A Collaboration of Master Artisans

In creating Persée Or, Maison Alcée collaborated with Thierry Ducret, holder of the 'Meilleur Ouvrier de France' distinction (Best Craftsperson in France) in watchmaking and horology professor; Jean-Marie Desgranges, professor of watchmaking design at the prestigious school of horology in Morteau, in the French Jura, and Swiss designer Antoine Tschumi.







The meticulous attention brought to myriad details makes Persée Or a precious object, with over 95% of its components manufactured between France and Switzerland:

- The 19 jewels, 8 of which elegantly set in chatons, ensure Persée Or operates smoothly and precisely, minimizing wear over time.

- 24-carat champagne rose gold, delicately applied to the bridges, plates, brackets, and regulator plate, imparts an aura of discreet, timeless luxury. This finish offers a subtle sparkle that penetrates the soul of the timepiece.

- The wheels, delicately given a circular brushed finish and beveled by hand, showcase artisanal craftsmanship. Every surface and edge reflects painstaking craftsmanship, requiring an additional six days of highly specialized work for each timepiece.

- The circular supports, carefully beveled and mirror-polished, add an elegant touch.

- Persée Or's stainless steel dial features a sunburst guilloche pattern, where each finely engraved ray gracefully reflects the slightest light.

- The hands and brackets, polished to a mirror finish by hand, capture light to offer a play of reflections that adds unique visual depth.

- Fine sandblasting combined with silver deposition on the bell, as well as sandblasting on the circular base elements, imbue Persée Or with a sophisticated allure, highlighting the artisanal expertise behind its creation.

- Finally, the satin finish meticulously applied to the brackets and plates gives the whole assembly a subtle and sophisticated texture. This finishing is complemented by the straight-graining of the plates' flanks.








## Persée Or, In A Case of Refined Zebrano Wood

Persée Or is presented in a Zebrano wood box, crafted by a French artisan. Inside, all 233 movement and case components, of which 169 are to be assembled, along with all the necessary horological tools (some specially developed for beginning watchmakers) and a wonderful book to guide the enthusiast through the assembly of Persée Or.

## Two Plaques To Memorialize the Timepiece

One plate is engraved with the aspiring horologist's initials, and the other bears a numbered, limited-edition series number, with only 25 pieces made.

- The 150-page book guides the enthusiast in a step-by-step approach all the way through the assembly process. In it they will also find a trove of details and stories to discover as Persée Or comes together in their hands.

- The watchmaker's tools have been carefully designed to make assembly easy for novices, turning the process into an exceptionally engaging and educational experience.

- At the heart of Persée Or is a hand-wound mechanical movement designed by a team of expert watchmakers exclusively for Maison Alcée, designed to come to life in the hands of even those new to fine watchmaking.

# Technical Specifications

- Regulator: 18,000 vibrations/hour
- Power reserve: approx. 2 weeks
- Manual winding movement similar to a wristwatch
- Hours, minutes, seconds
- Striking mechanism on the hour (can be activated and deactivated)
- 19 jewels

Materials

- Silver deposit on the bell
- 18-carat yellow gold deposit on the wheels
- 24-carat champagne rose gold deposit on the bridges, brackets, and plates
- Watchmaking brass used for the wheels, mainplate, and bridges
- Stainless steel on the axes, pinions, clicks, screws, dial, label holder, and hands
- Aluminum on the spacers

Design

- Dimensions: 100x100x160 mm
- Weight: 900g
- Display options: horizontal or vertical

Persée Or is priced at EUR 11,600 – excluding taxes and duties (USD 13,300 – excluding taxes and duties, based on the current exchange rate)

This is not just a timepiece, but a genuine experience – an invitation to rediscover time in a new light, by stepping into the shoes of a horologist for a few hours.







# Maison Alcée Today

## Maison Alcée recognized at the Grand Prix d'Horlogerie de Genève

In 2023, Maison Alcée won the Audacity Prize for its concept at the Grand Prix d'Horlogerie de Genève, the Oscars of the watch-making industry. The fledgling Maison has risen to the challenge of redefining the horological experience, with a special focus on outstanding craftsmanship and high-end home assembly.

# Maison Alcée partners with M.A.D Gallery in Geneva

In April 2024, the prestigious M.A.D Gallery in Geneva welcomed Maison Alcée. Led by Maximilian Busser, this initiative creates a space where the art of watchmaking meets creative expression—a fusion of creativity, childhood, and joy that offers a truly unique watchmaking experience.

The MB&F M.A.D. Gallery is a fascinating world of kinetic art where horological machines meet mechanical art installations. This collaboration between Maison Alcée and the M.A.D. Gallery promises an unprecedented watchmaking experience, where each timepiece tells a story, creates a moment to cherish, and evokes emotions to share.








# Maison Alcée expands to Singapore with The Hour Glass

After its debut at the M.A.D. Gallery in Geneva in collaboration with Maximilian Busser, Maison Alcée is now poised to expand its reach with the prestigious watch retailer, The Hour Glass, a key reference in Southeast Asia.

Invited by Michael Tay, the founders of Maison Alcée, Alcée and Benoît Montfort, will take part in the IAMWATCH exhibition, held from October 17 to 20 in Singapore. On this occasion, they will unveil their new creation, a veritable ode to the art of watchmaking: Persée Or.

# Contact presse

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