

**Limited edition: Archimèdes by Milus Orange Coral**  
**A legendary diver watch: giving one's own name to a coral**

**To be diving and swimming with one of these 50 iconic Milus dive watches on your wrist is to enter the fascinating world of endangered corals. A contemporary and meaningful venture: Archimèdes by Milus Orange Coral.**

True to its tool watch chromosomes, the Archimèdes by Milus is a Swiss Made design icon, streamlined, useful and functional, powered by a high quality ETA 2892-A2 caliber. Its indexes, which are in Arabic numerals at the cardinal points except for the "3" which has been turned into a date window, and its "broad arrow" hour hand, are all covered with Super-LumiNova for hyper legibility. They add to the vintage look that is underlined by the reassuring curved glass. As for its bidirectional inner rotating bezel, it slides along its 60-minute diving scale, guaranteeing under all circumstances optimal safety and precision in timing.

**A mythical watch and a coral in your name**

Embodying the historic model born in 1960 and revisited in 1970, this legend in an orange dial version, sometimes proposed on a delicious Venetian mesh wristband, remains above all a reliable automatic diver's watch, equipped with a discreet helium valve located at 9 o'clock and water-resistance guaranteed to 30 atmospheres, i.e. 300 meters below sea level. Its second crown, located at 2:30 am, activates the rotating inner bezel.

Only 50 numbered units of this *Archimèdes by Milus Orange Coral* are available, allowing each buyer to leave a trace in the submarine world. True to its beliefs in sustainability and environmental protection, Milus is strongly committed to the protection of coral reefs with this limited edition. Indeed, for each watch, the brand donates an amount allowing to save a coral which is adopted and customer. Each wearer of the *Milus Orange Coral* watch receives a certificate issued by the Coral Guardian profit organization, which brings together defenders of marine organisms, has a transplantation program. In order to fight against their extinction, it gradually involves internationally and with the local communities, coral ecosystems in



named after the Archimèdes by personal certificate, association. This non-together scientists and developed a coral re-to fight against their reconstitutes, involvement of local less threatened areas.

### **Milus heritage, the innovated Super Compressor**

While the history of watchmaking owes some of the world's most famous pages to his family, Luc Tissot, the current owner of Milus, is working to combine the luxury of luxuries, which consists of transcending the simple acquisition of pleasure or functionality, in a responsible, sustainable act (Beyond Luxury). It gives the mythical Archimèdes a new lease on life. Not only do the models in this collection shine with a vintage gloss dusted with contemporaneity, but they also bring back to life the incredible epic of diving watches.

It was in the 1950s, when the Swiss watch case manufacturer Ervin Piquerez (EPSA) patented a case with an innovative system: to become more and more waterproof as the watch goes deeper and deeper and as the atmospheric pressure increases (progressive compression of the gasket until it becomes completely sealed). From this historic case, which still inspires the passion of collectors around the world, the Milus brand created in 1960 the model Archimèdes 666, then, ten years later, the Super Compressor.

(((3'347 characters, 530 words)))



### **Archimèdes by Milus Orange Coral, HD pictures**

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

**Price 2'119.00 Swiss Francs  
all taxes included**

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### **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).*

## FUNCTIONS

Central hours, minutes and seconds. Date window, jumping semi-instantaneous. 60 minutes timing (diving).

## MOVEMENT

Mechanical caliber with automatic winding by bidirectional oscillating weight, 21 jewels, 42-hour power reserve, date window (positioned at 3 o'clock.), 28,800 oscillations per hour (4 Hertz). A reliable and robust Swiss watchmaking myth, the 2892 from ETA is proposed here in its most accomplished version, the 2892-A2. Finishes: pearled bridges, studded reliefs, blued screws.

## CASE

41 millimeters in diameter. Discreet helium valve just above the case middle (located at 9 o'clock). 316L steel, mirror polished finish and subtle bosses. Screwed back. Water resistance guaranteed to 300 meters (30 atmospheres). Two screwed crowns, notched for an optimal grip. One for setting the time, the other for activating the rotating bezel. Curved sapphire glass with vintage effect, anti-reflective coating (inner surface).

## DIAL

Orange lacquered polished version. Baton indexes and hands characteristic of the world of diving (including the famous "broad arrow" hand for the hours), brushed "gun metal" covered with natural Super-Luminova. Bidirectional rotating inner bezel.

## 2 STRAPS

Timepiece delivered with two wristbands: Milus rubber strap with openwork stitches + metal strap in Milanese mesh. Polished pin buckle 20mm in steel 316L, (20 mm between the lugs).

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