

Snow Star 2019 in two versions

The centenary Milus brand pays tribute to a legendary watch

Pure, iconic, eternal as the snow from which it takes its name, the automatic Snow Star embodies the new impulse that Luc Tissot and his team are giving to this historic brand. Mystery of lives saved, journeys and aromas of adventure.

This timepiece reassures. It belongs to the world of tool and military watches so popular with watch enthusiasts. It exudes the reliability, durability and, above all, the nature of a Swiss origin personal object, so precious that it could save lives.

Amazing and timeless

When it was created in the 1940s, Milus' Snow Star offered a dimension of exchange value, in addition to its vocation for precision and resistance in extreme environments. Housed in the heart of a pocket box that looked like a survival kit, this watch was a mandatory element in the equipment of US Navy soldiers. It offered them an additional chance to survive in the event of capture: if caught or lost in enemy territory, the soldier could trade it for information, a temporary shelter, an escape route and sometimes even life. The pouch also contained other valuables, some of which were in gold with inscriptions in the local language.

In 2019, this Milus masterpiece still fascinates. It is inspired by its legend to celebrate this kind of timelessness that watchmaker Paul William Junod, the brand's founder in 1919, summed up in a now famous formula: "We are deeply convinced that industrial art can survive". A historical statement that Luc Tissot, a hundred years later, made his own. Starting from a professional career built on the family watchmaking heritage to radiate in the world of MedTech, this serial entrepreneur revives with the tradition of his illustrious ancestors through the takeover of Milus in 2016.

The Snow Star 2019 in two versions

Irradiating its former values, the Snow Star uses one of the most resistant steels, 904L, to assert its strength. Then, thanks to the mastery of *mirror* polishing, it uses



Press Release

thousand glints to remind us of the preciousness of its Swiss origins. Almost confederal and resolutely sporty, the red of its date placed at 3:00 in its window, like the red of its inscription "AUTOMATIC", claims the power of new blood without betraying its original hues. Its leather-lined textile strap is secured by a pin buckle clasp. It is attached to raised horns that stand out from the reassuring comfort of the case.

The desirable oblong shape of its stature case shows flexibility in the face of the obvious lines of its silhouette and the curved sapphire crystal. While two rhodium-plated and diamond-shaped Dauphine hands linger on the applied hour and minute hour-markers, a slim-line second hand sweeps the depths of the black and the sunbrushed silver highlights of its dial. Two versions inhabited by a 4 Hz calibre known for its robustness and flawless quality, the ETA legendary 2892 in its most advanced version today.

((2'967 characters, 497 words))

[Milus Snow Star, HR pictures
https://bit.ly/2IVd8Lp](https://bit.ly/2IVd8Lp)



FUNCTIONS

Hours, minutes, seconds, date.

CALIBER

Mechanical self-winding caliber with bidirectional oscillating weight, 21 jewels, 42 hours power reserve, date window (positioned at 03:00), 28,800 oscillations per hour (4 Hertz), time setting with second stop, Etachron raquetry. The 2892 from ETA which is a reliable and robust Swiss watchmaking myth is available here in its current mature version, the 2892A2. Finishings: pearled bridges, studded reliefs, blued screws, "Milus" skeletonization of the rotor.

CASE

Diameter of 39 mm. Superior steel 904L, mirror polished finish. Screwed case back. Waterproofing guaranteed to 100 meters (10 atmospheres). Toothed crown for an optimal grip. Domed sapphire crystal with anti-reflective coating (inner surface).

DIALS

2 sunny-brushed versions: silver (MIH.02.001) or black (MIH.02.002). Indexes applied by hand. Rhodium-plated and diamond-shaped Dauphine hands.

STRAP

Textile wristband in khaki colour (version MIH.02.002 black dial) or black colour (version silver MIH.02.001). Polished 20mm pin buckle in 904L steel, (20 mm between horns).

((Additional corporate text))

Legitimacy Milus, the soul's next breaths

History and legend are for Milus today territories of inspiration and not the shackles of a prestigious past. Especially since the legend is filled with immutable values. *"Inventing, and reinventing again"* professes the new team led since 2016 by Luc Tissot, great captain of watchmaking and the MedTech industry. Among these values are fairness, authenticity, purity of design, aesthetic durability, respect for fundamentals, and ambitious innovation. *"The brand places its heart and soul in creating watches that combine technical excellence and precision with timeless design"* confesses Luc Tissot. The century-old brand claims a philosophy of marketing development based on proximity and ethics, in a spirit of affordability and awareness of the revolutions underway. Milus is anchored in the heart of the Swiss watchmaking cradle, in the very place where it took roots in 1919. Reinvigorated, it shines humbly as never before, between classicism and contemporaneity, luxury and purity, audacity of materials and limitless ingeniousness.

Milus International SA: headquarters in Biel, in the modernist building built in 1962 by Edouard Lanz (the architect of the Maison du Peuple de Bienne).

((1'235 characters, 185 words))

PRESS KIT

<https://bit.ly/2IGupaY>



Milus Snow Star from the 1940s in its original "survival kit" case