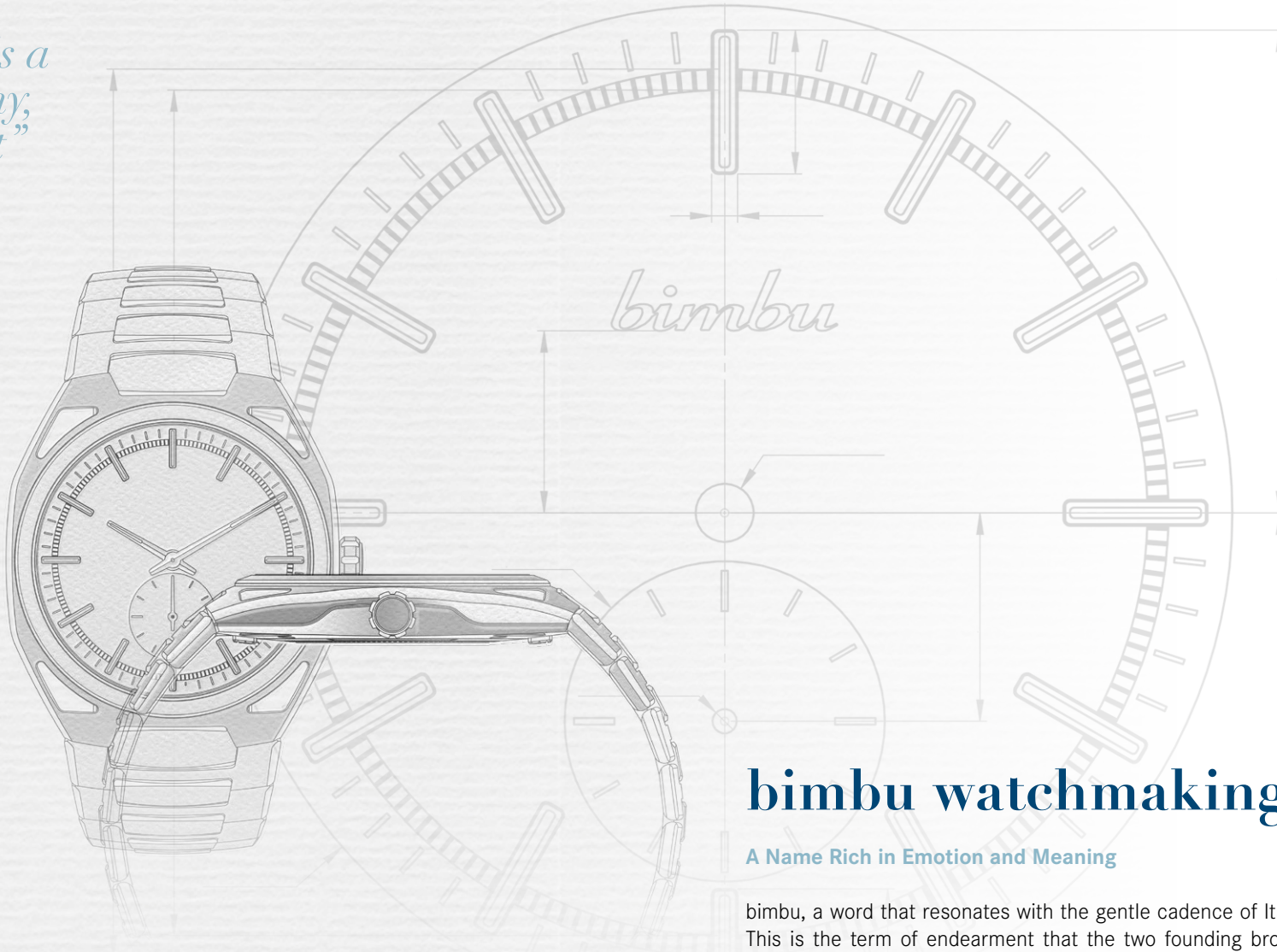


bimbu
WATCHES

*“A name rich in
emotion and
meaning”*

*“bimbu is a
philosophy;
a mindset”*



bimbu watchmaking

A Name Rich in Emotion and Meaning

bimbu, a word that resonates with the gentle cadence of Italian and the innocence of childhood. This is the term of endearment that the two founding brothers, Aldo and Mario Magada, have always used for one another. This name transcends a mere familial nickname; it embodies profound values of trust, benevolence, freedom of being, and authenticity.

Our Approach: A Distinctive Proposition

bimbu represents a philosophy, a mindset that speaks to a community of connoisseurs and aesthetes in pursuit of genuine experiences. From its inception, the desire to share this passion has guided every choice, every decision. bimbu offers a new definition of luxury, one that is more discreet, where excellence unites around the appreciation of the product's intrinsic values. An excellence that is not ostentatious but rather revealed through subtle details.



“Authenticity at the Heart of Creation”

Meet the Founders

bimbu is the fruit of a family venture initiated by Aldo and Mario Magada. Passionate and audacious, they knew how to surround themselves with the best partners to bring their dream to life. A human adventure at the heart of each watch.

The Origins: Family and Authenticity Aldo

Aldo Magada, with over 40 years of experience in the watchmaking industry working for prestigious brands, is the source of the passion shared with his brother Mario for fine Swiss mechanical watchmaking. Their shared desire is to perpetuate this love through a unique family venture. Together, they embraced the bold challenge of creating a brand from the ground up, rather than reviving a name from the past. The passing of their elder brother, Juan, served as the catalyst that propelled them to bring this family project to fruition.

Authenticity at the Heart of Creation

Inspired by the model of 19th-century watchmaking counters, Aldo and Mario have united the expertise of the finest watchmakers, case makers, and dial makers around values that reflect their own. Their ambition is simple: to create sophisticated timepieces with complete simplicity and

transparency, initiating a relaxed approach to watchmaking that focuses on authenticity and human connection. This approach is accompanied by complete traceability of all components, each manufactured in Switzerland, placing trust at the core of the relationship with connoisseurs of exclusive and elegant products. A new convivial community that embraces pleasure and shared experiences. bimbu embodies the Italian soul, Swiss excellence, and the expression of universal values.

The Partners: Collaboration with the Finest Swiss Artisans

Our artisans have placed their exceptional expertise at the service of bimbu, conferring upon our timepieces a strength, boldness, and sophistication born of simplicity. A discreet yet authentic luxury, revealed through subtle details and unparalleled quality.

The technical quality and execution of the various components serve the aesthetic emotion of timekeeping. Each partner was able to express their unique savoir-faire, contributing to the development of our inaugural collection: Patrium. This collection is the first step of a journey through time, a novel, high-end Swiss horological proposition that is original, elegant, and exclusive.

*“An excellence
dedicated to the
pleasure of
discovering”*



The Patrium Collection: The Expression of Our Heritage

A Timeless and Customizable Design

The design, developed by Fabrice Gonet and Olivier Leu of Edge Design in Ecublens (Vaud), highlights the care taken in the creation of each component. The result is a light, slender, and timeless watch that can be worn on any occasion. Its look can be modified simply by changing its strap, thanks to a tool-free system, with a simple press. This watch is intended to be elegant, precise, robust, but also precious, thanks to the central role of the decorative stone on its dial and case back. An excellence dedicated to the pleasure of discovering

it a little more each day, the sensory pleasure of touching a fluid object, without roughness. A sophisticated softness, yet completely relaxed. The first model is extra-flat, representing the sought-after apparent simplicity, the quest for ultimate elegance and discreet watchmaking, the foundations of the brand. It is the details that one must discover to reveal the excellence. It is light, with a contained size, thus able to adapt to all wrists, without distinction of gender.

*“The world of
watch customisation”*



Personalize Your bimbu Patrium

Immerse yourself in the world of watch personalization. Our online configurator empowers you to create a unique timepiece. Harmonize precious materials, refined colors, and exquisite finishes to create your perfect watch.



The Case

Lightness and Robustness in Perfect Harmony

The 39 mm case is made entirely of grade 5 titanium, which gives it a surprising lightness. The slender appearance is reinforced by a contained thickness of 8.8 mm. This fragility is only an illusion, because grade 5 titanium provides this case with all the qualities required to house our timepiece: shock and scratch resistance, durability, thermal insulation, and hypoallergenic properties. This alloy containing 6% aluminum and 4% vanadium provides our watch with all the guarantees of longevity and durability. Manufactured in La Chaux-de-Fonds (Neuchâtel) at AB Product, the case features a complex three-piece construction (bezel, case back, and middle), all treated in different finishes: polished, brushed, and grained on its middle, providing elegance

and timelessness. The shape of the case back is unique. It offers, like a well-kept secret, a delicate reminder of the dial, in particular the semi-precious stone constituting the small seconds counter positioned at 6 o'clock. One can admire the striking spectacle of the fully redesigned Peseux 7001 caliber, with its graceful finish and renowned reliability. Despite this thinness, the AB Product teams were able to integrate an easy, ergonomic, and discreet system for interchanging the strap, with a simple press. A feat. The piece is water-resistant up to 50 meters deep. The sapphire crystals, also manufactured in Switzerland, receive an anti-reflective treatment on both sides.

“Starting from a natural material to make it a precious and singular object”



The Dial

Each watch is a Unique Piece

The dial is the very expression of the bimbu approach: starting from a natural material to make it a precious and singular object. The delicate dials are all unique, which accentuates the rarity of each piece. They give pride of place to the precious or semi-precious stone for the small seconds counter placed at 6 o'clock. This stone disc is enhanced either by mother-of-pearl or by rhodium-plated and sunray-brushed metal, light or dark, to sublimate each stone. A discreet reminder of the small seconds stone surrounds the movement under a sapphire crystal on the back of the watch, the discreet pleasure of a well-kept secret, intended only for the wearer of this timepiece. The entire dial is traversed by a recessed and raised track, as if

each minute were trying to cling to the time that inexorably flows. Crafted from a Super-LumiNova infused ceramic, the meticulously machined indexes ensure optimal legibility day or night, with a refined and graphic design. This work on the raw material was carried out in the workshops and expert hands of GT Cadrans in Lonay (Vaud), heirs to a unique savoir-faire. Their knowledge of stones allowed us to give free rein to our desires: jade or marlstone on a light rhodium-plated background, quartzite with a dark rhodium-plated background, turquoise on a Tahitian mother-of-pearl background, or lapis and cloudy mother-of-pearl. A contrast between the softness of the background and the raw, untouched appearance of the stone. Hypnotic.


*“The mythical
Peseux 7001 caliber”*



The Movement

A Legendary Movement, Symbol of Tradition and Innovation

The chosen caliber is a great classic of the extra-flat, a hand-wound movement proven and recognized by collectors for its reliability: the Peseux 7001 dating from 1971, which is no longer produced. It's simple and efficient three-bridge structure offers numerous possibilities for adaptation, particularly for haute horlogerie finishes. Its minimal height of 2.5 mm allows the total thickness of the watch to be limited to 8 mm. The daily ritual of manual winding offers this intimate connection between the owner and their timepiece. It has a power reserve of 42 hours and a frequency of 3 Hertz. This Peseux 7001 base has been modified and decorated by Concepto in La Chaux-de-Fonds (Neuchâtel). The hand-setting height has been adapted to allow the use of dials with semi-precious stones. Its copper finish and grained bridges accentuate the softness of the beveling carefully performed by the master watchmakers. Its sunray-brushed ratchet wheel and double-snail barrel attest to the infinite care given to the decorations and the final assembly of this exceptional caliber.



*“The true smile
of our
timepieces”*

The Hands

The Art of Refinement

The true smile of our timepieces, the baton-shaped hands are made in a sober finish and treated in different colors: black-gold, rhodium-plated, and 5N gold-plated. They thus adapt fully to the colors of the minute tracks and indexes of the different dials. An additional refinement: they make the axis that supports them invisible, thus giving a neat and discreet appearance. Adding to the refinement, the small seconds hand is made of solid 5N gold alloy, magnifying the semi-precious stone of the small seconds counter with its noble material. The hour and minute hands receive a Super-LumiNova treatment allowing for nighttime reading. It is in the workshops of the Waeber company in Fleurier (Neuchâtel) that all our hands were designed, manufactured, and finished, with infinite care. The result makes reading the time a unique moment that one never tires of.



*“Soft calfskin,
rubber, or alligator”*



Strap and Buckle

The straps, made by Multicuir SA in Meyrin (Geneva), offer a multitude of styles thanks to high-quality materials such as soft calfskin, rubber, or alligator. The quick and easy interchangeability allows you to adapt your watch to each occasion, reinforcing the personal connection with your of an ardillon buckle also in grade 5 titanium, manufactured at Beauregard Manufacture SA in La Chaux-de-Fonds (Neuchâtel).



A Transformable Case, Symbol of Our Responsible Commitment

Your timepiece will be delivered to you in a special case. Indeed, once again, we wish to break away from the codes of luxury watchmaking and make the «beautiful» useful and responsible. Your case can be transformed and will allow you to transport some of your watches during your travels, in complete safety. It is accompanied by a watchmaker's loupe to appreciate every detail of your timepiece. Finally, this case is placed in a backpack made of genuine leather, tanned in Italy and assembled in Spain, with soft leather and a versatile design, which you can then use as a real fashion accessory. Useful, beautiful, solid, and timeless. More than a promise. A state of mind.



*“Exclusive
authentication and
traceability
service”*

A 3-Year Worldwide Warranty for Your Serenity

Aware of the importance of your timepiece, we offer a 3-year warranty on all our products, covering manufacturing defects. Although our partners are committed to extreme care at every stage of production and assembly, this warranty assures you of complete coverage, valid worldwide from the date of purchase.

Certified, Trained, and Equipped Service Centers

To respond quickly to your needs, bimbu has selected the expertise of SAVInsight and its network of certified service centers located across key international markets. These centers have received specific training on the components, assembly processes, and quality standards of our brand. Thanks to their stock of original spare parts, they are able to carry out rapid, precise, and competent interventions, allowing you to enjoy your watch again as soon as possible.

Watch Certificate: The Guarantee of Irreproachable Authenticity

In partnership with Watch Certificate, we offer you an exclusive authentication and traceability service for your watch. This secure digital certificate provides you with additional protection in case of theft or loss and enhances the value of your investment. It is a natural extension of our commitment to transparency, trust, and customer satisfaction.



bimbu

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