



**DE BETHUNE**

L'ART HORLOGER AU XXI<sup>e</sup> SIÈCLE

**De Bethune is delighted to be supporting talented tennis player Tommy Paul on the first day of Wimbledon! A perfect embodiment of the values of excellence, determination and passion shared by the Swiss *Manufacture de Haute Horlogerie*.**



**Geneva, 3 July 2023 – On the first day of the Lawn Tennis Championships, De Bethune announces its unwavering support for American tennis player Tommy Paul, an up-and-coming figure in the competitive and prestigious world of tennis.**

**Renowned for its exceptional craftsmanship and commitment to excellence, the Swiss watch Manufacture is proud to be supporting this American tennis player at the world's most famous and oldest tennis tournament.**

Renowned for both his aggressive baseline game and his quick thinking at the net, Tommy Paul is ranked 17<sup>th</sup> in the world, having broken into the top 20 at the start of 2023 following his impressive qualification for his first Grand Slam semi-final and his first ATP 500 final.

At just 26 years of age, this young tennis player with a promising career ahead of him has a consistent and powerful serve, often reaching speeds in excess of 120mph. In addition to his power, his quick footwork and ability to play on all types of surface mean that his accurate technique is highly adaptable.

The relationship between De Bethune and Tommy Paul also highlights the brand's ongoing commitment to tennis as an elegant, dynamic and demanding sport. De Bethune is proud to partner with top athletes who constantly push boundaries and inspire other tennis players and enthusiasts to reach new heights.



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Himself a keen watch enthusiast, Tommy Paul mirrors the values of accuracy and adaptability that are core to De Bethune's philosophy in every move he makes.

Since 2002, De Bethune – which holds a dozen patents for its cutting-edge technology – has been combining tradition and innovation to create exclusive models that are both comfortable and elegant on the wrist.

Tomorrow, in his first match of the tournament, Tommy Paul will be wearing the DB28 LTC. The purple titanium hours ring is adorned with miniature tennis courts appearing between each hour. A gold-toned titanium 3D tennis ball makes a playful appearance at 12 o'clock on a random-*guilloché* green dial, in an eye-catching nod to lawn tennis.

The dial is framed by an ultra-light 39mm titanium case naturally recalling the emblematic colours of the Wimbledon tournament.

Thanks to the wrist movements of this top-level sportsman, the Atelier de la Chronométrie De Bethune – which consistently strives for the highest levels of precision in all its timepieces and is committed to constantly improving the highest standards in the field of chronometry – will be able to develop the "Sensorial Chronometry Project" and improve its high-precision adjustments.

De Bethune is honoured to be able to encourage and support exceptional athletes who embody the same principles of determination, perseverance and excellence that inspire the employees of the Manufacture in L'Auberson.

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