



DE BETHUNE
L'ART HORLOGER AU XXI^e SIÈCLE

DB28xs Purple Rain





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Mastering the art of thermal oxidation of metals, De Bethune continues to explore all the color nuances resulting from the heat released by the chemical reactions of heated titanium.

[In the vast spectrum of colors, purple elegantly precedes blue, offering a masterful transition between warm and cool tones. It is a color that embodies mystery, imagination, and creativity, capturing the essence of darkness and depth while evoking a certain aura of royalty and splendor.]

In the workshops of De Bethune in l'Auberson, particles become luminous, metals - and titanium here in particular - emit visible light... matter oxidizes, properties change, surfaces transform, and unprecedented natural colors appear.

Denis Flageollet, Master Watchmaker and Founder of De Bethune, along with his team initially began working on the tone of blue. A color linked to the notion of infinity and harmony, natural blue is one of the major research fields at De Bethune. It has since become the unique signature of the house.

Like a luminous vibration, each color offers a different type of energy

De Bethune unveils its new chromatic palette with the launch of the DB28xs Purple Rain, a bold evolution! Indeed, before reaching blue, purple unfurls its chromatic richness, merging nuances of red and blue in a harmonious ballet. It's a color that has inspired artists, poets, and visionaries for centuries, often symbolizing passion, spirituality, and innovation. In the palette of heated titanium colors, purple thus paves the way for the emergence of blue, gradually introducing cool nuances while retaining a touch of warmth and depth. This subtle transition creates a harmonious link between the different shades, offering a smooth continuity in visual perception.

DB28xs

Placing innovation at the heart of the process. Integrating creativity. Pushing the boundaries of innovation. Thinking outside the box. Not repeating, but inventing, ingeniously considering precision, reliability, readability, and comfort.

The DB28xs model is not simply a watch aesthetically smaller. It is a watch that opened a new chapter at De Bethune. A model that marked the history of the brand, as it is another step in the initiatory journey that has animated Denis Flageollet for 20 years. If the DB28 is an iconic watch of De Bethune, this new version is all the more remarkable for the particular sense it carries within it. With a significantly smaller diameter than previous models (39mm), while retaining the unique and characteristic design of De Bethune, the DB28xs is a small miracle. Thanks to the technology required to carry out the project. But above all, by the virtuosity of De Bethune in transcending the spirit of the Enlightenment into the world of 21st-century wristwatches, by reformulating exceptional craftsmanship and offering unprecedented aesthetic creation. There is no question of reproducing the past identically. But rather: how



DE BETHUNE
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to evoke new emotions in the face of exceptional objects? Denis Flageollet's intention, Master Watchmaker and Founder of De Bethune, is pure. He observes tradition from an innovative perspective and works to make contemporary mechanical watches a cultural incarnation of time measurement on our wrist.

For a beautiful object to be born somewhere, mastery must have reached a certain level of maturity.

If the DB28xs was born of an extraordinary feat, successfully transposing the majestic feeling and grand emotion exuded by the great clocks of the Age of Enlightenment with their scientific instruments, onto a simple wrist, solely through the grace of micromechanics and the delicate aesthetics of a small watch, it opens up the deep innermost thoughts of its creator. Thus, beneath the deceptive appearance of simple miniaturization, the uniqueness of this watch and its design go far beyond its smaller size and its functioning.

Between art and science

For the geniuses of the Age of Enlightenment, the goal was to create scientific instruments whose beauty emanated from their function, mechanical simplicity, and sobriety. Then, the powerful elevated them into true works of art, enlisting the best craftsmen of their time, such as cabinetmakers, bronzers, and enamelers like Boulle, Caffieri, or Coteau. The success of the DB28xs Purple Rain and the DB28xs Starry Seas demonstrates that Denis Flageollet's teams are fully imbued with the spirit of De Bethune that stems from this culture. The concept of perpetual evolution in their work and thus their constant self-questioning, relying both on mastery of ancestral craftsmanship and new technologies. This incessant movement is the keystone of the manufacture, which constantly cultivates this mindset. "There is no point in working if not to progress, and the only way to achieve this is to continually question oneself. Continuously rethink and reconsider the work, evolving it by modifying an element, a process, a technique, and sometimes making tiny, often imperceptible improvements," commented Denis Flageollet.

A lighter, more impact-resistant DB28

For centuries, watchmakers have shielded mechanisms from external influences within towers, tables, and dials. As the quest for precision evolved, so did the desire to wear these timepieces. Adapting this chronometric precision to various and often extreme wearing conditions, including resistance to shocks, accelerations, and magnetic fields, requires cutting-edge research. The reduced size of this watch is part of this adaptation process. The caliber DB2005 has been adjusted to this miniaturization without compromising chronometric quality. Moreover, the increased lightness of the watch enhances its efficiency in case of shocks and accelerations.

Aesthetically, the choice of blue color was not merely for visual attributes; its presence within De Bethune mechanisms holds genuine technical legitimacy. Initially seeking to solve technical problems of stability and chronometry during the development of new De Bethune balances, Denis Flageollet created a novel oscillator combining the soft metallic white hue of palladium with the vibrant blue of titanium. Consequently, the natural blue color became one of the



DE BETHUNE

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brand's signatures, with its reflections on different materials and finishes allowing for an infinite and refined play of shades.

Today, an intriguing evolution unfolds as De Bethune explores the chromatic spectrum and boldly unveils a new enchanting facet: purple. Continuing the work of the great master watchmakers of the 18th century in their quest for perfect time measurement, coupled with a sense of absolute aesthetics, De Bethune utilizes the most modern scientific and technological discoveries. The efforts of De Bethune teams converge to invent unique, innovative, and high-performance solutions. The principle remains the same for over 20 years: to create timepieces that respect horological tradition while integrating mechanical, technical, and aesthetic innovations of our time.

A unique splendor and magnetic presence

Through this mastery of purple and the natural oxidation of titanium, De Bethune does not simply create watches, but timeless works of art. Each piece reflects the perfect marriage between horological tradition and contemporary innovation, captivating watch enthusiasts. De Bethune, a true color alchemist, invites us to delve into a world of beauty and sophistication, where purple and blueing become symbols of refinement and horological excellence.

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