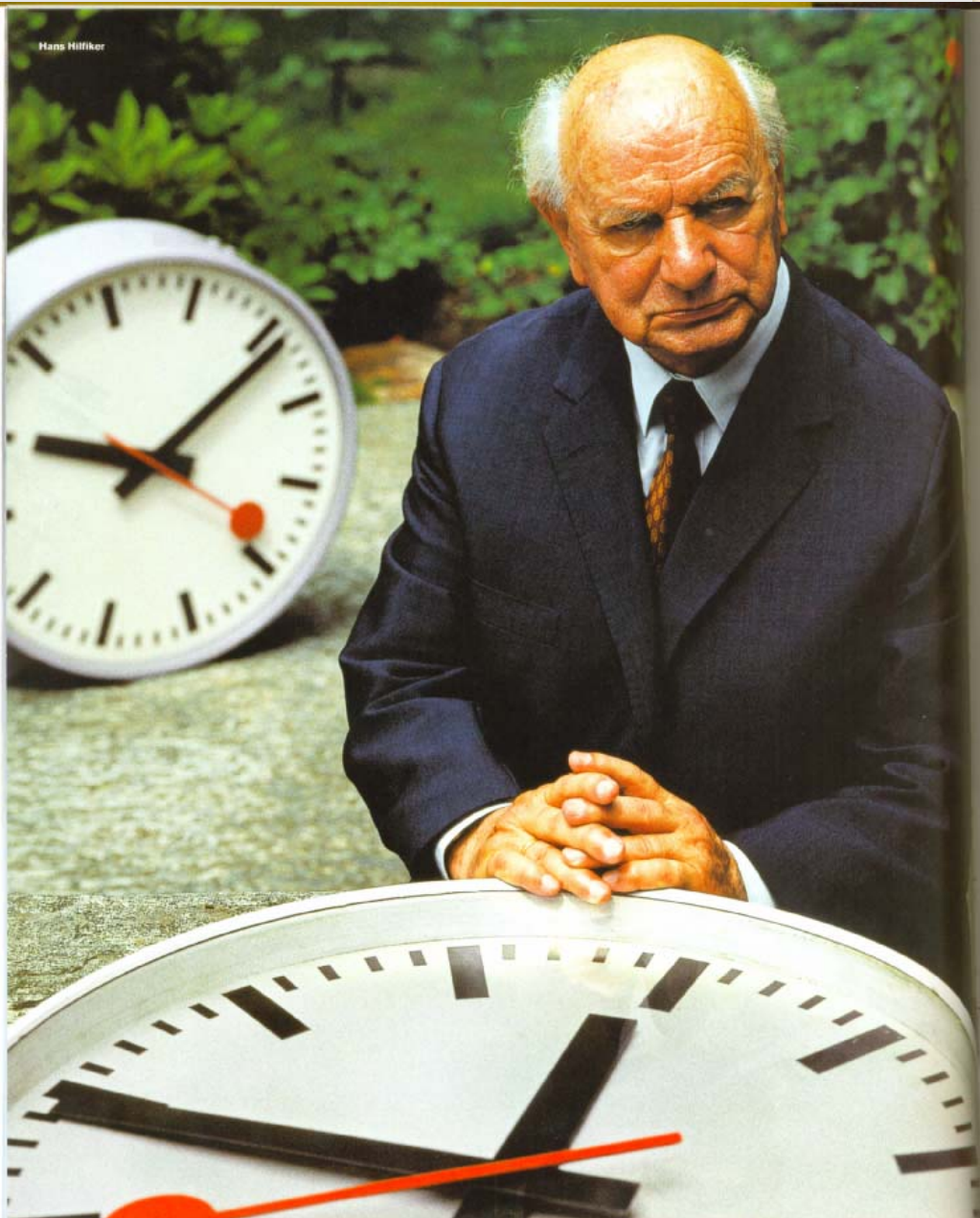


Hans Hilfiker



85-1

Official Swiss Railway Watch (1986)
Hans Hilfiker (1901-93)
Mondaine Team
Mondaine Watch 1986 to present



The Swiss have turned time-keeping into an art form, celebrated the world over by those willing to pay a premium for a Swiss-branded timepiece, of which the Official Swiss Railway Watch is one of the most recognizable. Its uncomplicated watch face is designed specifically for checking the time quickly. The circular face provides a clean backdrop to the

traditionally proportioned minute and hour hands. In contrast to the monochrome background, the bright red second hand, which replicates the station master's hand-held red departure signal, offers a constant reminder of the passing seconds. The stainless-steel case and black leather strap add to the authoritative styling. Lettering on the face includes the Mondaine company name above the small red and white company logo, the letters SBB CFF FFS which stand for 'Swiss Federal Railways', and the words 'Swiss Made' just below the 6, as confirmation of the watch's provenance. The Official Swiss Railway Watch was introduced in 1986 by Mondaine, the Swiss luxury goods group, as an inspired replica of the classic Swiss Railway Station Clock designed in the 1940s by Swiss industrial designer Hans Hilfiker. The clock originally had a round face with the addition of a red hand that was employed as a beacon, visible from great distances on the station platform. Robust, understated and with unfailing technical accuracy, the clock came to epitomize Swiss efficiency, and the travelling public were quick to take it to their hearts. Shrewdly capitalizing on the clock's status, Mondaine produced their successful wristwatch version, which continues to be sold in twenty countries, and has been adapted to form new shapes and sizes. Although available in different shapes and sizes, it is the original circular-faced version that is most revered. Undoubtedly, it is likely to remain as one of the most successful markers of Swiss branding for decades to come, as ubiquitous perhaps as the original railway clock, which still appears on each and every platform throughout Switzerland.

