

# Breguet *Classique Souscription* 2025

History written  
*in the present tense*

The House of Breguet celebrates its 250<sup>th</sup> anniversary in 2025, with the unveiling of the Classique Souscription 2025 wristwatch in Paris, home to Abraham-Louis Breguet's workshop, which saw the birth of the master watchmaker's great inventions.

BREGUET

250 YEARS



The first timepiece with a simplified architecture, the design is epitomised by the purity of the white enamel dial, the time displayed by a single hand, yet with a remarkable legibility. More than two centuries ago, it was presented through an advertising pamphlet, the likes of which had never been seen before. Today, the historic, groundbreaking Souscription pocket watch is reborn as a wristwatch.





# Abraham-Louis Breguet, *in search of a wider audience*

To protect himself from the violence of the French Revolution, A.-L. Breguet returned to Switzerland in 1793, staying in Neuchâtel and Le Locle. In 1795 he went back to Paris where, in 1775, he had set up his workshop, on the Île de la Cité, and had already achieved fame. On his return, he set about turning his company around, developing numerous projects, including the Souscription watch.



Although the term “Souscription” appears as early as 1796 in the sales registers, now carefully preserved in the Musée Breguet at place Vendôme, this single-hand timepiece was mainly marketed from 1797 onwards. It was through an advertising pamphlet devised by the master that this robust, reliable creation, with a large diameter of around 61mm, a white, enamelled dial and a movement with a simple architecture, became known. While most people think of A.-L. Breguet first and foremost as an exceptional watchmaker, he was no less a seasoned and visionary businessman, not hesitating to innovate even in his commercial methods.

The principle is simple: if the customer wishes to purchase a watch of this type, he or she must confirm the order by paying a quarter of the price. This deposit enabled the Quai de l’Horloge workshop to acquire the supplies needed to manufacture the watches, thus marking the start of series production. Around 700 timepieces were produced in this way over more than 30 years.

The Souscription watch embodies the desires of A.-L. Breguet’s philosophy of broadening his clientele and opening the doors to haute horlogerie with a watch that was revolutionary in its design and conception, as well as in its production and sales methods. In many ways, the Souscription watch is a cornerstone of Breguet’s work.

As part of its 250<sup>th</sup> anniversary celebrations, the House is unveiling the Souscription 2025, a fusion of the art of the Neuchâtel master watchmaker with contemporary know-how.



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This watch is the link between what we wish to share of the history of Breguet and our desire to perpetuate this history going forward.

Gregory Kissling, CEO







## Classique Souscription 2025, *perpetuating a passion born in 1775*

The face of the Souscription 2025 model is adorned with a dazzling white, grand feu enamel dial that faithfully reproduces the spirit of the timepieces once produced at the Quai de l'Horloge workshop, such as the No. 246, No. 324 and No. 383 watches. The back is directly inspired by the architecture of the first Souscription watches signed by A.-L. Breguet.



## A radiant face *with classic features*

Dressed in immaculate enamel, the dial symbolises the refined aesthetic intended by the master watchmaker. Based on simplicity and contrasts, it is easy to read. At its centre is a unique, steel, open-tipped Breguet hand, which has been flame-blued and curved entirely by hand. Its tapered tip hovers over the famous, slightly inclined Breguet Arabic numerals, as well as the circular “chemin de fer” (railroad track) with its specially designed sectoring indicating the hours and the 5, 10, 15 and 30-minute markings. The numbers and minute markers are in black, petit feu enamel, the same as the Breguet signature placed at 12 o'clock.

Depending on the light, the inscriptions “Souscription”, the unique serial number and the secret signature appear discreetly between the centre of the dial and 6 o'clock.

Generalised on the original Souscription watch, this signature served to authenticate the work of the Breguet workshops and fight against counterfeiting. It is produced, as it was in A.-L. Breguet's day, using a precision tool equipped with articulated arms: the diamond-point pantograph, which makes it possible to delicately engrave this guarantee of authenticity into the enamel.

This face, with its classic features, is protected by a sapphire crystal with a “chevé” profile. This innovation is also the work of A.-L. Breguet. This format, thinner and less domed than those then in vogue, has a relatively flat surface that gently curves towards the edges to blend harmoniously into the case, which was unprecedented at the time. This distinctive shape, like Breguet numerals and hands, has become part of the vocabulary of contemporary watchmaking.





## *A redesigned Breguet gold case*

With the Classique Souscription 2025, Breguet introduces its own gold alloy: Breguet gold, a blond precious metal that combines gold, silver, copper and palladium. The case, measuring 40 mm in diameter and 10.8 mm high, is of a new design, standing apart from other watches, with a particular attention paid to its ergonomics. The typical Breguet fluting has been replaced by a delicately satin-brushed case middle that respects the style of the original timepieces, while the lugs have been curved to better fit the wrist and, as such, offer a more fluid appearance than the traditional straight lugs.



To celebrate its  
250th anniversary in 2025,  
*Breguet presents*  
*its own gold alloy: Breguet gold*

Combining tradition and modernity, its warm, subtly pink hue is inspired by the gold used by watchmakers of the eighteenth century, following the example of A.-L. Breguet. At the time, this alloy met precise requirements in terms of resistance, durability and aesthetics, enhancing the prestige of watches.

Conceived and developed in the House's workshops, 18K Breguet gold is composed of 75% gold, enriched with silver, copper and palladium. Beyond its brilliance, it is distinguished by its resistance to discolouration and its stability over time, guaranteeing a pure, elegant finish. Every detail has been designed to enhance the House's collections, with particular attention paid to aesthetics and durability.

During the design stage, after selecting the ideal alloy, Breguet carefully ensured that it aligns with the various watchmaking skills, particularly the decorative finishes. Breguet gold thus embodies the House's commitment to pushing back the boundaries of watchmaking expertise and exceeding established standards. It enriches the pieces in an exceptional anniversary collection, symbolising a unique heritage and a constant quest for innovation and excellence.





# *A beating heart, of mechanical art*

On the back of the case, the generously sized, slightly domed, sapphire crystal reveals the mechanical construction of the new VS00 calibre in gilded brass in the same shade as Breguet gold. It is decorated with an entirely new type of guilloché pattern unveiled this year, called Quai de l'Horloge. This new design is inspired by the singular curves of the Île de la Cité and the slender refinement of the Île Saint-Louis to create a harmonious rhythm that can be infinitely modulated. This new creation celebrates guilloché as a living art, sublimated by Breguet's expertise. The structural typology of the movements in the first Souscription watches produced by A.-L. Breguet was the inspiration for this calibre.







The result of a meticulous development process, this movement beats at a frequency of 3Hz (21,600 vibrations per hour) and delivers an impressive four-day power reserve using only a single barrel. The balance spring, a small, coiled spring that is at the heart of the precision timekeeping of the watch, is blued and features a Breguet overcoil. It is made from Nivachron™, a non-magnetic alloy essentially composed of titanium. This makes the movement more resistant to temperature variations, magnetic fields and shocks.

The plate and bridges are finely shot-blasted, a new decoration directly inspired by the movements of A.-L. Breguet. Blued steel screws and rubies further enhance the movement. At the centre sits the imposing ratchet wheel, which features an engraved inscription: the founder's words, explaining the design of the Souscription movement and taken from his advertising brochure, are faithfully reproduced in his characteristic cursive script.



# A new presentation box, *between time and elegance*

In the purest tradition of exceptional leather goods, Breguet is unveiling an original presentation box to mark its 250<sup>th</sup> anniversary. Inspired by the red Moroccan leather cases once used by A.-L. Breguet to protect his precious creations, this box, in lightly grained calf leather, features gold hot embossing bearing the inscription “BREGUET 250 YEARS”, which is accompanied by the individual serial number of the timepiece inside.

Its soft, rounded silhouette designed with an aesthetic and “philosophical” concern shaped over time, marks a real difference from traditional watch boxes. The opening mechanism, faithful to the techniques used in A.-L. Breguet’s time, is based on a simple, elegant push-button, while its hinge is plated with Breguet gold. The interior is lined with refined blue fabrics housing the watch in a vertical position, thus optimising space and evoking the spirit of pocket watches.

A nod to the first Breguet “logo” in the form of an escutcheon (a type of shield often seen in coats of arms) adorns the underside of the case. Much more than just a watch box, it is a collector’s item, a symbol of timeless heritage and watchmaking expertise that spans the ages.







# *Interview with Gregory Kissling, CEO*

## ***What does this first anniversary model mean to Breguet?***

This first model, the Classique Souscription 2025, is symbolic in several ways. Back in A.-L. Breguet's time, when it was developed towards the end of the eighteenth and beginning of the nineteenth centuries, it marked a revival of the desire to make it a watch for everyone. A reliable watch, simple in its construction and approach, with a single hand, that would enable a wider public to tell the time.

## ***Why did you choose to start this celebration with a Souscription?***

We wanted to surprise people by presenting not a grand complication, as some might have expected, but a single-hand watch. We added a great deal of richness to this apparently simple watch, particularly in the architecture of its movement, inspired by that of the tact watch. Through this model, we wanted to tell a story, our story. We had never showcased a movement with a Tradition architecture in a wristwatch featuring a full dial.

## ***What was the aesthetic approach behind this new model?***

This is the first time that we have taken a pocket watch and adapted it to a wristwatch format, respecting as closely as possible the architecture of the original timepiece. We have reduced the diameter from 60 mm to 40 mm, while maintaining a display accuracy of around one to two minutes, which is remarkable for a single hand. We have done away with the straight lugs in favour of curved lugs. For the case middle, we opted for a satin finish rather than fluting, as A.-L. Breguet's Souscription watch was not fluted. In addition, we incorporated a chev  glass, and the incredible thing is that we recently discovered that this form of crystal, which everyone uses today to refine the aesthetic of the case middle, was invented by A.-L. Breguet. We naturally decided to decorate the case back with the new exclusive Quai de l'Horloge guilloch  motif. The ratchet wheel, on which we engraved part of A.-L. Breguet's words explaining the design of the Souscription movement, continues the theme of paying homage to our founder.

ratchet wheel, which features an engraved inscription: the founder's words, explaining the design of the Souscription movement and taken from his advertising brochure, are faithfully reproduced in his characteristic cursive script.

## ***What kind of craftsmanship did you use for the dial?***

We opted for the tradition of grand feu enamel, with petit feu for the numerals, and the secret signature. Nowadays, this signature is often reproduced on enamelled dials using a tone-on-tone transfer, whereas in A.-L. Breguet's day, it was produced using a diamond-tipped pantograph. We have bought one dating from the same period, and our restoration workshop engraves the secret signature using the dry-point technique. And finally, the hand, which seems simple on the surface, is in fact complex in its design, because it is made the old-fashioned way, refined by hand and flame-blued, in the purest watchmaking tradition.



# *Interview with Emmanuel Breguet,* Head of Patrimony

***How did the Souscription watch presented in 1796 confirm A.-L. Breguet's avant-garde spirit?***

The Souscription watch brilliantly illustrates A.-L. Breguet's sense of innovation, whose genius was expressed as much in watchmaking technique as in commercial daring. Conceived during his enforced stay in Switzerland during the French Revolution, this apparently simple timepiece was accompanied by a revolutionary marketing method: Souscription. By paying a quarter of the price when the order was placed, customers enabled Breguet to organise its production and pay its craftsmen in advance - a vision unheard of in the world of watchmaking. And that's not all: the watch was also the subject of an advertising pamphlet, a real innovation for the time! With this new approach, Breguet addressed its potential customers directly and demonstrated a great deal of pedagogy. Not only did it reinvent the watch, but it also reinvented the way it was sold, once again confirming the pioneering status of this watch. Needless to say, the Souscription watch was a great commercial success and a milestone in Breguet's career.

***Does Breguet have any historic Souscription watches in its collections?***

Yes, the House of Breguet has had the privilege of enriching its collections with several historic Souscription watches, acquired over the years at auction. The Breguet museum has various models, in silver and gold, and in different sizes. They illustrate this chapter in Breguet's history. Among these treasures are the remarkably well-preserved No. 246, No. 324, No. 383, No. 1576 and No. 3424 watches. They bear striking witness to the vision of their creator and the singular place this model occupies in the history of watchmaking. Each of these pieces, in its own way, tells the story of Breguet's bold modernity, design genius and commercial imagination. And let's not forget that, beneath its simple exterior, Breguet introduced several innovations to the Souscription watch: a new ruby size to optimise lubrication, the definitive shape of the "Pare-chute" shock-absorbing system, a secret signature, and a movement layout that improved repairability.

***What is the link between Souscription watches and tact watches?***

The tact watches are a direct descendant of the Souscription watches; they use the same movement architecture but add a remarkable innovation: reading the time by touch. An external arrow reproduces the position of the hour hand, allowing the time to be read without opening the watch, and twelve markers are placed on the case middle (gold dots, pearls, small or large diamonds). Also known as "watches for the blind", these watches are especially useful for telling the time in the dark or, quite simply, discreetly: that's what tact is all about! These highly refined creations were worn by famous people. Among the pieces conserved by the Breguet museum is the No. 611 tact watch, acquired in 1800 by Joséphine de Beauharnais, wife of Napoléon Bonaparte and future empress. Her daughter Hortense inherited this jewel enriched with blue enamel and diamonds, and in turn had an H in precious stones added, thus continuing the destiny of this imperial timepiece.





# *Interview with Emmanuel Breguet,* Head of Patrimony

## ***Can you tell us about the pantograph?***

The pantograph was the instrument used by A.-L. Breguet to engrave his secret signature on the dial of his watches. Discreet in size and virtually invisible to the naked eye, this signature authenticates his creations. It was also an effective means of combating counterfeiting, which was already rife at the time. The Maison Breguet was recently fortunate enough to acquire an antique pantograph from the collections of the great watchmaker George Daniels, a passionate admirer of Breguet. This tool, fitted with a diamond tip, now enables us to reproduce this secret signature on contemporary Souscription watches, thus perpetuating a historic gesture.

## ***Breguet watches are individually numbered from 250 to 5250. What's the story behind it?***

The individual numbering of today's Breguet watches has its origins in a practice dating back to the early days of the company. As early as the 1780s, Breguet watches were numbered according to a system that allowed them to be precisely dated. In 1787, a new series began with number 1. In 1791, another new series began, also numbered from 1, and continued until number 5121. Faced with the proliferation of counterfeit watches, Breguet adopted a precautionary principle: each series was limited to around 5,000 pieces. By the middle of the 19th century, the tradition of producing series from numbers 250 to 5250 had taken root and continues to this day. Each Breguet watch bears a unique number, carefully recorded in the archives and engraved on the case, movement or dial, guaranteeing its authenticity and belonging to this historic lineage.





# Key dates

## *Classique Souscription 2025*

1775

A.-L. Breguet sets up his own business at Quai de l'Horloge on the Ile de la Cité, Paris

1793

Séjour d'A.-L. Breguet en Suisse pendant la Révolution française

1783

Design of the open-tipped hands known as “Breguet hands” and the Arabic numerals known as “Breguet numerals”

1795

A.-L. Breguet returns to Paris after fleeing the French Revolution

1786

First guilloché dials

1796

Sale of the first “subscription watch”, a novelty launched the following year with the help of an advertising leaflet

1790

Invention of the “Pare-chute”

1799

Sale of the first “tact watch”

1810

Production of the first wristwatch

1999

Groupe Horloger Breguet acquired by Swatch Group

1830

Manufacture of the first keyless winding watch

2018

Introduction of Nivachron™

1933

Move to 28, place Vendôme, which remained the company's address until 1970

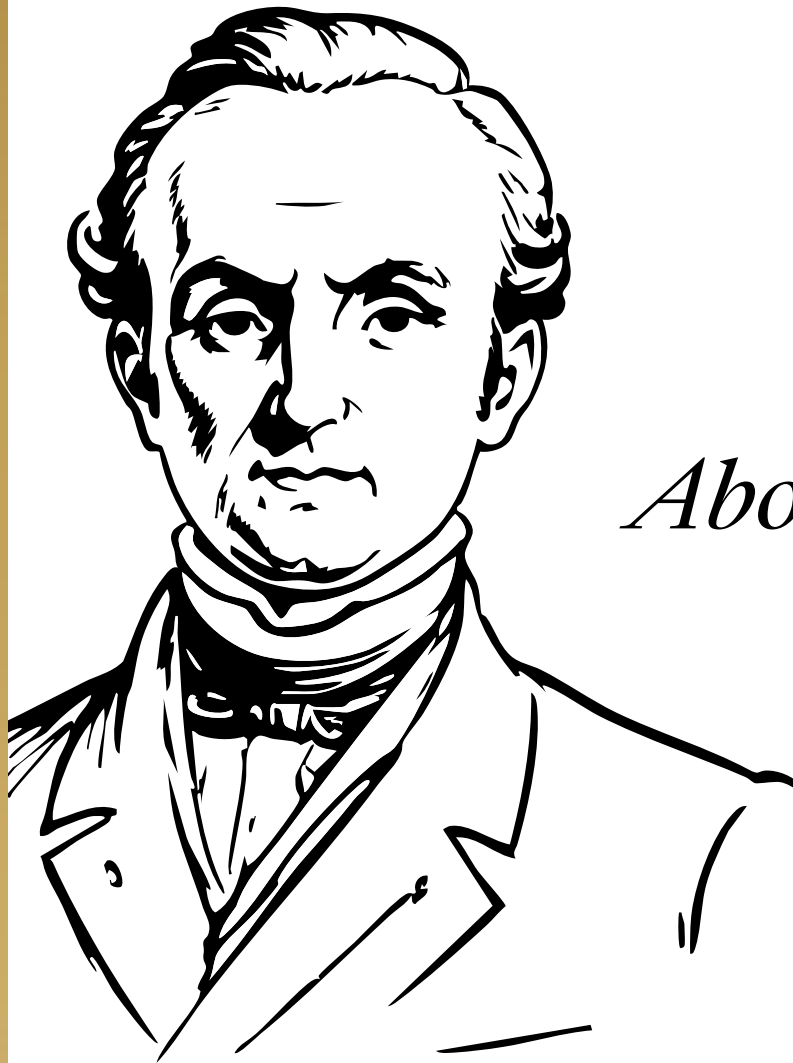
2025

Celebration of the 250<sup>th</sup> anniversary of the House of Breguet. Reintroduction of the “Subscription Watch” in the form of a wristwatch

1976

The Breguet workshops move to the Vallée de Joux in Switzerland. From then on, all production was carried out in Switzerland





## *About* Montres Breguet

Founded in 1775 by Abraham-Louis Breguet, Breguet has distinguished itself through its innovations and watchmaking expertise. Inventor of the tourbillon and the first wristwatch, Breguet left its mark on the history of timekeeping with creations that combined precision and aestheticism. For 250 years, the company has perpetuated this heritage by combining tradition and modernity. This year, it celebrates a quarter of a millennium of excellence, an opportunity to highlight its past while continuing to shape the future of watchmaking.



# Classique Souscription *2025BH/28/9W6*

## *Key features*

Classique Souscription 2025, hand-wound VS00 calibre, 3Hz and 96-hour power reserve, fine shot-blasting, guilloché and hand-engraved, 40 mm-diameter 18K Breguet gold case, satin-brushed case middle, traditional grand feu white enamel dial, Breguet Arabic numerals and minute track in black petit feu enamel, single open-tipped Breguet hand, flame-blued and curved by hand, alligator leather strap and 18K Breguet gold pin buckle.

## *Case*

18K Breguet gold  
40 mm diameter  
10.8 mm thick  
Satin-brushed case middle, crystal with a “chevé” profile, anti-reflective coating on both sides  
“Quai de l’Horloge” handmade guilloché case back, crystal engraved with “BREGUET 250 YEARS”, anti-reflective coating inside  
3 bar (30 m) water-resistance

## *Dial*

White grand feu enamel on gold base  
Black, petit feu enamel Breguet signature  
Black, petit feu enamel Breguet Arabic numerals,  
Black, petit feu enamel minute track  
“Souscription”, serial number and secret signature engraved with a diamond-point pantograph

## *Indication*

Single hand indicating the time (resolution: +/- 2 minutes), curved with mirror-polished chamfer, flame-blued steel







# Classique Souscription *2025BH/28/9W6*

|                            |  |
|----------------------------|--|
| <i>Movement</i>            | Calibre VS00 treated in gilded brass in the same shade as Breguet gold, numbered and signed Breguet, 16 lines, 144 components, 21 jewels, 12 blued steel screws<br>5.7 mm thick<br>Hand-wound<br>3 Hz frequency (21,600 vibrations per hour)<br>Patented Nivachron™ balance-spring with Breguet overcoil<br>Single barrel<br>96-hour power reserve (4 days)<br>Finely shot-blast finishing on plate and bridges<br>Ratchet wheel engraved in negative with a reprography of A.-L. Breguet's writings |
| <i>Strap</i>               | Navy blue large-scaled alligator leather, navy blue small-scaled alligator leather lining<br>18K Breguet gold pin buckle<br>Pin finishing with the B of Breguet  |
| <i>Breguet gold weight</i> | 47,7 g (Estimation)  |
| <i>Box</i>                 | Special Edition 250 <sup>th</sup> presentation case in red leather, individually numbered, inspired by Breguet's Moroccan leather cases of the period.   |
| <i>Warranty</i>            | 5-Year International Sales Warranty  |
| <i>Price</i>               | 45'000 CHF (recommended retail price, all taxes included)  |





# BREGUET

250 YEARS

To access the content related to this  
novelty:

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