

Press release for immediate publication

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HAPPY BIRTHDAY $B\Lambda 1110D$

Neuchâtel, October 11, 2022, 11:10 a.m. – BA1110D is celebrating its 3rd anniversary at this very moment! Launched on October 11, 2019, the Neuchâtel-based start-up – the brainchild of Thomas Baillod's ideas about a distribution model he considers outdated – has succeeded in spreading its wings, despite difficulties relating to the Covid crisis, which could have stopped its take-off dead in its tracks. Alone in the cockpit in the early days of his brand, Thomas Baillod succeeded in achieving a brilliant take-off since, for its 3rd anniversary, the brand is already unveiling the first model in its 5th chapter. After the surprise created for the brand's 2nd anniversary with the launch of its tourbillon – entirely developed and produced in the canton of Neuchâtel at a never-before-seen price, moreover with the first connected crystal in the history of watchmaking – today the brand is proud to present its collection' long-awaited piece, the chronograph! A must-have for most watch brands that is appreciated by all. The Chapter 5.1 Chrono Magma is no exception. And it's got many arguments in its favor.

Thomas Baillod, the brand's founder, explains: "I love chronographs, and I dreamed of having one in my collection! That day has finally arrived, and I am very proud to launch the Chapter 5.1 Chrono Magma on BA1110D's 3rd anniversary. What a journey we've been on since the launch of BA1110D on October 11, 2019! I launched this concept in my garage. Three years later, it is a watch brand that has joined the Federation of the Swiss Watch Industry (FH) and now creates only Swiss Made mechanical models. Above all, it is a business model that puts the customer at the center and grows thanks to its community via the established we-commerce system. For BA1110D's 3rd anniversary, I wanted to launch a chronograph. Because it is the most popular complication and one of the most appreciated by watchmaking enthusiasts. And because it's the perfect time to offer a strong piece tailored for this particular economic period. Judge for yourselves..."





Chapter 5.1 Chrono Magma

The result of a new collaboration between Thomas Baillod and his Senior Designer, Liliane Murenzi, the racy character of the Chapter 5.1 Chrono Magma is marked by red (synonymous with power, strength, passion) and black (suggesting discipline, power, success). A fiery temperament for a model that gives pride of place to first-rate materials: the 44 mm stainless steel case is embellished with a ceramic bezel whose tachymeter indications are a nod to BA1110D with the 111 indicated in red. The complexity of the 4-level anthracite dial featuring a variety of colors and materials is highlighted by the Baillod family coat of arms (emblem of the brand's logo), whose transparency partially reveals the calendar mechanism. Made of smoked glass, they echo the small seconds counter at 9 o'clock, whose small seconds hand the brand decided to replace with a rotating disk. The transparent case back is tinted red, like lava flowing under the black layer, to reinforce the timepiece's uniqueness. This chronograph is powered by the automatic Valjoux 7750 movement, ensuring its durability, reliability, and precision, as well as a 42-hour power reserve. Its leather strap with folding clasp is fitted with two connected chips, one serving to store your visiting card (or other file that you might want to share), the other to provide direct access to your BA1110D store, Afluendors being able to pass on the right to acquire the brand's watches and be rewarded for doing so.

BA1110D's Chapter 5.1 Chrono Magma is available for pre-sale from today at an introductory price of CHF 975.00 (excluding taxes), valid for the first 111 pieces ordered. Delivered at the beginning of 2023, this first series will be preceded by an original card that can be put under the Christmas tree. Thereafter, the official public price will be CHF 1,110.00 (excluding taxes). There is no doubt that in an environment marked by uncertainty, this chronograph and its powerful design, which makes no compromises in terms of the materials and movement offered while maintaining an exceptional price, will find its audience.

A look back at a success story

Digital native brand and we-commerce

BA111OD is one of those brands known as "digital natives" recognized for their ability to attract and understand new markets but also to respond to them, establishing warmer and more direct exchanges. With a clever mix of mastery and spontaneity, Thomas Baillod is personally very present, especially on social networks where previews of his new models are organized. "Today, there are no longer any boundaries between virtual and real – everything is linked. So much so that a significant number of watches are pre-ordered online as soon as they are launched, sometimes based on the viewing of a simple drawing, as was the case for Chapter 4.1 The Veblen Dilemma Tourbillon," he says.

With BA1110D, he introduced we-commerce, an evolution of e-commerce that focuses on the community, bringing emotion and experience back into the heart of this new distribution model. "Innovation should not only be about the product but also how it is marketed. Our engine is based on the Afluendors concept (a contraction of ambassador, influencer, and seller): a collaborative approach that redefines distribution and community engagement using a phygital approach. Being 'customer-centric' is not just a marketing statement. Afluendors lead the community, publish, and can pass on the right to acquire the brand's watches and be rewarded for it. Then BA1110D handles the transaction, shipping, and after-sales service."

New home in Neuchâtel

Based in Neuchâtel since the brand's creation in 2019, the young company is writing a new page by moving to Villa Castellane this summer. BA1110D will benefit from more spacious premises at the heart of this exceptional building, which houses several SMEs and a café. An inspiring workspace for BA1110D's employees, who are working on expanding the company and boosting its profile. "BA1110D's growth has taken us from watchmaking start-up to SME. What could better symbolize reaching this new milestone than moving into Villa Castellane?" says Thomas Baillod enthusiastically.





The former offices transformed into Workshop T2 & T3

While BA111OD's headquarters, administration, and marketing and design departments are now located at Villa Castellane, the SME decided to keep its former offices on Rue des Moulins in Neuchâtel and to incorporate a T2 (dial and hands fitting and casing up) & T3 (strap fitting) watchmaking workshop and after-sales service. This integration will allow the brand to increase its productivity and responsiveness, as well as demonstrate its vitality and the relevance of its business model.

Indeed, few watchmaking start-ups can boast of controlling the entire creative process in-house as BA1110D now does by including, in addition to a senior designer, a production manager and an assembly department, strengthening its autonomy. In total, the brand already has 10 employees.

Current figures – as of October 11, 2022

- > Sales > CHF 2.5 million for the first 9 months of 2022.
- > 5 watch lines, of which the 3 most recent (Chapter 3, Chapter 4, and Chapter 5) are Swiss Made. All future lines will be exclusively Swiss Made.
- 22 models produced since 2019.
- > 500 tourbillons sold since October 11, 2021 (the first deliveries have begun).

 As a reminder, the Swiss watch industry had produced less than 1,000 tourbillons as of the early 1990s.
- Creation of BA1110D on October 11, 2019 3 years with 3 anniversary surprises:
 - October 11, 2020: launch of Chapter 3.1 The first Swiss Made model
 - October 11, 2021: Launch of Chapter 4.1 The Veblen Dilemma Tourbillon (100% made in Neuchâtel)
 - October 11, 2022: launch of Chapter 5.1 Chrono Magma (Swiss Made)



Chapter 5.1 Chrono Magma – technical specifications

Case	Stainless steel, 44 mm
	Crown at 4 o'clock, black PVD
	Pusher at 2 o'clock, stainless steel
	Pusher at 3 o'clock, stainless steel and black PVD
	Transparent case back, tinted red
Bezel	Black ceramic, polished
Crystal	Domed sapphire crystal, anti-reflective coating
Dial	Black PVD base
	Baillod coat of arms and small seconds disk at 9 o'clock in smoked glass
	Counters at 12 o'clock and 6 o'clock in polished PVD
Movement	Mechanical self-winding Valjoux7750 movement
Functions	Hours, minutes, seconds, chronograph, and date
Power reserve	42 hours
Strap	Leather, folding clasp
	Strap equipped with two connected chips, one serving to store your visiting
	card, the other to provide direct access to your BA1110D store
	(see explanations in the press release text)
Water-resistance	10 ATM
Edition	Numbered
Warranty	2 years

LINK TO DOWNLOAD THE HD PHOTOS: https://ba111od.com/pages/pr-chapter-5-1-chrono-magma

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