



DE BETHUNE
L'ART HORLOGER AU XXI^e SIÈCLE

DBD Digitale "Season 2"

De Bethune announces the launch of its DBD "Season 2" watch in collaboration with renowned artist and music producer Swizz Beatz, thus united for the second time in a joint creation representing a return to the roots of Manufacture De Bethune.

A 13-piece numbered limited edition.



Geneva, 20 March 2023 – De Bethune and Swizz Beatz marked the release of DBD "Season 2" with a launch party in the form of a private brunch held on 19 March at the new WatchBox lounge in West Hollywood. The event was honoured by the presence of celebrities including Alicia Keys and LL Cool J.

In 2021, De Bethune and Swizz Beatz joined forces for the first time to create the Dream Watch 5 Tourbillon "Season 1". The resulting luminous, transparent watch revealed all its secrets through its sapphire crystal, thus disrupting all the collection's existing aesthetic codes.

Today, loyal as ever to its essence, De Bethune presents DBD "Season 2", representing the culmination of a constant quest in which beauty meets virtuosity. The understated aesthetic of this timepiece hints at the complexity involved in its creation.

With its hand-wound movement driving an in-line triple calendar and digital time display, the first DBD launched in 2006 offered an entirely different interpretation of the watch and became an industry milestone of which De Bethune produced 39 rose or white gold models.



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Designed in collaboration with Swizz Beatz, the light anthracite-coloured polished zirconium case of the DBD "Season 2" conveys the modern and even futuristic nature of this timepiece with its 12 o'clock crown and ogival lugs. The burgundy dial adorned with a Côtes de Genève motif features reveals subtle light effects entirely in harmony with the wearer's wrist movements. This boldly contemporary DBD "Season 2" thus reflects the authenticity of a multidimensional artist.

From the outset, De Bethune has drawn inspiration from 18th century horological traditions. As a great admirer of the ingenuity involved in its mechanical intricacies, brand founder Denis Flageollet constantly seeks to honour the art of watchmaking.

Five discs visible through Art Deco-style apertures at 12 o'clock indicate the day, date and month in linear mode, while jumping hours and scrolling minutes appear opposite each other on the lower half of the dial. In addition to its impressive movement, the DBD's greatest innovation is the Côtes de Genève pattern adorning the dial, as its 2006 launch was the first time in the world that a watch brand has introduced this type of decoration on a watch face.

Thanks to the double glare-proofing treatment of the sapphire crystal, the reverse side of the watch clearly reveals outstanding workmanship benefiting from all the latest De Bethune technologies. Powered by mechanical hand-wound Calibre DB2044 operating at a rate of 28,800 vibrations per hour, the DBD "Season 2" is equipped with the latest titanium balance with white gold inserts as well as the triple *pare-chute* shock-absorbing system.

Issued in a 13-piece numbered limited edition featuring a duly engraved caseback, the DBD "Season 2" will be delivered with a burgundy fabric strap matching the dial and an extra-supple black alligator leather strap.

The watch is a tribute to creativity, innovation and the art of watchmaking in which De Bethune's watchmaking quality and expertise thus once again combines with Swizz Beatz's distinctive aesthetic to impressive effect.