



ANTOINE PREZIOSO GENEVE

Inventiveness, Creativity
& Innovation



ANTOINE PREZIUOSO GENÈVE, the free spirit of watchmaking

An independent watchmaker for over 40 years, Antoine Prezioso combines his creativity in the watchmaking field with a rare audacity, doubly rewarded at the Grand Prix d'Horlogerie de Genève in 2015 and preselected in 2018 and 2019, then in 2020 he is honored by his peers with the Gaia Prize.

In his workshop nestled in the Geneva countryside, he develops precious timepieces that combine the extreme technicality of mechanical complexity and an original aesthetic signature that soars above trends. Surrounded by his family – his wife May, his daughter Laura, and, in particular, his son Florian, who accompanies him daily in a joint creative process – Antoine Prezioso is deemed a free spirit of the watchmaking world. Independent by nature, he freed himself of traditional norms to assert his position as an enfant terrible of contemporary watchmaking design.

Antoine Prezioso is a watchmaker unlike any other. His story is unique. It does not fit into any box, does not follow any logic. Wildly free, removed from the dictates of marketing, Antoine Prezioso avoids any kind of cliché. His path is threaded with passion, embroidered with adventure, and carved out in the precious metals of desire and curiosity. At his workbench, with his love of precision mechanics that has stuck with him since he was old enough to walk and play with large sprockets as spinning tops, he moves through the world of fine watchmaking as a free spirit, preferring to trust his instinct rather than any business plan.

"Watchmaking was a toy first, then it became a game, entertainment, and – finally – a real interest". Antoine Prezioso

Fine watchmaking as child's play

Born in 1957 in the Plainpalais neighbourhood of Geneva, Antoine Prezioso grew up in the watchmaking world. At a very young age, he discovers the backstage of the Geneva workshops, where he meets Gérald Genta and Roger Dubuis. Curious by nature, he observes, questions, and is fascinated by this world geared towards the infinitely small. To practice, he salvages components and spare parts thrown away by factories or dial-making workshops. Through meetings and experiences, the art of mechanics seeps in, fed by a taste for architecture and the miniature. This passion will lead him to spend five years at the Ecole d'Horlogerie de Genève, a training he brilliantly completes as first of his class in 1973, as the quartz crisis is about to hit the profession with full force.

Antoine Prezioso is an independent watchmaker. He is assured that the profession is dead. That does not matter to him; he brushes off the pessimism and joins Patek Philippe, where he is in charge of escapement, the cardiology of watches, as well as complex mechanical movements. Firmly committed to his autonomy, he rejects old habits and dreams of new experiences. He continues his adventure at Antiquorum, from 1980 to 1981, as a watchmaker/repairer. At his hands, all watchmaking periods, the most emblematic pieces signed by prestigious brands, mechanical songbirds, high complexities and automatons get a new lease on life. A journey through time from which Antoine Prezioso brings back rare knowledge, the basis of technical and aesthetic creativity for which he begins to be known in the early 1990s.

"I have been totally charmed and fascinated by the complexity of the tourbillon since watchmaking school. This mechanism that defies earthly gravity has an entrancing, dizzying quality". Antoine Prezioso

The unique taste for difference

Antoine Prezioso is a free creator. In the watchmaking landscape, he has a unique position with a guiding principle that escapes traditional commercial logic. His creations are inspired by a personal taste for the road less travelled. The first watch bearing the signature of Antoine Prezioso appears in 1986. Named Sienna, it is inspired by the clock tower of Sienna in Italy. To adorn it, the watchmaker makes the original choice of cutting a dial out of Carrara marble. A first folly that set the tone for an insatiable and unbridled inventiveness, free of trends. In 1990, Breguet calls upon his expertise to create a minute repeater with a perpetual calendar. In 1993, Harry Winston entrusts him with the execution of a tourbillon, the first piece in a series of collaborations, the most famous of which is the Opus.

Antoine Prezioso is a rebel. Rapidly, his creations bear his distinctive mark and reveal his tastes. He is fascinated by meteorites, which he cuts and shapes to his liking, starting in 1989, as dials and cases. He appreciates shaped cases – especially the barrel shape – and the extravagance of large diameters, the flamboyance of gems and impeccable finishes. He shrinks away from no challenge, explores decorative arts, rethinks classic shapes and reinvents them to his liking. He mainly ventures into the field of watchmaking complexities, with a penchant for the magic of the tourbillon. A magic with a powerful charm that continues to operate, to this day and more than ever, without sparing the rest of the Prezioso family.

"We work as a family, but each one of us is independent. I would say we complement each other, that we work as partners and associates. One thing is certain: we each defend our freedom and own creativity". Antoine Prezioso

Family creativity

Antoine Prezioso is the head of the family. The passion for watchmaking, the love of uniqueness, of the luxury of good manufacturing that comes only from time and experience are values that Antoine Prezioso claims and shares with his family members. May, his wife, has always been at his side. She is a source of undying support, in all aspects of life, not unlike a watchmaking calibre component; her role could be compared to that of a bridge. Solid and reliable. Or, perhaps better yet, to that of a differential, harmonizing as best as possible the forces and equilibriums within this extraordinary family. Laura, their daughter, expresses her talent by combining jewellery and watchmaking techniques in a mechanical jewellery collection.

Florian, their son, has followed Antoine's path. That of watchmaking and its technical difficulties that haunt you until you solve them.

The father, the son and the Tri-Tourbillon

Antoine and Florian Prezioso are two watchmakers who worked together on the famous Tourbillon des Tourbillons, which was twice awarded: the Innovation Award and the Public Award at the Grand Prix d'horlogerie de Genève in 2015. Using a construction and a principle unheard of in the watchmaking world, the three tourbillons resonate with each other like three hearts beating in unison. A work of precision and technical inventiveness, the result of a joint effort and of a human, familial adventure in the long term. Over time, from one generation to the next, the name of Antoine Prezioso has been making its mark for over 43 years in the world of fine watchmaking. It stopped being a mere name long ago. The ANTOINE PREZIOSO GENÈVE brand stands for expertise, freedom and creativeness. It is also a beautiful example of sharing and independence.

"I have always been a daydreamer; Florian has a very adventurous side. We have been working together in a close-knit way for years by joining forces. For the Tourbillon des Tourbillons, I started the work and Florian found the solutions to finish it. It's the logical continuation of the story". Antoine Prezioso

A journey through time...

- 1957** Birth in Geneva. From his earliest childhood, ANTOINE PREZIUSO takes a passionate interest in watchmaking.
- 1973** ANTOINE PREZIUSO passes his entrance exam and is admitted to the Geneva Watchmaking School. He trains as a watch-repairer, specialising as a practising watchmaker and achieving full mastery of all the tricks of the trade. After five years of brilliant studies, he graduated with the top results of the entire school.
- 1978** ANTOINE PREZIUSO is hired by the largest and most exclusive watch company in Geneva, Patek Philippe, where he earns great appreciation for his professional skills and his serious-minded approach to his work in the horological complications workshop.
- 1980** The most prestigious watch auctioneering house, Antiquorum, asks ANTOINE PREZIUSO to run its first ever collector's watch restoration and appraisal workshop. He thereby broadens his knowledge of history and of the art of horology through the centuries, by working on the world's most prestigious watches.
- 1981** By now a recognised horological expert, ANTOINE PREZIUSO opens his first antique horology workshop in Geneva. His outstanding reputation leads major collectors, great watch brands and the Geneva Watchmaking Museum to entrust him with the restoration of some extremely rare pieces. A member of the Cabinotiers de Genève association, ANTOINE PREZIUSO participates in the creation of 10 commemorative watches for the anniversary of the Geneva Watchmaking Museum. The wealth of experience thus acquired naturally leads him towards the actual creation of highly complicated watches.
- 1989** He is commissioned by one of the leading names in watchmaking, Breguet, to take up an unprecedented challenge: the development and production of a series of the world's most complicated watches: minute repeater perpetual calendar wristwatches. After two years of feasibility studies, research and development, the first such wristwatch, accompanied by a pocket-watch in an elm burr presentation box, is sold at auction by Antiquorum in Geneva.
- 1991** The first ANTOINE PREZIUSO watch is introduced: a minute repeater perpetual calendar equipped with a patented system involving activating the strike mechanism via the rotating bezel of the watch case. This model carries the prestigious "Poinçon de Genève" quality label. While continuing to create prestigious watches bearing his signature, he also specialises in producing complicated watches for various renowned brands.
- 1996** ANTOINE PREZIUSO exhibits his own creations at the Basel Watch and Jewellery Show, on the booth of the Académie des Horlogers Créateurs Indépendants (AHCI). His work is quickly recognised and he receives an offer to distribute his watches in Japan. Ever since, his collection of complication watches has been regularly shown throughout the world and is one of the most prestigious in the field.
- 1998** He is invited by Cartier to present his latest creations at the Salon International de la Haute Horlogerie (SIHH) in Geneva.
- 2000** The ANTOINE PREZIUSO GENÈVE company steadily develops and moves to more comfortable premises, providing space for a team of highly motivated professionals.
- 2001** The German-based specialised leather goods company, Goldpfeil, requests seven members of the AHCI to create its very first watch collection. ANTOINE PREZIUSO makes a one-of-a-kind dual time-zone model, as well as 150 all-leather watches honouring the Goldpfeil heritage, which are given a grand preview at the Basel Watch Show, followed by the first ANTOINE PREZIUSO GENÈVE exhibition held in its own premises.

A journey through time...

2002

ANTOINE PREZIUSO presents the largest ever collection of tourbillons at the Basel Watch Show, comprising seven different models featuring innovative and striking exteriors, including the world-first appearance of meteorite. Since then, this precious “celestial” material has become a hallmark of creations by ANTOINE PREZIUSO GENÈVE. That same year, ANTOINE PREZIUSO takes part in the OPUS TWO event staged by Harry Winston at the Basel Show, by creating 13 tourbillon models with hours and minutes and 13 tourbillon models with perpetual calendar-with calendars, including several diamond-set versions. Moreover, he develops a dual time-zone model for the BEDAT brand, which is also presented at the Basel Show. Second exhibition in the company’s own headquarters.

2003

The ANTOINE PREZIUSO GENÈVE opens up new markets including Russia and the Middle East. The collection is enriched by new developments, new trends and a number of ladies’ models. The emphasis is placed firmly on research into new materials and sophisticated aesthetic appeal.

Third ANTOINE PREZIUSO GENÈVE exhibition in its own workshops. The concept of an exhibition in its own premises proves extremely successful. Connoisseurs, devotees, clients and media representatives visit the rooms at leisure, moving freely between the exhibition area, production workshops and the design studio. They particularly enjoy the opportunity to talk with the watchmakers, engravers and gem-setters, all fired by the same horological passion as ANTOINE PREZIUSO himself.

2004

In order to keep pace with increasing demand, the brand sets itself new objectives involving controlled growth while maintaining complete independence and self-financing, as well as creating new jobs.

ANTOINE PREZIUSO continues to pursue the same objectives as ever, meaning targeting quality, innovation, originality and, most importantly of all, deriving intense pleasure from expressing personal creativity.

In response to a wish expressed by foreign clients, the company opens a Geneva Boutique at 29, Quai des Bergues, representing a dream come true a little earlier than planned.

2005

The creation of the TRI-Tourbillon heralds a new chapter in horological history and represents a crowning achievement marking 25 years of independence for ANTOINE PREZIUSO 2 patent system.

2006

The brand gets a second Geneva showcase at the Four Seasons Hotels des Bergues with a 6th private exhibition on the theme “Unique Pieces”, featuring around twenty unique watches testifying to the experience acquired by ANTOINE PREZIUSO through 26 years of independent activity, in terms of creation, the development of horological modules, research into new systems, as well as aesthetics. Unveiling of a new interpretation of the Art of Tourbillon.

2007

7th ANTOINE PREZIUSO Private Salon at the Four Season Hotels des Bergues, entitled “World Firsts and Patents” and featuring 10 displays devoted to this theme.

ANTOINE PREZIUSO also presents a world-first showing of the two first models in his Haute Joaillerie collection, equipped with a complicated horological system of the kind that has earned ANTOINE PREZIUSO international acclaim, and both conceived and designed by Laura Prezioso. Opening of the second ANTOINE PREZIUSO GENÈVE boutique in Kiev, featuring the brand’s most prestigious creations.

Opening of “Les Heures Précieuses” boutique in Osaka, echoing the concept deployed in the Geneva boutique.

A journey through time...

- 2008** 8th ANTOINE PREZIUSO GENÈVE Private Salon at the Four Seasons Hotels des Bergues on the theme of "The Hidden Face of Time". The new watch concept is based on a principle in which time itself is of secondary importance and the movement becomes the main player. The B-Side model in a titanium case highlights various movements featuring unique executions. The collection of animated jewellery is developed, with creations brought to life through an integrated watch mechanism.
- 2009** 9th ANTOINE PREZIUSO GENÈVE Private Salon at the Four Seasons Hotels des Bergues on the theme "Titanium Time". A collection of several innovative models clothed in titanium cases are presented to a broad international audience.
ANTOINE PREZIUSO launches a competition named "Time Dress Code" for second-year jewellery students at the Professional Training Centre for Applied Arts, in Geneva. This project begins in September 2009 and gives nine students a chance to present their work at the ANTOINE PREZIUSO Private Exhibition held in January 2009.
- 2010** 1st Geneva Time Exhibition at the Geneva International Conference Centre, at the heart of the town centre, where 38 watch brands are represented. On this occasion, Antoine presents a new creation, the "Mega Tourbillon", the world's largest Tourbillon wristwatch, in a nod to the famous Burj Khalifa skyscraper recently erected in Dubai.
Opening of the third ANTOINE PREZIUSO GENÈVE boutique in the Wafi City Mall, Dubai, which is undoubtedly the most chic shopping centre in Dubai housing an impressive cluster of prestigious brands.
- 2011** Private Exhibition in the Boutique ANTOINE PREZIUSO "Les Heures Précieuses" during which will be celebrate the 30 years of Antoine Prezioso Independence.
- 2012** 3RD Exhibition GENEVA TIME EXHIBITON at a new place in the Center of Geneva.
Antoine presented his new creation the "Grand Tourbillon Sport GTS".
- 2013** World tour during which an exclusive and varied collection is presented to the public.
- 2014** London exhibition at the Salon QP and presentation of the new version of the "Power Energy Indicator".
- 2015** ANTOINE PREZIUSO reveals at BaselWorld in a "World First" – a revolutionary watch, result of ten years of intense collaboration between Antoine Prezioso and his son Florian, the "Tourbillon of Tourbillons" cal. AFP – TTR3X. This complication embodies a savoir-faire derived from 35 years of independent watchmaking.
Two awards at the 2015 Grand Prix d'Horlogerie de Genève
Innovation Watch Prize and Public Prize
Recompensé deux fois lors du Grand Prix d'Horlogerie de Genève! Prix e l'Innovation et Prix du Public
- 2016** ANTOINE PREZIUSO is selected by the Fondation de la Haute horlogerie (FHH) within the scope of Haute Horlogerie as a Creative Craftsman.
This year will be devoted to the presentation of the «Tourbillon of Tourbillon» model and to transmitting Swiss values and heritage throughout the world.
ANTOINE PREZIUSO organizes Master Classes during the Dubai Watch Week.

A journey through time...

- 2017** A new version of Tourbillon of Tourbillons is presented at the Baselworld 2017. For the second time, ANTOINE PREZIUSO organizes Master Classes during the Dubai Watch Week.
- 2018** The New version "Trillion Tourbillon of Tourbillons" is preselected at the GPHG.
- 2019** Asian Tour Taiwan - Japan - Hong Kong.
The "TTR3 Blue Equalizer Frequencies" is preselected at the GPHG. Once again, ANTOINE PREZIUSO participates in the Dubai Watch Week and shares his expertise during the Master Classes.
- 2020** Antoine Prezioso is named the winner of the « Prix Gaïa 2020 » in the Craftsmanship – Creation category.
The unique Gaïa Prize honours since 1993, extraordinary careers accomplished in the field of matchmaking its art and its culture.

1980 – 2020 Celebration of 40 years of Independence

- 2021 - 2023** The world has changed, new values, new priorities and new challenges.
The era is one of partnership and exchange. New developments are emerging.
Antoine Prezioso is solicited by several brands for his famous Tourbillon of Tourbillons movement.
A new creation featuring the 3 tourbillons in a case entirely made of meteorite "Space View Tourbillon of Tourbillons" is presented at "L'icebergues" during the 2nd Salon MOH 2023 Master of Horology exclusive to the AHCI (Académie des Horlogers Créateurs Indépendants).



SCHOOL PIECE

His first watch, he created it entirely by hand, piece by piece, during the five years of his training at the Geneva Watchmaking School, from which he graduated first in his class.

This magnificent yellow gold pocket watch housing an extremely rare Swiss tourbillon movement, will naturally become part of the World Heritage of Fine Watchmaking.

Time belongs to the one who takes it... take your time



1973





During his studies at the Geneva Watchmaking School, ANTOINE PREZIUSO decides to modify a Rolex Oyster watch by adding a perpetual calendar function with moon phases and retrograde date. This feat will never be repeated in a Rolex model.

“Although not made in a Rolex factory, this is the only 18K model and typifies the attention to detail that would doubtless have pleased Hans Wilsdorf”.

- www.timezone.com -



ONE-OF-A-KIND CREATION

1980

SIENA

A model inspired by the clocktower on the Place del Campo in Siena. This watch is fitted with a Carare marble dial and original Baroque-style hands. Self-winding movement.

“...a watch symbolising know-how, creativity and personalisation from a contemporary watchmaker...”

- La revue des montres, n° 51, 2000 -



ONE-OF-A-KIND CREATION

1986

QUARTER REPEATER

This one-of-a-kind model features a meteorite dial. The quarter repeater mechanism is triggered by a patented rotating bezel system.



ONE-OF-A-KIND CREATION

1989

BREGUET MINUTE REPEATER

This watch is not only a minute repeater, but also a perpetual calendar, and as such one of the most difficult complications to make.

1990



WATCH MADE FOR BREGUET IN A 500-PIECE LIMITED EDITION

ANTOINE PREZIUSO MINUTE REPEATER & P. CAL.

One of the first watches signed bearing the ANTOINE PREZIUSO GENEVE brand signature, and honoured by the Poinçon de Genève quality hallmark. Striking mechanism triggered by a rotating bezel (patented system).

1991



LIMITED SERIES



TOURBILLON UNIVERSAL - JEAN COCTEAU ED.

1992



The dial of this magnificent piece is hand-engraved and features a reproduction of a Jean Cocteau painting dedicated to Universal.

ONE-OF-A-KIND WATCH MADE FOR UNIVERSAL

ANTOINE PREZIUSO - TOURBILLON REGULATOR



Tourbillon Regulator in platinum, hand-engraved dial.

ONE-OF-A-KIND CREATION

1992

HARRY WINSTON TOURBILLON

Platinum tourbillon with a bas relief hand-engraved dial depicting the door of the main entrance to the Harry Winston boutique on Fifth Avenue, New York.



WATCH MADE FOR HARRY WINSTON.
ONE-OF-A-KIND CREATION

1993

ANTOINE PREZIUSO TRAVELLER TOURBILLON WITH DOUBLE JUMPING HOURS



Tourbillon equipped with a jumping-hour dual time-zone display. The dial is entirely hand-engraved in bas relief. The horse-man and his rider represent the hour jump and the famous "Jet d'eau" water fountain symbolising the hometown of the creator.

"This watch which ANTOINE PREZIUSO humorously calls VIT (for Very Important Timepiece) is original on two fronts: first, the association of a tourbillon with jumping hours; and second the association of a tourbillon with jumping hours and a double aperture which allows the display of dual time zones."

- Europa Star, February 2000 -

ONE-OF-A-KIND CREATION

1993

1994

HARRY WINSTON TOURBILLON

Tourbillon regulator in platinum.



WATCH MADE FOR HARRY WINSTON,
ONE-OF-A-KIND CREATION

1995

COMMEDIA DELL'ARTE AUTOMATON MINUTE REPEATER



Hour and minute repeater with automatons representing Arlequin and Columbine. The case is made from platinum, and the striking mechanism is activated via a rotating bezel.

“...with a style between the classicism inspired by historical chefs d’oeuvre and the contemporary.”
- Europa Star Vernissage 1999

ONE-OF-A-KIND CREATION

1996

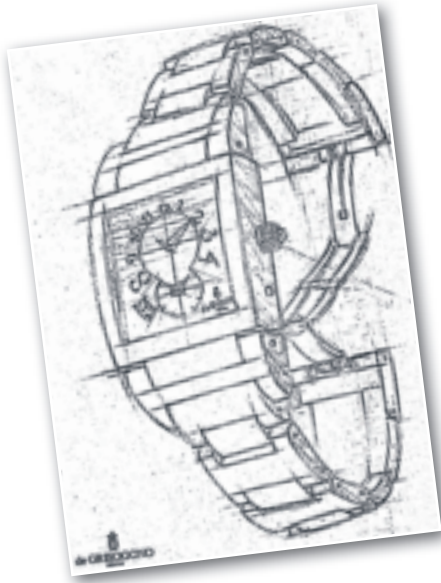
HARRY WINSTON “WALL STREET” MINUTE REPEATER WITH PERPETUAL CALENDAR

One-of-a-kind creation in platinum with minute repeater, perpetual calendar and double retrograde day and date function.



WATCH MADE FOR HARRY WINSTON.
ONE-OF-A-KIND CREATION

“INSTRUMENTO N° UNO” FOR DE GRISOGONO



Initial sketch of the first development of the dual time-zone module

PROJECT MADE FOR DE GRISOGONO

1999

STARDUST

World première for this platinum tourbillon set with no less than 2,036 full-cut diamonds with 58 facets, the smallest in the world.

“...this is undoubtedly one of the most brilliant executions in recent history...”
- Watch Express, 2001 -



LIMITED SERIES

2000

GOLDPFEIL “ONE-OF-A-KIND” CREATION



Dual time-zone watch developed by ANTOINE PREZIUSO.

ONE-OF-A-KIND
CREATION

BÉDAT & CO “N° 7”

Dual time-zone model developed and produced by ANTOINE PREZIUSO for Bédar & Co.



2001



2002

The Art of Tourbillon

"...the list of tourbillons introduced in 2002 is a long one. But the prize definitely goes to master-watchmaker ANTOINE PREZIUOSO, who has filled up his tiny display case at the Basel Show with no less than 7 different tourbillon models!"

- Le Temps, April 12th 2002 -



THE ART OF TOURBILLON

Doubtless the most refined of all ANTOINE PREZIUSO tourbillon models.



LIMITED SERIES



OPUS 2 HARRY WINSTON

by Antoine Prezioso

“...the history of Opus is unique in its kind...”

“...a series of limited-edition watches created in cooperation with one of the most talented Swiss watchmakers...”

- La revue des montres, May 2002 -

SERIES OF 26 WATCHES MADE FOR THE HARRY WINSTON OPUS PROJECT

STARDUST 2

“...another extreme performance from the prince of complications...” - International Wristwatch, summer 2002 -

“...Stardust is simply fabulous! This creation reproduces the scintillating “stardust” effect that inspired its name...”

- GMT magazine, summer 2002 -

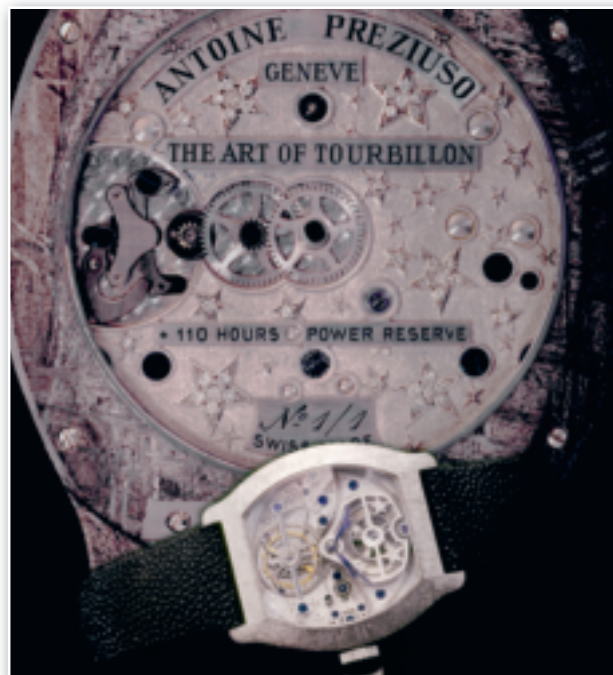
A world-première platinum tourbillon set with the world's smallest full-cut 2,052 diamonds with 58 facets.

LIMITED SERIES



GIBEON METEORITE TOURBILLON

Who has never dreamed of floating in space, walking on the moon or touching the stars? Instead of flying us to the sky, ANTOINE PREZIUSO brings this wonderful universe to the wrist through a perfect combination of the robust character of meteorite and the delicacy of the tourbillon. Take a deep breath and let yourself be whisked away on a journey into space-time!



POP ART

POP STAR

"...it could have been inspired by earthly forms such as an unusual variety of sea anemone, a coral relief, celestial subjects such as stars or planets, or even the shimmering of city lights seen from a distance, and is an absolute showstopper!"

- International Wristwatch, Number 59, September 2002 -



LIMITED SERIES

The splendour of the cosmos in horological creations
unique in their kind

ANTOINE PREZIUSO MARINE CHRONOMETERS



This creation houses a magnificent detent escapement with bimetallic regulator, cylinder-shaped balance-spring, fusée winding. Hour and minute indication, small seconds hand and 56-hour power-reserve display. Chronometry certificate.



ONE-OF-A-KIND CREATIONS

2003



T21

ANTOINE PREZIUSO'S 21ST CENTURY TOURBILLONS 2004

"...ANTOINE PREZIUSO has been fascinated by the tourbillon since he became a watchmaker. In recent years, he has made it the focus of his research and his reflection, thereby giving birth to a range of creations staging this time-honoured complication."





T21
LADY PINK

T21 PLATINUM

On this new, discreetly elegant model, the round case in rose gold platinum or meteorite frames a dial in black, white, or mother-of-pearl for the most feminine version. Two delicate leaf-shaped hands sweep around these undulations, skimming across the generously curving ANTOINE PREZIUSO numerals at 9, 12 and 3 o'clock. The original shape of the dial highlights the tourbillon mechanism which displays the full force of its ethereal charm.

LIMITED SERIES



T21
METEORITE
MUNIONALUSTA



ANTOINE PREZIUSO's 21st Century Tourbillons

ANTOINE PREZIUSO P21 THE 21ST CENTURY PERPETUAL CALENDAR



The evocative “Moon Revolution” name appearing on the dial naturally refers to the lunar cycle displayed in the aperture at 7 o'clock, as well as to the revolutionary dial lay-out.

LIMITED SERIES

2004

GERALD CHARLES TOURBILLON

by Antoine Prezioso



The association of a great designer and one of the best craftsmen.

"Our aim was to combine within this creation the aesthetic vision of the designer and the specific technical characteristics of the watchmaker."

- Europa Star, September 2004 -

2004

SERIE CREATED FOR
GERALD GENTA

A-EVOLUTION GERALD CHARLES

by Antoine Prezioso



"...a complication that simplifies reading off the time..."

"...dragging times that enable a new reading of time thanks to a patented ANTOINE PREZIOSO module."

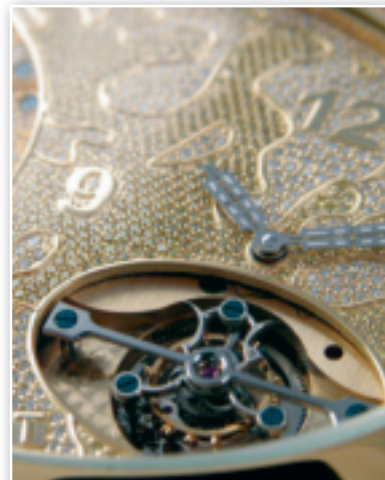
- www.swisstime.ch -

2005

PATENTED SYSTEM.
SERIE CREATED FOR
GERALD GENTA

TIRET NEW YORK DOUBLE “DAY & NIGHT” TOURBILLON

by Antoine Prezioso



There should not be any limits in watchmaking. Witness this “bling bling” Double Tourbilon made by ANTOINE PREZIUOSO for Tired New York. Welcome to the world of hip-hop extravagance...
SERIES MADE FOR TIRET NEW YORK



FROM THE POCKET TO THE WRIST

Restoration of a “Grand Complication” movement. Single-pusher chronograph, minute repeater with perpetual calendar made circa 1900-1910. Adapted and transformed into a unique and exclusive wristwatch.

MAJOR HOROLOGICAL
ACCOMPLISHMENT

2005

3VOLUTION TRI TOURBILLON RESONANCE 3



“...the 3volution is heralded as so original that people are liable to gaze at it in open-mouthed astonishment.”

- Heures Magazine, April-May 2005

“Visually, the sight of these three tourbillons rotating on their own axis and then moving together in a circle, is simply splendid. We have the impression – after seeing the existing prototype – that we are watchmaking an incredibly graceful aerial ballet. The watch becomes truly alive...”

Preziuso discovered that in less than a second, all three resonated together, emitting only one frequency that became the average of the three... becoming a self-regulating system.”

- Europa Star, February-March 2005 -

ONE-OF-A-KIND CREATION - PATENTED
SYSTEM

2005

A FAMILY WITH A PREDESTINED NAME



Geneva is home to two generations of PREZIUSO artists who devote their art and their talent to the art of measuring time. Antoine, the founder and his wife May, along with their two children Florian and Laura, have made their family name a full-fledged profession of faith. All those who since 2006 have entered

the workshops of ANTOINE PREZIUSO can feel a sense of entering the intimacy of a family environment. Firmly united around a set of intrinsic values and also sharing a taste for fine craftsmanship and creativity, the members of the Prezioso family are bound by ties of mutual trust and admiration. This

family spirit naturally also extends to the surrounding team, composed of highly qualified and strongly motivated professionals that ANTOINE PREZIUSO has brought together in order to help him give life to his creations.

2006

OLTRE TEMPO



With its mysterious effect of depth and perspective created by the original geometrical arrangement of the large diamond-set Art Deco numerals, the Oltre Tempo lives up to its name by evoking the elegance and refinement of a by-gone era.



LIMITED SERIES

2006

GRAND ROBUSTO



When ANTOINE PREZIUSO decided to create his very first chronograph, all those who knew him were fairly certain that his watch would be unlike any other. The surprising and original result exceeds expectations and it is obvious at first sight that this “newcomer” to the demanding field of chronographs features an ideal blend of strength and “attitude”.



LIMITED SERIES

2006

ANIMATED JEWELLERY

by Laura Prezioso

This world-first collection of animated jewellery combining a watchmaking system in each jewellery creation was conceived and developed by Laura Prezioso. This daring and innovative collection features a clever choice of shapes and materials, mingled with mechanical ingenuity.

This first model, named Moonlight, is a magnificent pendant in 18-carat white gold, featuring scrolling motifs studded with 570 diamonds cut to

form 58 facets. A beautiful pear-cut chaton-set aquamarine enhances this jewellery model with its blue-tinted reflections. The body of the Moon is composed of a dial in Munionalusta meteorite, endowed with a mysterious structure sprinkled with nine star-set diamonds. The watch movement is the large moon-phase calibre developed and patented by ANTOINE PREZIOSO GENÈVE. The moon is depicted in its endless path through the heavens.

ONE-OF-A-KIND CREATION

2006

TOURBILLON AF1



Entirely designed and cut out by Florian Prezioso, it is naturally named AF1: A for Antoine, F for Florian and 1 for their first joint creation. This stunningly original model now enriching "The Art of Tourbillon" collection is crafted in a highly contemporary version featuring pure, understated lines framed by a platinum case.



ONE-OF-A-KIND CREATION

2007

TOURBILLON OF LOVE



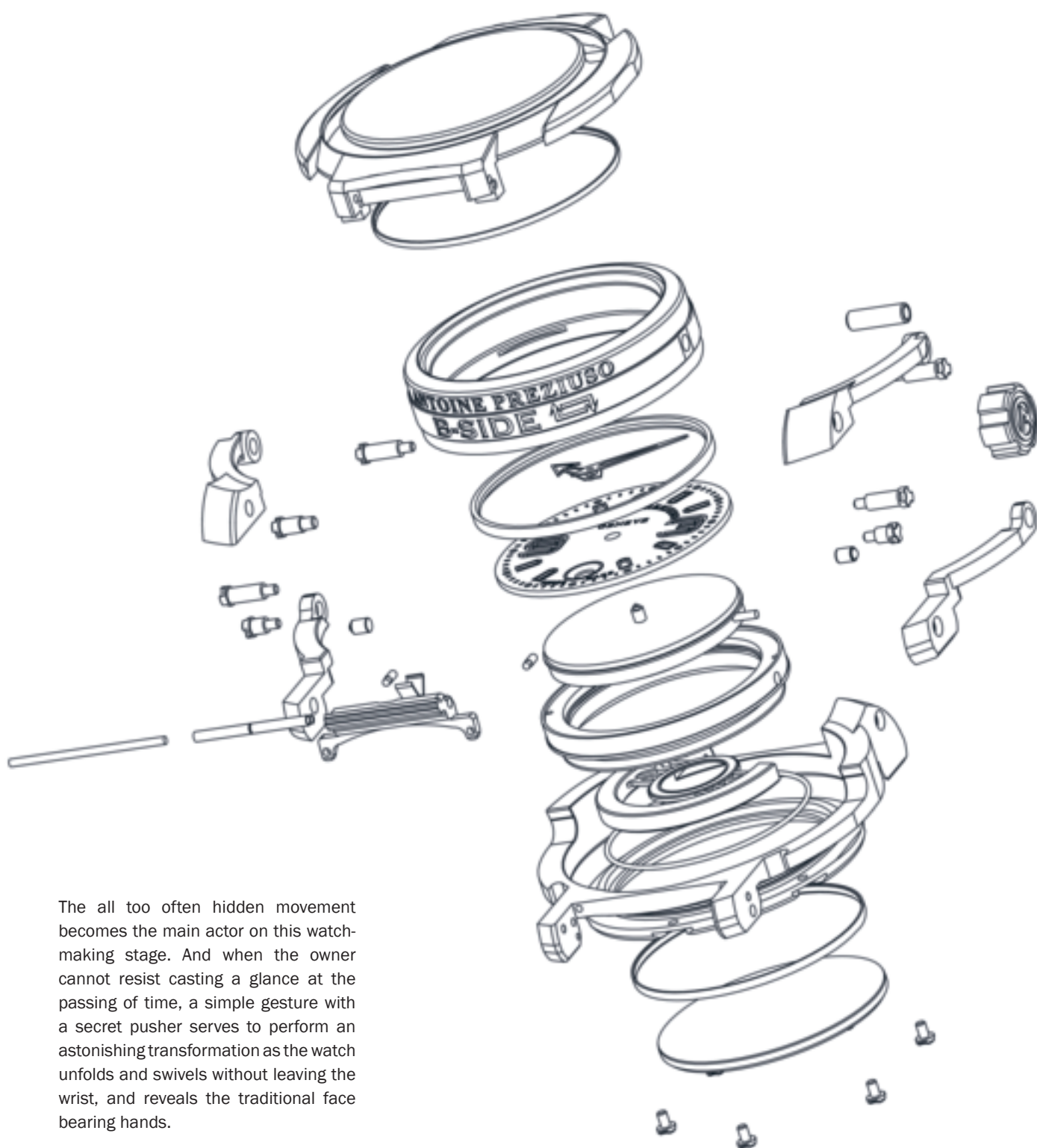
Within the collection of animated jewellery, the surprising Tourbillon of Love model takes the form of a white gold medallion set with rubies and fitted with a tourbillon carriage. An irresistible way of expressing love and of telling someone your heart beats for them. This exquisite jewellery creation requires no hands to indicate the time, because love is timeless. This new Haute Joaillerie interpretation designed by Laura Prezioso reflects a creative freedom entirely in tune with the family tradition.

LIMITED SERIES



2007

B-SIDE: THE HIDDEN FACE OF TIME



The all too often hidden movement becomes the main actor on this watch-making stage. And when the owner cannot resist casting a glance at the passing of time, a simple gesture with a secret pusher serves to perform an astonishing transformation as the watch unfolds and swivels without leaving the wrist, and reveals the traditional face bearing hands.

2007

B-SIDE TOURBILLON



B-Side offers a fascinating journey through space and time. This avant-garde concept that called for countless hours of research and development is interpreted in titanium. Discovered in 1791, this ultra-light metal boasts high mechanical resistance and is one of the most biocompatible materials along with gold and platinum. Due to the qualities of

its composition, it is increasingly used in industry and particularly in the automotive industry, as well as in geothermal science and in biomedical technologies. Meanwhile the star of the show is undeniably the APG 28T Black Gold tourbillon limited-series

movement, entirely decorated and engraved by hand.

LIMITED SERIES

2007

B-SIDE AUTOMATIC



B-Side Automatic is driven by a high-end self-winding Swiss movement, APG Calibre 272, hand-decorated with a personalised and hand-engraved rotor. The highly contemporary dial is adorned with a striking ribbed pattern and Luminova numerals.



LIMITED SERIES

2008

MYSTERY MINUTE REPEATER



Ever seen a square turn round? ANTOINE PREZIUSO creates here a Prestige that no one has ever seen in the industry of watchmaking! The watchmaker creates the perfect illusion of having a minutes repeater with no striker, no pusher, no nothing for

activating the repeater. This purity of square case in stunning silver is holding a totally restored century minute repeater from LeCoultre ebauche. Based on his patent of the rotating bezel of 1991, the activation of the repeater is made by rotating

the square bezel! Yes a square that turns! That's how magnificent this unique and patented piece is. Voilà! Hats off to the maestro.

ONE-OF-A-KIND CREATION

2008

TOURBILLON ROYAL



This timepiece is a royal or imperial tourbillon, the supreme ruler of all tourbillons. Imagine the gateway into the city of Time, which only the privileged owner will be able to enter and thus discover the supreme harmony of rhythms as he engages on a journey into the kingdom of the countless subtle secrets of Haute Horlogerie. The architect of this model, who is well acquainted with every corner of this “forbidden city”, loves to share with a few special guests each and every detail of the decorative motifs, the engravings, the gemstones, as well as the history of the origins of the components of this timeless palace. Only a few specially authorised people are entitled to discover the architectural

beauty of this unique monument. Laura and Florian Prezioso both participated in the execution of this timepiece. Each exercised their special talents: Laura for the design and the finely cut case, and Florian in restoring the movement. The meticulous engraving and the exquisite gemsetting, performed by a team of professionals embodying the spirit and the performances of the company, set the finishing touches to a truly stunning masterpiece. This magnificent rose gold pocket-watch, housing an extremely rare Swiss tourbillon movement based on a movement blank from the Geneva/Vallée de Joux



Watchmaking School dating from 1929, will naturally find its place within the universal fine watchmaking heritage.

ONE-OF-A-KIND CREATION

2008

THE ART OF TOURBILLON – TITANIUM



This new variation on the “Art of Tourbillon” theme which has become one of the brand icons, is powered by a Swiss APG/27T movement boasting a 90-hour power reserve. Its sizeable dimensions further enhance the timekeeping

performances of this tourbillon with its one-minute revolutions. At 42 mm and 12 mm thick, the generous size of the tonneau-shaped case in titanium and 18K rose gold is in harmony with contemporary aesthetic standards.

Loyal to the spirit of Haute Horlogerie which combines the talents of the finest artisans, each movement part is entirely bevelled and adorned with a hand-made engraving, making each watch a truly unique work of art.

LIMITED SERIES

2008

URBAN SQUARE

This brand-new creation by ANTOINE PREZIUSO is distinguished by its contemporary urban architectural lines. Minimalism is the leitmotif here, and the mode of expression adopted is pure, understated and essential. Its finely crafted titanium case frames a dial with a powerful identity on which the hands shaped like city skyscrapers stand out vividly, and the

majestic large date at 12 o'clock appears like a point of reference in the space-time continuum.

"Perfection is achieved, not when there is nothing more to add, but when there is nothing left to take away."

Antoine de St-Exupéry



LIMITED SERIES

2009

GRAND ROBUSTO – HAUTE VITESSE



This latest addition to the Grand Robusto collection was definitely designed to make a strong and lasting impact. Pared down to essentials with the disappearance of the traditional dial, this model features a titanium case surrounding

the superb entirely openworked chronograph mechanism. The function indications such as the tachometer scale, the 12, 6 and 9 o'clock numerals, as well as the minute counter, small seconds and power reserve indications, are all printed on a

glare-proofed sapphire crystal, thereby further reinforcing the powerful identity of this resolutely modern model. Like a high-speed car racing around a track, the Grand Robusto Haute Vitesse guarantees thrills and adrenalin right off the starting grid.

LIMITED SERIES

2009

BLACK DEVIL & WHITE ANGEL



ANTOINE PREZIUSO's flagship "Art of Tourbillon" collection has been interpreted in numerous different ways over the past few years and is now enriched by two new "White Angel" & "Black Devil" creations.

Fashioned in a platinum case, "White Angel" features pristine purity, while the tempting "Black Devil" version made from titanium is adorned with black diamonds and fitted with red hands lending it a particularly diabolical touch. You will just have to decide on your own personal preference.



ONE-OF-A-KIND CREATION

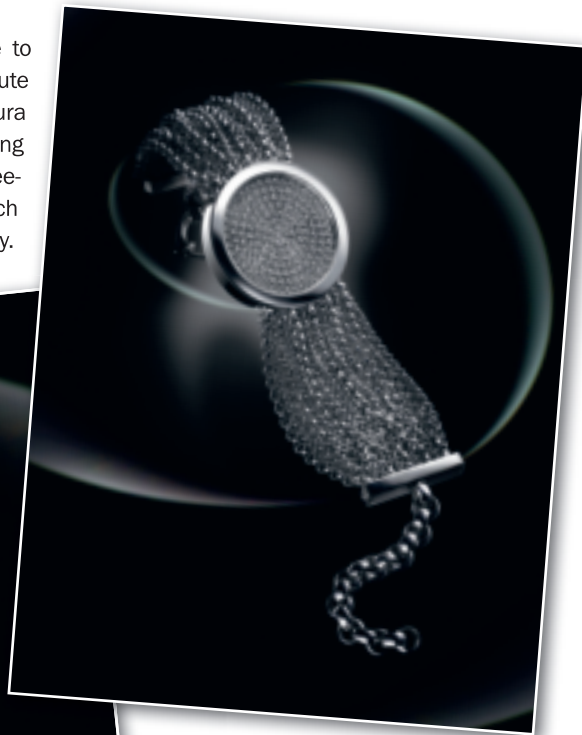
2009

HYPNOSE

by *Laura Prezioso*

The two rings and the bracelet of the Hypnose collection are crafted in white gold, set with diamonds and equipped with a mobile disc system mounted on a rotor. This system stages a superb play of shining brilliance with each turn of the hand and wrist, creating a truly

hypnotic effect that is sure to mesmerise you. This new Haute Joaillerie creation from Laura Prezioso is another dazzling demonstration of the free-spirited and creative approach cultivated by the entire family.



2009

MEGA TOURBILLON



ANTOINE PREZIOSO constantly overturns established codes. The Mega Tourbillon measuring 65 mm in diameter is an amazing transposition from pocket to wrist. Based on a pocket-watch movement blank produced in 1928 by the Vallée de Joux Watchmaking School,

ANTOINE PREZIOSO has created this truly astonishing watch. Finished and decorated in keeping with the finest watchmaking traditions, including specular polished bevelling, circular graining and Côtes de Genève, the regular ticking of this monumental movement with its

huge beating heart takes us back to a bygone era. Equipped with a Breguet overcoil balance-spring and a balance-wheel with springs oscillating at 18,800 vph, this calibre won the first Timekeeping Competition in the 1930s.

FIVE-PIECE LIMITED EDITION

2010

GRAND TOURBILLON SPORT GTS



The **Grand Tourbillon Sport** completes the exclusive collection "The Art of Tourbillon" – and is definitely the "Speediest" in the series, with its aerodynamic recalling a sports car, and its **bright red** spearhead hands evoking a speedometer.

The cal APG/28T tourbillon movement is housed in a 52/45 mm x 12 mm case crafted in ultra-resistant **Cobalt Chrome** (Co-Cr) – a hi-tec, bio-compatible alloy.

2012

MATTERHORN DAY AND NIGHT & MONT FUJI DAY AND NIGHT

Antoine Prezioso is scaling new heights! Antoine Prezioso has designed the series for all mountaineers who share his philosophy: Aim For The Top. Matterhorn Day and Night, the latest timepiece designed by Antoine Prezioso, celebrates one of the most spectacular mountains not just in Switzerland but in the whole of Europe, and a UNESCO



LIMITED SERIES



world heritage site: The Matterhorn. As well as Mount Fuji Day and night symbol of Japan with his 3 , 776 meters in height, it is the peak of Japan, is also a part of the world heritage of the UNESCO: “Fujisan” sacred place and source of inspiration. Dial in pink gold engraved by hand, with an opening to the sky that, during its 24-hour cycle.

2013

TOURBILLON BAROQUE

From his earliest days as a watchmaker, Antoine Prezioso has been fascinated by the tourbillon. Not only for the technical challenge it continues to represent, even for a master-watchmaker at the peak of his art, but for a myriad other reasons. These include its capacity to defy time, to counter the effects of gravity due to its operating principle; and most of all to stimulate his personal creativity. In his own words: "I see it as the most symbolic interpretation of

watchmaking. It allows my imagination to travel towards new horizons and to view time in an entirely different light". In recent years, he has accordingly made it the focus of much of his research and reflection, giving rise to a range of creations starring this literally "time-honoured" device. The case in white gold 18kt entirely engraved by hand, features a tourbillon movement cal APG/28T.



LIMITED SERIES

2014

POWER

Energy Indicator



LIMITED SERIES

This New Version 2014 of the “Power Energy Indicator” is presented in two variants: a harmoniously combination between gold 18k, titanium Gr5 and steel or ADLC and gold 18k. The Energy Sector Indicator of the “Power” constantly shows the energy in its mechanism and hence the dynamism of its wearer. In our sedentary age,

it guarantees a constant reminder of the necessity of devoting to a physical activity and thus completed a challenging role in our nature. This new model Power is the fruit of a collaboration father and son Florian together.

2014

STELLA POLARE



The power of Nature and the hand of Man have combined to give birth to a deliciously feminine watch, Stella Polare 'Pole Star' in Italian.

Antoine Prezioso has let space forge the case of the Stella Polare – cut from a meteorite Muonionalusta, that fell to Earth north of the Arctic Circle over 100,000 years ago. The tourbillon movement is decorated in minute detail, hand-engraved stars on the bridges form a bas-relief set off against a background dotted with tiny craters, like the surface of a celestial sphere.

Although the Stella Polare scintillates like a watch set with jewels, this effect comes not from precious stones but from the patterns produced by the craftsman and the meteorite, a crystalline, interweaving named Widmanstätten patterns.

Meteorites, like the finest diamonds, have their own name and a history. The Muonionalusta is unique.

TOURBILLON OF TOURBILLONS



This timepiece was conceived, designed and produced in collaboration with his son Florian. It combines rigour and technical perfection, and is protected by **three international patents**.

The latest creation by ANTOINE PREZIOSO GENEVE features three tourbillons on a revolving plate, which resonate like three hearts beating in unison.

Producing this 'mechanical ballet' involved challenges of incredible complexity, notably the creation of a central planetary triple-differential. The result is a timepiece full of poetry: a vibrant homage to the watchmaking's finest complication.

Caliber: AFP – TTR3X



2015



THE ART OF TOURBILLON BAROCCO



This new version of the "Art of Tourbillon" collection, which has become one of the Brand's icons, is equipped with a Swiss Tourbillon movement cal APG / 28T, entirely engraved by hand in bas-relief, just like its 18ct gold case.

Beautiful Louis XVI hands complete this fascinating Artwork

LIMITED SERIES



2017

CHRONOMETER TOURBILLON OF TOURBILLONS



The Chronometer Tourbillon of Tourbillons is imbued with the symbolism of the figure 3. It is powered by three tourbillons at a frequency of 3Hz, linked by a triple-differential and separated by three “masselottes” in finely engraved gold. The three tourbillons revolve on their axis every 60 seconds, while the plate completes six revolutions per hour. The sapphire glass on the back of the watch, with its Côtes de Genève patterning, shows three jewels at six o'clock, echoed by three smaller jewels at 12. The timepiece also evokes Past, Present and Future.



The Tourbillon of Tourbillons is full of explicit or hidden references to the figure 3 and its multiples - as befitting the measurement of Time on Earth, the third planet in the solar system!

TRILLION TOURBILLON OF TOURBILLONS



GPHG

GRAND PRIX D'HORLOGERIE DE GENÈVE

2018

OFFICIAL
PRESELECTION



When high watchmaking meets high jewellery

This creation is set off by a 47 mm case that is deliberately extravagant, blends harmoniously with the white

18 ct gold with 233 diamonds that are 24 carat baguette-cut in rare white (Top Wesselton G+), invisible mounting, of unparalleled purity and radiance.

Baguette-cut is one of the most difficult cuts to carry out. Its quality guarantees that light will be reflected well and gives the diamond its magnificent radiance and beauty.

2018



TTR3 BLUE EQUALIZER FREQUENCIES



A caliber with unique chronometric values that defies the laws of physics. Regulated by an acoustic resonance system of 3x3Hz. All coupled on a whirling device, allows to obtain its own gravitational effect and counter the external „G“ influences even when the watch is worn actively through systems called „TOURBILLON OF TOURBILLONS“.

- 3 international patents
- (1) Multiple Tourbillons on a Revolving Plate
 - (2) Triple-Differential or Synchronizer
 - (3) Resonance



2019

PRIX GAIA 2020

This distinction has been awarded since 1993 for extraordinary careers accomplished in the field of watchmaking, its art and its culture.

Antoine Prezioso - winner in the Craftsmanship-Creation category for his systematic approach to mechanical watchmaking in his exceptional creations, his perseverance in developing his brand and his dedication to sharing his passion.



2020

SPACE VIEW TOURBILLON OF TOURBILLONS



Antoine Prezioso has a talent for creating timepieces which are legends in the making. «*Space View Tourbillon of Tourbillons*» is unique in the watchmaking world.

It is sculpted from a siderite (asteroïde), a celestial material that fires the imagination with the brilliance of the stars and constellations that form the galaxy. Through its universal dimension, the meteorite illustrates the relationship between

space and time that Antoine Prezioso, with his unwavering passion for this material, has ceaselessly explored for more than 30 years.

At the heart of this new creation by ANTOINE PREZIUZO GENÈVE is the famous movement with three tourbillons that revolve around the centre of the watch, like satellites, synchronised by a central triple-differential planetary gear.

43 YEARS OF INDEPENDANCE



ANTOINE & FLORIAN PREZIOSO
CRÉATIVITÉ, COMPLICITÉ & PASSION

