**REVELATION PRESS KIT 2014 - BRAND : 407 words**

REVELATION: a true revelation in watchmaking!

REVELATION, a pioneering brand in the art of associating the savoir faire of the Haute Horlogerie with the most advanced nanotechnologies of the 21st century, is one of the most creative in watchmaking due to its two major innovations:

The MAGICAL WATCH DIAL®: a unique patented dial which transforms from black to translucent thanks to nanostructures, which reveals:

* new esthetical elements
* additional functions such as the date
* movements with distinguishing finishes

when activated by a mechanism hidden in the case.

The TOURBILLON MANEGE®: a brilliant architectural complication whose design is equally unique in watchmaking. This new interpretation of Louis-Abraham Breguet’s tourbillon was designed and developed by the founders of REVELATION.
The brand manages itself the 40 Swiss subcontractors who represent the full range of watchmaking savoir faire necessary to produce the 356 components of this exceptional manufacture calibre.

The company was founded on January 31, 2007 by Anouk Danthe and Olivier Leu, both industrial designers in the watchmaking business; a couple united in private life & professionally.

Anouk Danthe has practiced her art in prestigious manufactures while Olivier Leu has worked as an independent designer with numerous well-known brands.

More than 5 years were required to design, develop and produce these daring creations which are now available in several collections:

* R01 DOUBLE COMPLICATION with clasp: limited edition of 15 pieces
* R02 HAUTE HORLOGERIE
* R03 MAGICAL WATCH DIAL® CHRONOGRAPHE
* R03 MAGICAL WATCH DIAL® CHRONOGRAPHE FLYBACK
* R04 DOUBLE COMPLICATION with rotating bezel
* R05 MAGICAL WATCH DIAL® AUTOMATIQUE

In recognition of the avant-garde brevet of the brand, the Swiss government granted its support to REVELATION via the CTI (Commission for Technology and Innovation) to enable the company to continue research development together with CSEM, the institution who produced the nanostructured discs of the MAGICAL WATCH DIAL®.

Thanks to the invention of the REVELATION founders, a new era begins in watchmaking, as it is now possible to create a hierarchy for reading displays in one watchmaking piece.

The themes which appear under the MAGICAL WATCH DIAL® are infinite. One can imagine a dual time zone, phase of the moon, or other novel functions in addition to personalization for customers who desire something eminently personal under what appears to be a standard dial.

We pledge that women will not be forgotten in the brand developments!

More information: www.revelation-watches.ch