

## **Rupturist conception, the pentagonal Tzoumy Genève watch collection On Kickstarter in September 2021, the rebel creative side of the watch world**

**The Tzoumy Genève colorful watches allow the so distinctive pentagonal design invented by Yvan Monnet to overflow from his eponymous brand to reach a more affordable segment. Ethical Swiss Made automatic models, historical Landeron 24 calibers, the symbols of a rarely seen creative freedom.**

The Tzoumy Genève independent brand is the only one in the 21st century watchmaking industry to rely on Yvan Monnet's creative designs: a unique pentagonal shape, an ultimate classic elegance, different, away from the mainstream. Tzoumy thus revives those astonishing chapters in Swiss watchmaking history when the same model was produced by several brands. At the time, case manufacturers, who were the only players in watch design, did not hesitate to simultaneously suggest the same shape to several of their clients. The latter therefore had to use their dials and finishes to differentiate themselves.

### **The Pentagon's originality opens up to the world**

In addition to its historical background, the launch of the Tzoumy Genève collection on the international markets also anticipates the current era: ethical, authentic, fresh colors, mechanical watchmaking, symbol of a refined, reliable and durable art... Tzoumy Genève claims to be different, ultra distinctive, with a pentagonal shape so atypical that it cannot leave anyone unimpressed. A design committed to iconization as an identity marker for those who dare to be different and who, whether discreetly or ostentatiously, claim to have a rebellious spirit and a desire to break away from the crowd.

Yvan Monnet is the inventor of the pentagonal shape, a truly original design first in a watchmaking industry that is still nurturing its past icons. He is also the founder of an eponymous brand that embodies, in the spirit of the cabinotier, his expertise in finishings and care for details. In his new entrepreneurial adventure, which is inspired by the Swiss village of La Tzoumaz, a place close to the environment, to his childhood roots and to the native Swiss dialects, Yvan Monnet is being joined by a team of enthusiasts determined to offer new horizons of conquest to this highly disruptive pentagon. Always with the respect of immutable values, with ethics and liberty of thought.



(((2,376 characters, 375 words)))

**PICTURES TO DOWNLOAD**  
<https://bit.ly/3C6OutQ>

(((Additional text N°1)))

### **The Swiss Made values**

In the world of customers, those who crave for difference are everywhere, open to embrace audacity and side roads. The Tzoumy Genève Collection, with its avant-garde pentagonal design, its freshness and color variations, its connection to the history of the watchmaking pioneers and its dedication to the values of resolutely Swiss Made mechanical craftsmanship, is ready to conquer new markets. As an added touch to this pentagonal gem, the sustainable mechanical caliber which inhabits these 50 meters (5 atmospheres) water-resistant automatic watches is a legendary caliber Landeron 24. With a Tzoumy oscillating rotor Yvan Monnet's customized.

Manufacturing workshop located in the historic watchmaking area of the Saint-Gervais district, the Mecca of the Cabinotiers and of the Fabrique. 5 years warranty, manually and strictly tested watches.

*Tzoumy Genève reveals a historical page of Swiss watchmaking  
unforgettable, different, pentagonal beauty  
A bold design with a Swiss Made Landeron 24 caliber.*

(((Additional text N°2)))

### **Subtle and delicious details**

Faced with a Tzoumy watch, the newcomer as well as the aficionado is about to jump into a gallery of delicate attentions: in tune with a new interpretation of this so unexpected pentagonal shape, hour markers and hands are designed by Yvan Monnet. There is this crown like a star, because if we link the pentagon's vertices with straight lines, we would obtain a star. Materials are recyclable and inert, as for the 316L stainless steel case in watchmaking grade. Sapphire glass on the bezel and back. Ingenious system of quick change of the strap.



## Technical specifications Tzoumy Genève Watches

### Exterior

316L Steel case stainless steel,  
polished-brushed  
Anti-reflective sapphire glasses  
on the bezel and the back  
Star crown at 2pm  
Measurements: 3h-9h > 40mm  
Thickness: 9,5mm  
Between the lugs: 20mm

### Dials

Backing: frosted sun, available in 5 colors,  
opalescent (white), blue cobalt, anthracite,  
Denim blue, melon (orange)  
13 hour markers  
Two-tone decals

### Hands

Polished faceted and recessed hours and  
minutes hands  
Second hand arrow balanced

### Movement

Caliber Landeron 24 with Tzoumy rotor  
Max. run time deviation: 10 sec/day  
Frequency 28'800 A/h (4Hz)  
36h power reserve

### Wristbands

With each watch, two wristbands  
with clips with hooks  
Hand-sewn calf leather, tanned in Italy  
Deployant clasp on the worn wristband and  
deployant buckle installed on the second one



((790 characters, including spaces 120 words))

Tzoumy Genève: Place Simon Goulart, 2 / CH-1201 Genève  
Genève [yvan@yvm2.ch](mailto:yvan@yvm2.ch) / +41 22 793 0503

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<https://bit.ly/3ihhqHK>