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CYRUS GENEVE RENEWS ITS ALARM COLLECTION AND INTRODUCES A NEW CREATION: "KLEPCYS REVEIL"

There is no shortage of watch complications designed to make mechanical wristwatches more appealing, eye-catching and desirable. The market is rich in timepieces equipped with perpetual calendars, tourbillons, minute repeaters, GMT functions and chronographs – whether simple, split-second or, in our case, with a double independent chronograph. Yet it is unusual to find models with an alarm complication.

CYRUS Genève, an independent Swiss brand founded in 2010 with Le Locle-based manufacture, launched its first alarm function watch, designed by talented master watchmaker Jean-François Mojon, in 2018.

On the occasion of Watches and Wonders 2024, the Maison expands its collection and presents the "KLEPCYS REVEIL". This latest creation features an alarm function with a more contemporary style, in line with current trends.

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With an updated look, "KLEPCYS REVEIL" features a steel case, now 42 mm in diameter compared to the 46 mm of its predecessor. It boasts a dial with refined grenage decoration, a detail used for the first time in the brand's models. It also has a functional crown at 9 o'clock, a feature which, in previous versions, was only present to maintain a balanced style.

The "KLEPCYS REVEIL" is distinguished by an atypical interpretation of the alarm function which is reminiscent of the minute repeater chime. The bell-shaped hammer set between 7 and 8 o'clock is clearly visible on the display and has a polished, brushed finish and bevelled edges; it strikes to signal the alarm time set on the dial, producing a pleasant sound, for a minimum of 16 seconds.

With hour/minute, 24-hour alarm and day/night indicator functions, the watch is powered by the in-house manufacture hand-winding calibre CYR1280, offering 72-hour power reserve.

The end result achieved by the Manufacture's highly skilled watchmakers makes this new timepiece the perfect companion for those who prefer the charm of mechanics over digital for their morning wake-up alarm, or to remind them of the day's appointments.

The case design: the Maison's undisputed signature

"KLEPCYS REVEIL" retains the iconic cushion-shaped case, which has become one of the distinctive signatures of CYRUS Genève. Crafted from polished/satin-finished stainless steel, it is a particularly complex case comprising no fewer than 26 components.
The three-dimensional bezel, applied to the central body of the case, has a square base with curved sides and corners that are clearly highlighted by polished facets and a matt satin-finished top that frames the anti-reflective sapphire crystal. The long flared lugs embracing the double crown boast a polished profile contrasting with the satin-finished parts. This intricate combination of finishes is also replicated on the case back ring with its sapphire crystal porthole. It is engraved with the logo, the water-resistance of 3 atm and the serial number and is secured to the case with four screws bearing the CYRUS Genève helix symbol.

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The twin crowns at 3 and 9 o'clock are both functional. Decorated with the brand's emblem, they are surrounded by a rubber ring for easy handling. The crown at 3 o'clock winds the movement, sets the main time and the alarm, while pressing the crown pusher at 9 o'clock activates and deactivates the alarm/timer function by means of the small blue arrow that moves over the inscriptions "Marche" (ON) and "Arrêt" (OFF).

The dial: sophisticated contemporary elegance

Together with the case, the dial defines the style and personality of each creation.
For its new "KLEPCYS REVEIL", CYRUS Genève has chosen a refined grenage decoration that gives it a refined and elegant appearance.

As always, the dial has a three-dimensional architecture that gives it dynamism and depth. The layout is dominated by two off-centre circles that intersect at different levels. The larger one, with luminescent Arabic numerals in relief, indicates the hours and minutes with rhodium-plated openworked hands with electric blue tips, and is surrounded by a white lacquered minute scale with glossy black indices. The slender rhodium-plated seconds hand rotates on a mirror-polished ring with Arabic numerals on a 5-minute scale that completes the bezel.

The alarm sub-dial is located at 4 o'clock and allows the user to select the chosen time on a 24-hour scale and 5-minute intervals.

Between 7 and 8 o'clock, the display is dominated by a large opening that affords a glimpse of a section of the movement, drawing the eye to the alarm hammer. Its original design is reminiscent of the shape of a bell and has brushed surface and polished, bevelled edges. It strikes several chimes, producing a harmonious and clearly sound, for a minimum of 16 seconds.

The excellence of the dial finishes is complemented by the two-tone aperture between 10 and 11 o'clock for the day/night indication. A bright blue sky adorned with the sun indicates daytime, while the starry sky reminds us that it is night.

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The movement: unparalleled *savoir-faire* in the art of micro-mechanics

At the heart of the "KLEPCYS REVEIL" is the in-house manufacture hand-wound calibre CYR1280, with 340 components and an annular balance that beats at a frequency of 4 Hz (28,800 vibrations per hour). It provides a power reserve of 72 hours.
The movement's elegant architecture can be admired through the anti-reflective sapphire crystal case back, which showcases the two parallel barrels with black-lacquered ratchet wheels and the helix, the symbol of CYRUS Genève. The exclusive winding system designed by Jean-François Mojon and his team allows the barrel near the balance wheel to drive the oscillations of the balance wheel, whilst the second barrel supplies energy to power the alarm function.

In keeping with the traditional art of watchmaking, nothing is left to chance, and the movement's bridges are finely finished and decorated with a curved, engraved, brushed and polished sunray pattern, against which the jewels and mirror-polished screws stand out.

The "KLEPCYS REVEIL" comes with a glossy black alligator strap, with a steel folding clasp customised with the Cyrus logo.

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TECHNICAL CHARACTERISTICS

Klepcys Réveil

Ref. 539.502.SS.C

Movement

- In-house manufacture hand-wound calibre CYR1280
- Diameter: 34.80 mm
- Thickness: 7.00 mm
- Number of components: 340
- Number of jewels: 50
- Frequency: 4 Hz
- Vibrations per hour: 28,800
- Power reserve: 72 hours
- Two parallel barrels with a black lacquered ratchet wheel bearing the Cyrus logo.
- Swiss lever escapement
- Annular balance wheel
- Bridges: decorated with slightly curved engraved sunray pattern, microbeaded with polished edges
- Bridge screws with mirror-polished heads customised with the logo.

Functions

- Hours, minutes, seconds
- Day/night indication between 10 and 11 o'clock.
- Alarm function over 24 hours and 5-minute intervals displayed on a sub-dial set at 4 o'clock
- Alarm chime sounded by a hammer, between 7 and 8
- Alarm chime duration: minimum 16 seconds.

Case

- Cushion-shaped case in polished/brushed stainless steel, composed of 26 parts
- Diameter: 42 mm, excluding crowns
- Thickness: 17.15 mm
- Crown at 3 o'clock: in position 1, winding of the two barrels (movement + alarm); in position 2, setting of the alarm, bidirectional and at 5-minute intervals; in position 3, setting of the main time.
- Crown at 9 o'clock: a pressure on the push button turns alarm function on or off.
- Crown decoration: embossed Cyrus logo, black rubber ring with small embossed square decorations.
- Anti-reflective sapphire crystal on dial
- See-through case back with anti-reflective sapphire crystal, secured with screws customized with the logo.
- Water-resistant to 3 ATM (30 meters – 100 feet)

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Dial

- Brass dial base, silvered rhodium-plated with grenage finish
- 280° arc of main hour in relief, white lacquered with glossy black minute indices, white raised Arabic numerals filled with Super-LumiNova emitting blue glow
- Openworked hour and minute hands, rhodium-plated with electric blue tips and Super-LumiNova emitting blue light
- Seconds in 5-minute intervals on a ring applied to the bezel
- Rhodium-plated second hand
- Day/night indicator for the main time via an opening between 10 and 11 o'clock in electric blue, with a printed yellow sun (day), and dark blue with stars and moon, printed in yellow (night)
- Sub-dial for the alarm function on 24 hours and minutes at intervals of 5, set between 4 and 5 o'clock. Central part with grenage finish, hour ring in white lacquer with glossy black indices
- Alarm dial hands: openworked, rhodium-plated with blue tips
- Alarm chime hammer in brushed steel with polished angles at 7 o'clock
- "Marche"/"Arrêt" (ON/OFF) indication for the chime with a rhodium-plated hand and a blue tip

Strap

- Glossy black alligator with a stainless-steel folding clasp customised with the logo

Suggested price: CHF 39.950, excluding taxes

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