

Press release

**Patek Philippe Geneva
March 2009**

**Patek Philippe presents “la vie en or rose”:
iconic timepieces in 18K rose gold.**

With its 2009 collection, Patek Philippe Genève presents a number of its legendary watch models in new rose gold versions that radiate the warmth of this precious metal. The respective models were previously available only in platinum, white gold, or yellow gold. In some instances, the rose gold versions are additions to the collection, in others, they replace legacy models.

The debut of the Ref. 5153 is noteworthy as well. It marks the long-awaited comeback of the classic officer's wristwatch, the quintessential round timekeeping instrument with a hinged cover that protects the sapphire-crystal case back.

And finally, the many women who in the past years have missed a distinctively feminine Nautilus can take a deep breath: Patek Philippe is presenting the new casually elegant Nautilus for ladies in white or rose gold, with diamond-set or satin-finished bezels.

The magic of rose gold

Real gold comes in many different colors. The most frequently seen hues are yellow, white, and rose gold. But some very exotic shades such as green gold or blue gold exist as well. However, chemically pure gold is always yellow. Metallurgically speaking, 24K gold or 999 gold is called native gold. It is very soft and highly corrosion-resistant, but it can easily be alloyed. The admixture of other metals changes the physical properties of gold and also its color. Thus, the earliest color gold alloys were not primarily intended for jewelry but originated from the need to alter certain properties, including hardness. This also applies to 18K rose gold, an alloy that contains copper and is more scratch-resistant than yellow gold. Because of its seductively warm hue, it subsequently became popular in the domain of jewelry and was especially in great demand during the still much admired art deco epoch. This is an era that plays an important role in the history of Patek Philippe, and it inspired timepiece designs that culminated in many successful launches during the past years. Some prominent examples are the Chronometro Gondolo Ref. 5098, the Twenty~4 or the Gemma. In 2009, rose gold is a new and appealing choice for Patek Philippe's contemporary classics.

Now in rose gold: Ref. 5101R 10 Day Tourbillon

In 2000, Patek Philippe presented the first wristwatch with a power reserve of 10 days; three years later, a tourbillon version followed. The Ref. 5101 10 Day Tourbillon is now available as a rose gold model which supersedes its platinum sibling, the Ref. 5101P. The new Ref. 5101R features a striking two-tone 18K gold face with two subsidiary dials in bright silvery gray as attractive accents within the dark gray background. The interplay of shades between the dial and the warm rose gold of the numerals, the hands, and the rectangular, three-tiered case is equally remarkable. The exclusive form movement of the 5101R has a power reserve of 240 hours and a tourbillon escapement. The



Continued 2

architecture, the decorations, and the tourbillon of this superb mechanical caliber can be admired through the sapphire-crystal back.

The Annual Calendar Chronograph Ref. 5960R: a welcome addition in rose gold

First introduced in 2006 with a chronograph movement developed by Patek Philippe and produced in-house, the Annual Calendar Chronograph became an instant bestseller. Now, the Ref. 5960 is available in rose gold for the first time. Its warm hue adds a gentle retro touch to the otherwise highly technical personality of this watch. The rose gold case, hands, and hour markers form a charming contrast with the dark silvery gray dial. Its brighter monocounter is the visual counterpoint to the three white calendar apertures in the upper half of the dial. The watch incorporates a self-winding manufacture movement that combines the classic column-wheel control concept with a virtually wear-free disk clutch. Its immaculate finissage can be admired through the sapphire-crystal case back.

Chronometro Gondolo Ref. 5098R true to style in rose gold

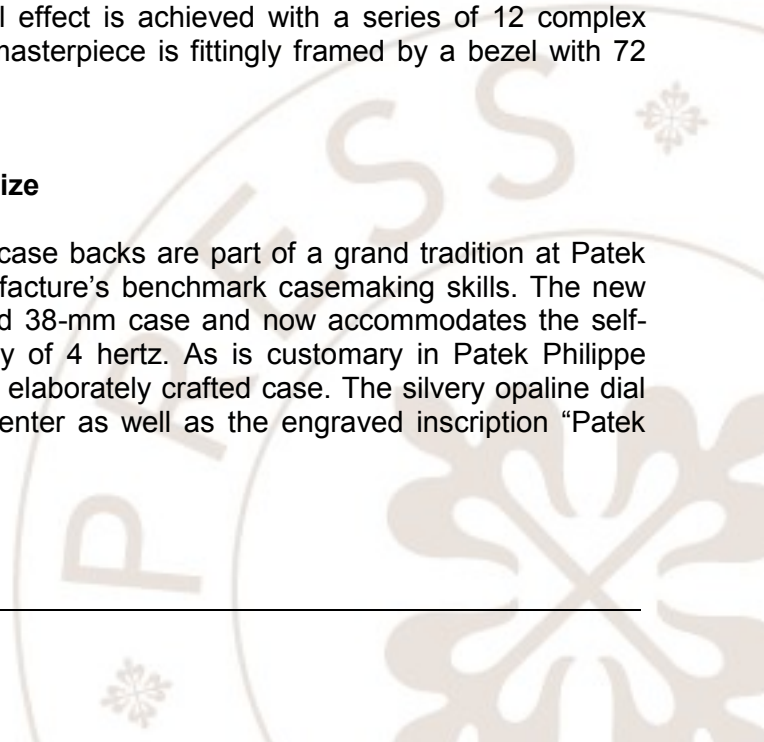
When it presented the Chronometro Gondolo in platinum two years ago, Patek Philippe demonstrated how the workshops' rich heritage is successfully transposed to the present. The cool luster of platinum is now joined by the warm glow of 18K rose gold, a perfect match with its tonneau-shaped case inspired by a 1925 model. With its gracefully cambered silhouette, it literally caresses the wrist. The curvature is echoed by the hand-guilloché 18K gold dial as well as by the sapphire-crystal glass and the sapphire-crystal case back which reveals an exquisite manually wound form movement. With its slender escape-wheel and fourth-wheel cocks and the S-shaped center-wheel bridge, it is reminiscent of the early Chronometro Gondolo movements that still rank among the most splendid calibers ever built.

The ultra-thin ladies' Calatrava Ref. 4897R now in rose gold with a caliber 215 movement

Inner values are important to women, so their growing interest in watches powered by traditional mechanical movements is not surprising. Thanks to the very thin caliber 215 movement, no compromise has to be tolerated with respect to elegance and poise. On the contrary: the ultra-thin ladies' Calatrava with a rose gold case as well as a chocolate brown dial and strap is irresistibly feminine. The seductiveness is due not least to the extraordinary look of the intricately guilloché, subtly cambered dial. Its mystical three-dimensional effect is achieved with a series of 12 complex lacquering, stoving, and polishing processes. This masterpiece is fittingly framed by a bezel with 72 flawless Top Wesselton round diamonds.

The Calatrava officer's watch Ref. 5153 in a new size

Officer's watches with hinged covers protecting the case backs are part of a grand tradition at Patek Philippe. They underscore the Geneva-based manufacture's benchmark casemaking skills. The new Ref. 5153 in 18K yellow gold has a slightly enlarged 38-mm case and now accommodates the self-winding caliber 324 SC movement with a frequency of 4 hertz. As is customary in Patek Philippe officer's watches, the face is just as exquisite as the elaborately crafted case. The silvery opaline dial features a hand-guilloché sunburst pattern in its center as well as the engraved inscription "Patek Philippe Genève" in a rounded, golden cartouche.





The Patek Philippe Nautilus for ladies – Casual elegance goes more than skin deep.

It took almost three years, but now, it has finally surfaced: the new Nautilus in a ladies' format and with irresistibly feminine features. It has the same rounded case extension ridges as the men's Nautilus models that were reworked two years ago, but is available exclusively in 18K white or rose gold. Its supple bracelet presents a new, refined design perfectly matched to the watch and to slender wrists. The ladies' Nautilus offers a choice of satin-finished or diamond-set bezels as well as charcoal gray or white dials. It is endowed with Patek Philippe's E 23 SC quartz movement with sweep seconds and an aperture date. The watch is water-resistant to 60 meters.

