

Moments in time.

STORIES OF MODERN WATCHMAKING 2023



ORIS
HÖLSTEIN 1904





© Disney

“I gotta make time for me”

If you don't already, we hope you'll read those words – “I gotta make time for me” – and hear not only the tune that goes with them, but also see the face of the guy singing them: Kermit the Frog. In the TV ad we filmed with him, he sang these words. Actually, he wrote them, too.

Why? As you'll discover in this book, we've created a version of our ProPilot X in collaboration with Disney to celebrate Kermit the Frog (see page 30). It has a green dial, naturally, but its most entertaining feature appears on the first of every month, or 'Kermit Day', when Kermit's cheery face pops into the date window.

As Kermit sings: “I gotta make time for me / Take a moment of my day for a cup of tea / I gotta make time for me / Find your ME time / I gotta make time for me...”

This is counsel we take seriously. Or perhaps that should be not too seriously. Oris people – our staff, our customers and members of the worldwide Oris community – know when to be serious and when to sit back and smile. We take mechanical watchmaking seriously and strive to make the best watches we can. But we also want to have fun. To smile. To live freely, joyfully and independently. It's a balance.

In all this, one constant: you. We are so inspired by the global Oris community and so grateful for your enthusiasm, ideas and joy. As Kermit says, make a little time for yourself today...

06



THIS IS US

The Oris story began almost 120 years ago. We're still independent, our watches still make sense, and we're devoted to bringing Change for the Better. This is who we are.

28



WE CREATE

Oris watches capture the Joy of Mechanics. Every watch we create is beautiful, high-functioning and purposeful. But, above all, our watches are designed to make you smile.

46



WE ACT

The Oris mission to bring Change for the Better continues to gather pace. Discover some of our change-making partners and how you can support their efforts.

64



DIRECTORY

Find out how to join an Oris Social Club, how to restore your Oris watch, how to choose an additional strap and where to find your nearest approved Oris dealer.



1

THIS IS US

Since 1904, Oris has been crafting beautiful mechanical watches for citizens of the world. Today, as an independent company, we're also on a mission to bring Change for the Better – a world citizen's duty



I N D E P E N D E N T

As you may have seen on social media, on billboards or in magazines, we live by the mantra 'Go Your Own Way'. We chose this statement because it captures our independence and our continuing mission to bring Change for the Better. Independence means we're free to follow our own path, not in service to ourselves, but so that we can create the watches you want, and more importantly so that we can effect positive change in the world around us. This is what independence means to us. And it's what makes us who we are.



S U S T A I N A B L E

At times, the challenge to conserve our planet can feel too great. What can any of us do? The answer is we can all play our part. That applies to independent companies like Oris, too. Sustainability has been a company-wide attitude for years.

At top level, we're a climate neutral company, certified by ClimatePartner, and the Oris Emissions Reduction Programme is in full swing. Then, in everything we do, sustainability is our first thought, fuelled by our mission to bring Change for the Better. How do we face the challenge? By working together.

MAKING SENSE

We understand that the idea of something 'making sense' is subjective. To us, it means embracing the code of today's world citizen. Purpose, function and value are all part of this posture, as is the concept of responsibility; to ourselves, to each other, to you and to the planet we share. Our watches, our people, our partners and – if we may – our customers reflect these values. Yes, beauty, design, craftsmanship and what we call 'The Joy of Mechanics' play a part, too. And when these influences meet, it makes everyone smile.





Photo credits from left to right: Fabian Riedi – Naturvision, CWSS – Martin Stock, François Perez



The world we live in

Our world is so beautiful. And as world citizens, we have a responsibility to look after it. Wherever possible, we look to express this idea through our watches, not least when they're created with our Change for the Better partners

We are lucky. In 1904, 119 years ago, our founders arrived in the village of Hölstein, deep in the forested hills of the Waldenburg Valley, some 35 kilometres from the Swiss city of Basel, and decided to settle amid its natural beauty. They named their company after a nearby brook: Oris.

Since then, the Oris name has taken root all over the world. People wear our watches everywhere, from Tijuana to Tokyo (and Hawaii – aloha!), and we have outlets in every major city. We're a global 'brand', with a name and a profile

that people are kind enough to love – and that we're proud of. Our footprint today is truly, wonderfully global.

Which is all very nice. But it only carries any integrity if we recognise our place is relative to everything else, and view this recognition from another perspective: as a responsibility. A responsibility to the world and the people that have welcomed us for so long, and who continue to sustain us. This is the attitude of the world citizen, and we're constantly asking ourselves how we can be better citizens and meet those responsibilities more effectively, more often.

We know this might sound worthy and some may bristle at what sounds like preaching. Fair enough. But in place of scepticism, which rarely achieves anything, we choose to be enthusiasts and to embrace our mission to bring Change for the Better. We’re glad so many people around the world have chosen to follow this path either with us or on their own. Together we can bring Change for the Better.

If the theory sounds good, what does it mean in practice? Over the past decade, we have forged numerous partnerships with non-profits, conservation agencies, humanitarian organisations and individuals who share the same appetite as us to effect positive change.

On these pages, we’re showing you just a few images that reflect the enormous efforts made by these partners to change the world. The previous pages point to our latest project with Bracenet, which is upcycling ‘ghost’ fishing nets into bracelets, accessories and now watch dials (see page 52); the Common Wadden Sea Secretariat, a tri-lateral organisation conserving the critical natural habitat of the Wadden Sea, the world’s largest tidal system and a UNESCO World Heritage Site; and Cervo Volante, a Swiss company transforming discarded deer hides into beautiful leather accessories and, for Oris, watch straps.

Elsewhere in this book, you’ll also discover the aerial firefighting experts Coulson Aviation (see page 56), New York’s Billion Oyster Project (page 63) and the aeromedical organisation Wings of Hope (page 61). It brings us great joy to share their stories, support their programmes for change, and invite you to learn more about them and get involved.

And what about people? We’re passionate about building communities that support and uplift one another. To that end, we’re getting behind some of the world’s premier sports leagues and clubs (page 22) and backing projects they’re running to provide opportunities for change to vulnerable local people. We’ve also established a global network of Oris Social Clubs (page 67) that bring people together in hub cities in a relaxed environment to talk about life, the universe, and even the odd watch.

All of these ventures are part of our wider commitment to the United Nations Sustainable Development Goals (page 25), and to our own programme of change. Oris is a climate neutral company, independently certified by ClimatePartner (page 48). It took a huge amount of time and effort to reach that point, and for the last two years we’ve been actively pursuing the Oris Emissions Reduction Programme to not only offset our impact but to permanently reduce it.

Why do these things? Aren’t we just a watch company? Perhaps, but then initially, everyone and everything is ‘just’ a something. It’s together that we become so much more. And when we harness that, we’ll find the power to make the world we live in better. To bring Change for the Better.

66

In place of scepticism, we choose to be enthusiasts and embrace Change for the Better

ORIS SUSTAINABILITY REPORT 2023

Talk to sustainability experts and they’ll tell you that for a business, producing a sustainability report that calculates your carbon emissions is the basis of a meaningful approach to sustainability. We use ours for checks and balances – to keep us on track. We’d be glad if you read it and kept us accountable, too. *To view the report, scan the QR code below*



DISCOVER NOW



Photo credits: Marc Fischer (below), CWSS – Martin Stock (right)



It’s a wonderful world
We’re proud to support the work of the Common Wadden Sea Secretariat (above) and Cervo Volante (left), which makes Oris watch straps from sustainably sourced and tanned deer leather

The look in your eyes

We take great joy from the global community of Oris fans. On Instagram, you post some breathtaking images of our watches. Meet some of the creative talents behind them



@ORISFANBOY
Oslo, Norway

“As you can see from my handle, I quite like an Oris watch ... I’ve been collecting Oris for almost five years. A real highlight has been setting up the Oris Social Club, Oslo and launching the OSC Edition watch. Every Sunday I post a red watch and this is my RedBar Limited Edition Divers Sixty-Five. For this shot, I fixed it to a mechanical robot stand I’d just picked up. Like Oris, I love all things mechanical.”

@TYALEXANDERPHOTOGRAPHY
Wisconsin, United States

“A watch is a tool, but a good watch is also a thing of beauty, and there’s great joy in that. That’s what I tried to capture in this POV shot: an owner just stopping to admire his watch. What makes it beautiful? Its form. Its silhouette. All those details. Balance. It takes creative dexterity to make a watch beautiful – and that’s what Oris’s designers have done with this Aquis Date. I love the way the light catches the dial, too.”



@LYDIASWATCHES

Stockholm, Sweden

66 With this Aquis Date, it was all about the cherry red dial with its bold, rich colour for me. I instantly knew I wanted to photograph it with bright ripe cherries. I had to wait a few months until cherries were in season here in Sweden. It was worth the wait. I love that it's an Oris, a brand that wants to have a positive impact on the community and the world around it, which is incredibly important to me. When I photograph a watch, I think of it as a portrait; the environment, the look and feel, and what will make the watch really shine."

@DOUBLEDOMED

Sydney, Australia

66 The story of this image is really a series of stories. For example, the book is Modern Color by Fred Herzog, a gift from my brother. I pick it up when I need a bit of creative inspiration. And the watch: this is one of a series of 1,000 ProPilots Oris made for the cancelled Reno Air Races in 2020, so it's a little piece of history. The date wheel detail really gets me. Light is critical when taking watch pics. I love low-key lighting and seeing photographers utilise darkness in their images. I use a single light source which I adjust to get a little bit of 'flecto' in the watch crystal."



@FRANKFREAK0914

Taiwan

66 Some friends and I all bought this same watch at the same time and it symbolises the crazy night we had together. It was my first Oris watch and I've since expanded my collection. Why? Oris just seems to attract people with the same passion. I really love that this vibrant community is so motivated to look after the environment. I can wear my watch to Oris beach clean-up events, which seems quite unreal when you think about it. A watch is a tool that tells the time, but an Oris also brings people together and makes the world a better place."





For the love of the game

Oris works with leading sporting institutions to bring Change for the Better in the community. We're proud to support Major League Baseball, Marylebone Cricket Club and France's Ligue de Football Professionnel, and to be a member of the UN's Football for the Goals



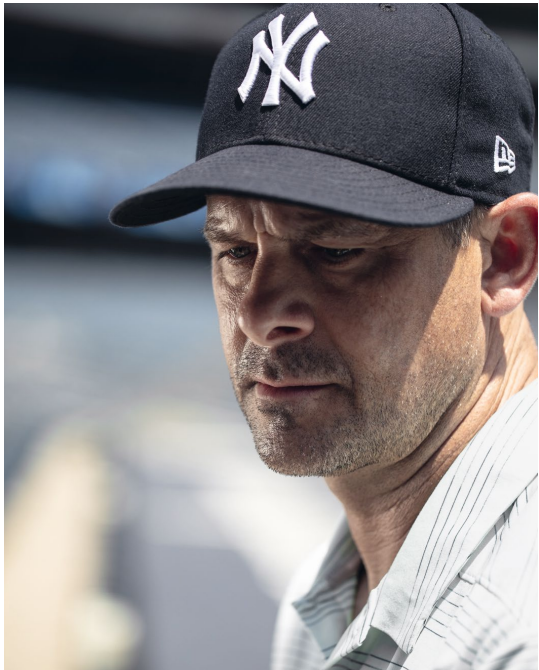
Around the globe, billions of us play, watch and enjoy sport every day. Sport in its myriad forms has a unique power to unite us – and to bring change. At Oris, we're proud to work with some of the leading names in world sport, and to support their community and environmental programmes as part of our campaign to bring Change for the Better. We believe we can only bring that change when we work together.

We work with Major League Baseball (MLB) in the US, we're Official Timekeeper and Sustainability Partner of France's Ligue de Football Professionnel (LFP), and we're an official member of the United Nations' Football for the Goals initiative (see page 25). We also partner with Marylebone Cricket Club (MCC), owners of Lord's Cricket Ground in London. Each one is a global sporting icon.

They're also all committed to positive change and have a diverse fan base. It's a privilege to stand with them as they use sport to create stronger societies and a healthier planet.

Our first steps in sport were with the New York Yankees, the world's most recognisable baseball team. We've since extended our partnerships across MLB, and now collaborate with the San Diego Padres, Atlanta Braves and Chicago White Sox, all community-focused teams.

And we count ourselves fortunate to call Yankees manager Aaron Boone (right) a friend. Aaron's mindset is





all about creating community and supporting one another. That begins in the clubhouse, translates onto the field of play, and then lifts the wider fan community.

“The culture we create in our clubhouse is so important,” says Aaron. “Part of that is a brotherhood. Some of the best clubs I played for, the culture was strong because everyone was so supportive of one another.

“Struggles are part of Major League Baseball,” he continues. “Success, failure, adversity – they’re all inevitable in our game. The really good teams help establish a culture where, when a guy is struggling, they create an environment that addresses those things. We want that our guys can’t wait to get here, to work and improve. We all play a role in that. From myself to coaches and players, supporting one another, so we can get the most out of each and every guy.”

Through baseball, we’ve also grown close to the Roberto Clemente Foundation. A non-profit named after the Puerto Rican baseball Hall of Famer Roberto Clemente, it was established in 1994 to ‘Build Nations of Good’, and supports communities by developing tomorrow’s leaders through education, sports and service leadership.

Each year, MLB recognises the athlete who “best exemplifies the game of baseball, sportsmanship, community involvement and the individual’s contribution to his team” with the Roberto Clemente Award. The most recent award went to MLB star and humanitarian Justin Turner, whose own foundation supports homeless veterans, children (and their families) battling life-altering illnesses and diseases, and various youth baseball organisations. Baseball’s power to bring change is huge.

And so is football’s. Last year, Oris began a partnership with France’s Ligue de Football Professionnel (LFP), which oversees the country’s major professional football leagues. Oris is the Official Timekeeper of Ligue 1 and Ligue 2, and we’re also the LFP’s first ever Sustainability Partner. The parallels between us are tangible: while we campaign for ‘Change for the Better’, the LFP’s programme, ‘Playing as a Team’, brings clubs, partners, football families and expert associations together to fulfil sustainability objectives.

Further to this, Oris has become a certified member of the United Nations sustainability initiative Football for the Goals. As a member, we’ve committed to the UN’s Sustainable Development Goals (see right), which cover issues ranging from eradicating poverty, hunger and inequality to taking climate action.

66
Through these organisations,
our Change for the Better
campaign gathers pace

Similarly engaged in sustainability is MCC, which has an impeccable sustainability track record. In 2009, it became the first sporting venue in the UK to appoint a sustainability manager. More recently, it too aligned its sustainability strategy to the UN’s Sustainable Development Goals and in October last year became a member of the UN Sports for Climate Action Framework, which aims to help sports organisations reduce emissions caused by their operations. The club works both in its local community and, harnessing its influence as the Home of Cricket, around the world.

“Cricket is a game for all,” says Guy Lavender, MCC’s chief executive. “Our game encourages leadership, friendship and teamwork, bringing together people from different nationalities, cultures and religions. At its core are the Spirit of Cricket’s principles of fairness and respect.”

The UN’s 17 Sustainable Development Goals are intentionally ambitious, but with the number of sporting organisations and their partners committing to them, they become achievable: where sport leads, others follow.

For Oris, our Change for the Better mission gathers pace through these magnificent sporting organisations and their passionate fan bases. As the great Roberto Clemente said: “Any time you have an opportunity to make a difference in this world and you don’t, then you are wasting your time on Earth.” And there’s no time to waste.



EVERY GOAL COUNTS

As a member of Football for the Goals, Oris is committed to the United Nations SDGs

The LFP is one of the biggest sports leagues in Europe, and also one of the first to focus on sustainability, making the organisation a natural partner for Oris. Through the league, we’ve also become members of the United Nations initiative Football for the Goals. This meant committing to five principles, including a pledge to implement and advocate for the UN’s Sustainability Development Goals, or SDGs.

There are 17 of these. Our focus this year is on three of them: “Reduced inequalities”, “Responsible consumption and production” and “Climate action”. As we announced in our Oris Sustainability Report last year, our business is already aligned to the UN’s SDGs, and it’s our great privilege to advocate for them through sport and here in this book. For more information, visit sdgs.un.org/goals



Journey of a lifetime

From tip to toe, the gentle Waldenburgerbahn railway covers a distance of just 13 km. And yet for more than a century it has carried the Oris story to all four corners of the Earth



A great platform
Above: the Waldenburgerbahn Limited Edition. Left: a locomotive in Hölstein. Note the Oris rooftop logo in the distance

Photo: Collection Lorenz Degen

From the west-facing windows of the Oris factory, you can see the Waldenburgerbahn. The train tracks cut right through the road that runs past the factory's front door. Visitors to the Swiss village of Hölstein, where we've been based since 1904, might not immediately spot their significance. But to us, they are the arteries that first carried the Oris story from Hölstein to the world.

When Georges Christian and Paul Cattin – the entrepreneurial watchmakers who founded Oris – first came to Hölstein, they found a beautiful village, an industrious local population and a facility in which they could establish their new business. But while these factors were significant, none mattered so much as the local railway.

On the surface, the railway didn't look much. The line ran just 13 km along the Waldenburg Valley, linking Liestal in the north to Waldenburg in the south. But at its tip, it connected into industrial Basel, and from there to Europe and the world.

The unassuming Waldenburgerbahn, the pair recognised, could serve as their new company's lifeline, carrying employees to and from the factory, widening the talent pool considerably. And it could transport parts to the factory at the same time.

Moreover, once an Oris watch had been produced in Hölstein, it could begin its journey to markets near and far on the train. The Waldenburgerbahn wasn't just useful, it was essential. Without it, building a watch company would be almost impossible.

And so it proved. In those early decades, Oris thrived, fuelled by the dependability of the train. "The Waldenburgerbahn linked Hölstein and Oris to the world," says Andreas Büttiker, chief executive of BLT Baselland Transport AG. "It was and is the lifeline of the valley. In the 19th century, it fuelled industrial development and the founding of numerous innovative companies, especially in the watchmaking and precision-engineering industries. Oris, like the Waldenburgerbahn, stands for reliability, quality and innovation."

In late 2022, the Waldenburgerbahn was reopened after extensive refurbishment,



WALDENBURGER- BAHN LIMITED EDITION

754 7785 4084-Set

This 1,000-piece limited edition is based on our signature design, the Oris Big Crown Pointer Date. It has a 40 mm stainless steel case and a Cervo Volante strap made of sustainable deer leather. *Discover more at [oris.ch](https://www.oris.ch)*

DISCOVER NOW

introducing safety and environmental upgrades. Once again, the line is offering low-cost, low-impact transportation for Oris people and visitors to the factory. As such, it also supports the Oris Emissions Reduction Programme, our ambitious plan for a more sustainable future.

To mark not only its reopening but also the role played by the Waldenburgerbahn in Oris's story, we're delighted to present the 1,000-piece Waldenburgerbahn Limited Edition. It's based on the Big Crown Pointer Date – our icon, and a watch that's been in constant production since 1938.

As well as being a timeless classic, the watch tells a timeless story: without the Waldenburgerbahn, there might be no Oris.

66
The Waldenburgerbahn
is the lifeline of the valley,
linking Oris to the world



2

W E C R E A T E

What's the point of a mechanical watch? To keep time? To provide a function? To look good? All of the above. But more importantly, a watch should make you smile. We call this 'The Joy of Mechanics'



This time, it's (not so) serious

We take watchmaking very seriously. It's what we do. But at the same time, we try not to take life too seriously. Why? The answer lies in the ProPilot X Kermit Edition



Function. The meaning of the word is clear. It suggests use, practicality and purpose, which is why, when it's applied to a wristwatch, it usually describes what the watch does – in a literal sense. That is, to tell the time. Sometimes the date. You can add functions. A second time zone. A chronograph. Or, if you're bold, a depth gauge or an altimeter. All functions, in the most straightforward, literal sense.

All of us, whether watchmakers or watch buyers, can get caught up in that definition. It's not a bad one: a watch is a functional object, a device for keeping track of time. Without that, there's not much point in a watch. But with mechanical watches, and certainly this is how we see it, the primary function – or purpose, or value – is to bring joy. To make you smile.

Is that a bit soft? You could argue it. But really, we're serious. Although, there's a paradox here. We take watchmaking very seriously, but at the same time, not all that seriously. We'll keep saying it: no one needs a mechanical watch. Not in the functional sense. Just about every use case for a mechanical watch is better answered by electronic technology.

But isn't that all a bit left brain? No doubt, to make a mechanical watch work, you need the left brain. We have lots of left-brain guys in our factory in Hölstein, and it's been that way since 1904. A mechanical watch that's inaccurate or unreliable is no use to anybody. There's no joy in a product that fails to perform its basic function. And if like us you want to be innovative, you need the left brain.

But let's be honest. The mechanical watch story is all about the right brain. The right brain is the intuitive, spontaneous part that works in technicoloured pictures rather than black-and-white spreadsheets.

It's also where a mechanical watch really starts to make sense. Because if mechanical watches have been rendered obsolete by technology – lithium batteries, health functions, connectivity and so on – why are they still here? It's simple. Because they bring joy. They make us smile.

And this is why you're looking at pictures of an Oris watch with a green dial and Kermit the Frog in the date window. Yes, Kermit, the famous green frog who has many names around the world, such as 'Gustavo' in some Spanish-speaking countries, or 'Caco, o sapo' in Brazil.

Your left brain will be telling you, quite reasonably, that there is no added functional value in a luxury mechanical wristwatch with Kermit on the dial. We heard it, too. If you're left-brain leaning, you may never get past that. That's OK.

Whereas if you're right-leaning, you'll probably get it straight away. It's a mechanical wristwatch, with a muscular titanium case originally inspired by the form of a stealth aircraft, and a dial the colour of the world's most famous talking frog. It is seriously unserious. A thing of joy.

"This watch's function is to make people smile," says Ken Laurent, Oris's creative director, who oversaw the creation of the wonderful short film we made with Kermit that's streaming on screens all over the world this year (see right). "When you do a collaboration that's as big as this, you can



© Disney

GOTTA MAKE TIME FOR ME

When we approached Disney about making a TV ad with Kermit, we didn't create a brief. We knew he'd make it fun. We knew he'd make us smile. And so it was. His song, *Gotta Make Time For Me*, was written just for the ad and filmed in Hollywood. Watch it by scanning the code below. Warning: it's catchy.

[DISCOVER NOW](#)

66

The watch is inspired by the world's most famous talking frog. Seriously unserious



PROPILOT X
KERMIT
EDITION

400 7778 7157

A frog-green dial, a 39 mm titanium case and the game-changing Calibre 400 automatic. And on the first of every month, Kermit appears in the date window to mark ‘Kermit Day’. *Discover more at [oris.ch](#)*

DISCOVER NOW

get drawn into something that’s too in-your-face. Sometimes collaborations scream. We didn’t want that. We wanted something humble, something implicit. The design team made sure Kermit’s story and ethos is really there, while respecting the product. Imagine putting a big Kermit emoji on the dial. It wouldn’t have had the same effect. It wouldn’t have brought joy.”

Instead, Kermit appears only on ‘Kermit Day’ – the first of the month. Like the green dial, the idea of this gentle, humorous touch is to encourage us not to take life too seriously. To look up, smile and do something we enjoy, something fun. That might take five minutes. A moment of quiet reflection for some. For others, a cup of coffee, a phone call, a bath, a short walk. Find the joy. As Kermit sings in the film, “I gotta make time for me.”

That’s not to sound or be selfish. “When you’re in a good mood, you influence everyone else,” says Ken. “Sometimes all we need is a bit of conscious self-reflection. That makes a big difference. Sometimes we’re on autopilot, so take a second to say, ‘I’m actually here’. Do something that will make the next few hours better. There’s not much more to it.”

How and why did Oris decide to make a watch with Kermit? “It came so naturally,” says Ken. “We didn’t overthink it. It just felt right. It can be hard to explain things that happen intuitively.”

Pushed, Ken goes a bit further. “When we analysed Oris and Kermit, we figured we have a lot in common,” he says. “He is the ‘everyfrog’. Like the everyman. He’s down to earth. I mean, come on, he comes

from a swamp. And although he’s never trying to be the centrepiece, he always has an important role to play.”

Disney, Kermit and the Muppets share a common goal, too, says Ken. “The main goal of the Muppets is to entertain people, to have fun, to make people laugh and have a good time. At the same time they’re always trying to solve something, but in a funny way. This is what we have been looking for with our watches. They might perform a number of functions, but first they appeal to our emotions. That’s what this collaboration is really all about.”

And what of the watch itself? To go back to our paradox, the ProPilot X Kermit Edition is a serious watch. About as serious as we make. Its shell is the ProPilot X’s brushed 39 mm titanium case, with the familiar angled fluting on the bezel and oversized ‘big’ crown. It’s rigid, lightweight, technical and as much a piece of sculpture as a functional object. And it sits on a beautifully engineered three-link titanium bracelet with a folding clasp.

Just as serious is the mechanical movement underneath that green dial. We’ve fitted it with Oris Calibre 400, the innovative in-house automatic we spent six years developing. Its time and date functions are backed by a five-day power reserve, elevated levels of anti-magnetism and a 10-year warranty. We also recommend industry-leading service intervals of 10 years. We call this The New Standard. And it’s visible through a sapphire case back.

Will there be further Oris x The Muppets collaborations? “We’re thinking about it,” says Ken. “Seriously.”



Oris has developed more than 280 unique mechanical calibres since it was founded in 1904. The Oris Movement Creation Programme continues today, upheld by company chairman Ulrich W. Herzog

The movement continues

**A head for mechanics**

Oris Chairman Ulrich W. Herzog photographed in Hölstein. In the 1980s, he spearheaded Oris's new mechanical movement strategy

66

Movement creation is such a significant part of our story and what makes Oris unique

There’s little avoiding the fact that a mechanical watch is an anachronism. It just is. The basics of the technology in a mechanical watch were laid down as long ago as the 16th century. Time has improved them, but it has also made them redundant. By the laws of progress, the wheels and pinions that make up a mechanical watch movement should have been replaced decades ago by electronics. But they haven’t.

To understand why, you have to delve back into relatively recent history and to the era known in Swiss watchmaking as the Quartz Crisis. Bridging an undefined period that began in the early 1970s and continued deep into the 1980s, the crisis was named after the emergence of battery-powered electronic watches, loosely categorised as ‘quartz’. As these flooded the market, so Switzerland’s watchmaking establishment suffered.

But for all that fascinations with novel technology were pivotal to the crisis, they weren’t entirely responsible for it. During the 1970s, measures taken by the Nixon administration in the US to uncouple the dollar from the price of gold sent shock waves through the international community. The value of the Swiss franc soared, meaning that for many Swiss watch companies profits evaporated overnight. Not only were mechanical watches suddenly no longer de rigueur, they were also prohibitively expensive.

The pressures reversed years of progress. Between 1950 and 1974, the Swiss watch industry had enjoyed a post-war season of sensational growth. Annual watch and movement exports had climbed from 24.2 million units to 84.4 million – a figure that remains an industry record.

But with the perfect storm raging, the industry took a battering. During the crisis, as many as a thousand watchmaking companies would go bust, while two-thirds of the workforce would lose their jobs. Come 1984, Swiss exports had slumped to 31.3 million units a year.

Like the rest of the Swiss watch industry, Oris felt the pinch. At the end of the 1960s, it had been one of the 10 largest watch companies in the world, but having been sold to ASUAG, a precursor of the Swatch Group, its

fortunes had suffered. Staff were laid off, factories were sold and even the Hölstein headquarters were stripped back. By late 1981, Oris was running a skeleton team under owners who seemed content to let it go the same way as many of its competitors.

If 1981 was a low point, the story took a dramatic turn for the better in early 1982. Among those still working for the company were Dr Rolf Portmann and Ulrich W. Herzog. Rolf had joined Oris in the 1950s and had been instrumental in its successes. In Ulrich, who had arrived in the late 1970s, he found a fellow Swiss watch lover, and an accomplice. Together, the pair staged a management buyout. Oris was once again independent, free to go its own way.

“Buying a watch company was a huge risk,” remembers Ulrich, who is now Oris’s Chairman. “Dr Portmann, then Oris’s Managing Director and now Honorary Chairman, and I knew Oris had a proud heritage and made great watches at prices that made sense. It was also committed to its staff, its community, its customers and the environment. This gave us courage, but even so, we had to be brave.”

Ulrich was a natural traveller. Flying under the Oris banner, he journeyed to countries all over the world, not just taking the Oris name with him but observing a new global zeitgeist as it unfolded. What he witnessed was unexpected, but exciting. “While quartz was precise, it lacked emotion,” he says. “In Japan, I saw ‘Yuppies’, as young urban professionals were known in the 1980s, fascinated by Oris mechanical watches. That was a real eye-opener and we soon decided to phase out quartz watches.”

By the mid-1990s, Oris had made its last quartz watch. Every watch that has left the Hölstein factory since has been powered by a Swiss Made mechanical movement.

“It was one of the most significant decisions we made,” says Ulrich. “And it paved the way for what is still the Oris strategy now: purely Swiss mechanical watches with unique movements at prices that make sense.”

Into the 1990s, what Ulrich had seen in Japan became far more widespread. As quartz watches were industrialised, they became inexpensive and, worse, disposable. The timelessness, longevity and beauty of a mechanical watch assembled by hand took on new-found relevance.

As interest in mechanics returned, so traditional watchmaking bounced back. By the millennium, Oris was once again thriving, rebuilding a reputation for producing mechanical watches with useful functions and innovations (alarms, calendars, second time zones and so on) at prices that made sense to the world citizens of the day.



Standing on solid ground
Over the past 10 years, Oris has introduced 10 new calibres, inspired by a bold vision Oris Chairman Ulrich W. Herzog cast almost four decades ago



BIG CROWN
CALIBRE 473

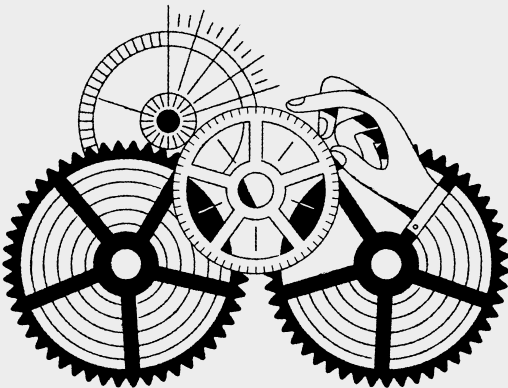
473 7786 4065
5 19 22 FC

The first piece to carry Oris Calibre 473 is this beautiful iteration of our signature Big Crown pilot’s watch. The hand-wound calibre offers a pointer date function and a five-day power reserve. *Discover more at [oris.ch](https://www.oris.ch)*

DISCOVER NOW

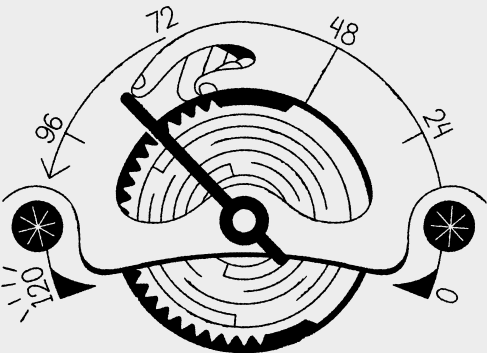
HOW IT WORKS: CALIBRE 473

Oris Calibre 473 is our 10th new calibre in 10 years. It's a Swiss Made hand-wound movement based on our Calibre 400 Series automatic. These are its key features.



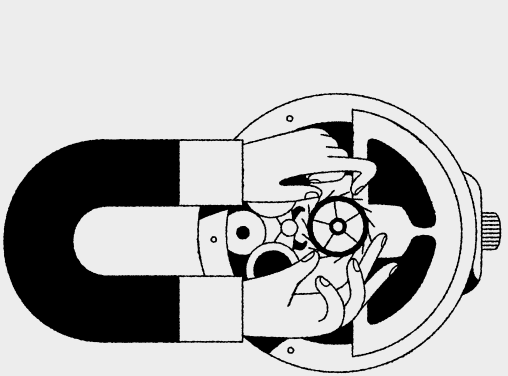
FIVE-DAY POWER RESERVE

Like the Oris Calibre 400 automatic, Calibre 473 has a five-day power reserve, delivered by a sequential twin-barrel system. Both barrels (slim cylindrical chambers with a toothed outer edge) house an extended mainspring, each long enough to store two-and-a-half days of power. Why five days? This way, if you take your watch off over a weekend, it'll still be running when you return to it. A useful feature if you own more than one watch.



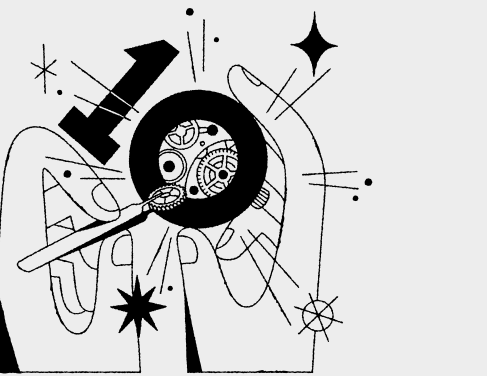
120-HOUR POWER RESERVE INDICATOR

The charm of a hand-wound watch is that you get to engage with its mechanics every time it needs winding. But how do you know that moment is coming? Without a power reserve indicator, it's guesswork. Calibre 473 is hand-wound and has no rotor over the movement. We used the open space this creates as a palette for a 120-hour, or five-day, power reserve indicator so you know when the time to wind your watch is approaching.



ANTI-MAGNETIC

Mechanical watches seize up when their ferrous moving parts become magnetised, so our engineers introduced more than 30 anti-magnetic and non-ferrous components into Calibre 473, including a silicon escape wheel and a silicon anchor. In testing, the impact of magnetic fields on Calibre 473's accuracy was reduced by more than 90 per cent compared to standard mechanical movements. Real engineering to solve a real problem.



10-YEAR WARRANTY

Maintenance of a mechanical object, whether your car or your watch, is for most of us the least joyful part of ownership. One of the pillars of the development brief we outlined for our new-generation calibres was that they must have 10-year warranties. And we're so confident in their performance and reliability that every watch powered by Calibre 473 has just that. And more, they also come with 10-year recommended service intervals.



But for Oris, the revival was only just getting started. In the years up to 1979, it had created more than 270 unique calibres, a proud heritage that had yet to be revived. In the late 2000s, spurred on by its independence and full of confidence, Oris fired up a secret division charged with developing a new movement fit for a new era of watch appreciation. An Oris movement that would capture the company mindset. A movement that would open a new chapter in the company's rich history of creative thinking.

In 2014, on the occasion of its 110th anniversary, Oris unveiled Calibre 110, a beautiful hand-wound movement with a 10-day power reserve and a patented non-linear power reserve indicator. This function was a watchmaking first, and showed the time remaining until the watch needed rewinding with greater accuracy as the power reserve ran down. Unusual and yet useful, it was pure Oris.

It also opened the floodgates. In the years that followed, and fuelled by the success of Calibre 110, Oris introduced a further eight movements, including Calibre 400, an automatic with a five-day power reserve, elevated levels of anti-magnetism and a class-leading 10-year warranty. Dubbed 'The New Standard', Calibre 400 was a critical and commercial success, a milestone in Oris history.

Now, in the tenth year of the re-energised Oris Movement Creation Programme, we're releasing a tenth new movement, Calibre 473. Based on Calibre 400, it has the same five-day power reserve, anti-magnetic properties and 10-year warranty, only it's hand-wound. The reverse of the movement, now entirely visible without the presence of a rotor, features a 120-hour power reserve indicator.

That isn't the whole story, though, because Calibre 473 also features a Pointer Date function, an Oris signature. Fittingly, we've installed this new movement in our Big Crown, our design icon and a watch that has been in constant production since its 1938 introduction.

This means the Big Crown Calibre 473 is more than a watch for us. It's a landmark. A symbol of our story, and of rising from the ashes of the Quartz Crisis to become one of Switzerland's most dynamic watch companies.

"Movement creation is such a significant part of our story and what makes Oris unique," says Ulrich. "We had the talent in-house, so returning to it was entirely natural."

Almost five decades since he joined the company, Ulrich has earned the right to perspective. "The Quartz Crisis was a hugely challenging period," he says. "Seeing Oris become a respected player in Swiss mechanical watches again has made me happy. Very happy."



The high life

Almost a decade ago, Oris introduced the world's first (and still only) automatic mechanical watch with a built-in mechanical altimeter. This year, the ProPilot Altimeter returns with a state-of-the-art carbon fibre case and even higher levels of performance

What does it actually mean to be innovative? Truly, deeply, usefully, genuinely innovative?

In Swiss watchmaking, the word comes up often. Innovation, it's often been said, is the lifeblood of an industry that makes a product no one can legitimately claim to need and that should at some point have succumbed to the passing of time. There's some sense in that.

But small, incremental improvements aside, is it still possible to be measurably innovative, and to use the few square centimetres that form the watch designer

and engineer's palette to do something groundbreaking? To move the needle?

We think so. This has been our posture since 1904. The focus then as now: to produce high-functioning mechanical watches that deliver real-world value. We've developed more than 280 calibres and countless watches in that time, delivering functions that citizens of the world can use and, just as importantly, enjoy every day. It's one of the reasons for our longevity.

In 2014, we took that philosophy and applied it to our ProPilot aviation watch, equipping it with a high-concept function,

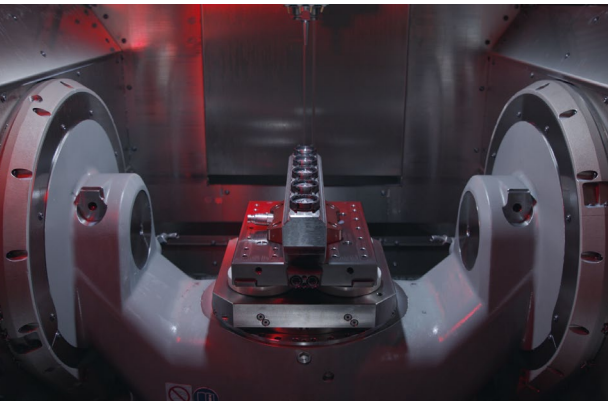
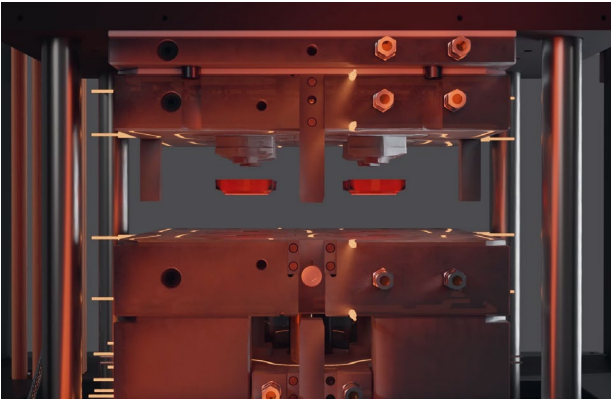
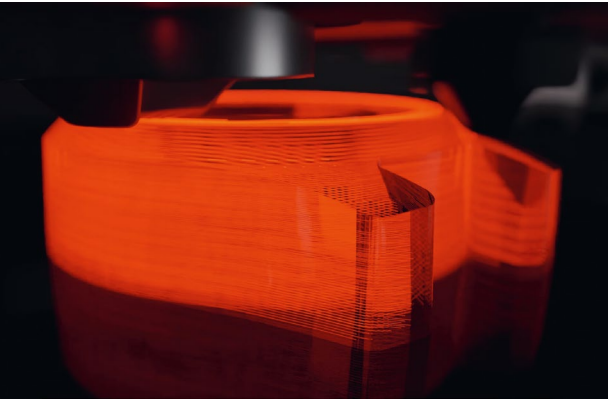
66

The new ProPilot Altimeter has a carbon fibre case and weighs just 98 grammes

namely a mechanical altimeter. As well as the time, the watch relayed air pressure and altitude via a simple, legible dial.

Paired with an automatic mechanical Swiss Made movement, it became the first and only watch of its kind – a title it still holds today. Pilots, mountaineers, hikers and so-called 'watchnerds' aspired to it. And now it's back, this time with a series of performance upgrades that make it one of the most innovative watches we've ever conceived and created. A high bar.

One upgrade can be seen immediately: the new-generation ProPilot Altimeter has



Light touch

The process developed by 9T Labs produces stronger, lighter, low-impact, cost-efficient parts. Oris is the first – and so far only – watchmaker to use it

a case made of carbon fibre, rather than stainless steel. This, though, is an advanced carbon fibre. Look more closely and you'll notice that the material has a beautiful, natural-looking pattern running through it, like tree rings, where carbon fibre patterns are typically random or in a repeating weave.

This was made possible by an innovative carbon fibre and PEKK composite manufacturing process that was developed and perfected by our Swiss partner 9T Labs, a start-up that grew out of the prestigious ETH Zurich university (Swiss Federal Institute of Technology).

As with conventional carbon fibres, the material is lightweight (almost two thirds lighter than titanium), stiff, highly resistant to chemicals, shocks and temperature changes, and extremely durable. And thanks to 9T Labs' "additive manufacturing and moulding" process (the easiest way to explain it is as an advanced and accelerated form of 3D printing), it's also low-impact and cost-efficient, making it the perfect solution as we look to create quality watches with a low environmental impact.

Oris first developed a watch using 9T Labs' innovative, sustainable technology with the Oris Coulson Limited Edition (see page 56), and to date, we remain the only watch company to have adopted it. 9T Labs also produces parts for airplanes, satellites, cars, motorbikes, bikes and medical instruments used in surgery.

The story of the ProPilot Altimeter's improved wearability continues with its grey-PVD-coated titanium bezel and case back. It's also 1 mm slimmer than the original, meaning that although it remains 47 mm in diameter to allow sufficient space

on the dial to incorporate legible scales, it weighs just 98 grammes, 70 grammes less than the outgoing model.

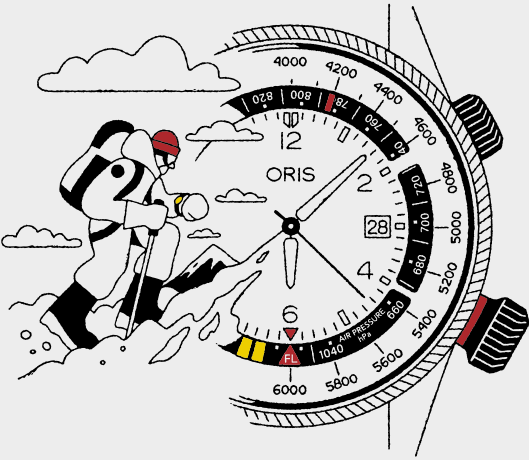
Next, we wanted to increase the performance of the watch's signature function – the altimeter. There were two variants of the original: one with a scale in metres up to 4,500 metres, and a second in feet, up to 15,000 feet. By working with our partners, we've upgraded the pressure box that sits inside the watch and increased these scales to 6,000 metres and 19,700 feet respectively. Both references continue to provide a conversion chart from metres to feet and vice versa on the case back.

Just as important to the watch is its automatic mechanical movement. To conform to the watch's thinner case, we introduced a new Swiss Made movement, Calibre 793, which, as well as being slimmer than the evergreen Calibre 733, has an extended 56-hour power reserve.

Higher, slimmer, lighter: with these upgrades, the new ProPilot Altimeter is one of the most truly, deeply, usefully, genuinely innovative watches we've ever created.

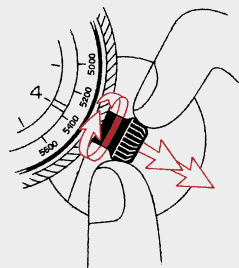
UP AND AWAY: OPERATING THE ALTIMETER

The ProPilot Altimeter houses both a Swiss Made automatic mechanical movement powering the time and date functions, and a mechanical altimeter. Here's how to operate it



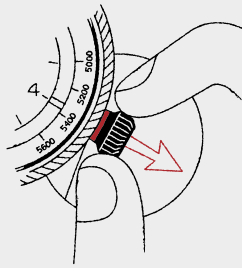
1. NEUTRAL MODE

(Crown position 0) In neutral mode, when its crowns are screwed in securely, the ProPilot Altimeter functions like a regular automatic watch. Time is displayed by the hands on the central dial (adjusted by the crown at 2 o'clock), and the watch is water-resistant to 10 bar (100 metres).



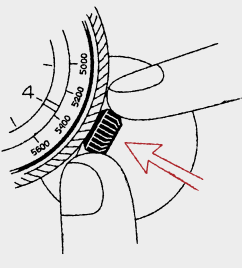
3. SETTING THE ALTIMETER

(Crown position 2) To set the altimeter, pull the crown out to position 2 and rotate it so that the reference air pressure (supplied by an airport control tower, for example) aligns with the red triangle at 6 o'clock on the central dial. The watch now shows the current altitude, shown by the yellow indicator, and the current absolute air pressure, shown by the red indicator. While activated, a patented Oris altimeter-adjustment and venting crown, equipped with a PTFE vapour barrier, stops ambient moisture entering the watch.



2. ACTIVATING THE ALTIMETER

(Crown position 1) To activate the altimeter, unscrew the crown at 4 o'clock into position 1. At that point, a red ring appears, indicating the altimeter is in use.



4. MEASURING ALTITUDE

(Crown position 1) Having set the altimeter, push the crown back into position 1. Changes in altitude are shown by the yellow indicator against the outer dial ring, on a scale from 0 – 19,700 feet, or from 0 – 6,000 metres (the watch is available with either feet or metres scales). The altimeter hand is made from lightweight laminated carbon fibre. To deactivate the altimeter and return it to neutral, screw the crown back into position 0. This also reseals the watch so that it becomes water-resistant to 10 bar (100 metres).



PROPILOT
ALTIMETER

793 7775 8734-Set
(Altitude scale in feet)

Oris's inventive pilot's watch can relay air pressure and altitude. This new model has a 47 mm carbon fibre case and a green fabric strap. It's also available with a scale in metres. [Discover more at oris.ch](https://www.oris.ch)

DISCOVER NOW



3

W E A C T

At the heart of being a good world citizen is recognising our responsibilities, to the planet and to each other. Together with our partners, we're on a mission to bring Change for the Better



It begins at home

There's no doubt it's bold to claim that we're on a mission to bring Change for the Better. But it runs deep. And, as it always has, that mission starts at home here in Hölstein

Mission statements tend to go big. And if we're honest, ours is no different. Some years ago, we focused our activities and values through the mission statement 'Change for the Better'. Driving change by being part of the solution has dominated our thinking throughout our history, and informed many of our collaborations, too. Recently, we've focused on things that matter to us – particularly water, ocean and wildlife conservation, and humanitarian aid.

But mission statements, not least those that make big claims about the world's social and environmental challenges, can draw attention away



66
Sustainability
is who we are.
It's integral,
fundamental,
in our bones



FIELDS OF JOY

The Oris Garden in Hölstein is an oasis of calm that's bringing Change for the Better

The Oris factory in the Swiss village of Hölstein has been on the same site since the company was founded in 1904. Its peach-coloured walls are visible for miles around. We're fortunate to have some land around it, but until recently, that land was largely unused. Today, part of it has become the Oris Garden, where we grow

vegetables, and where our people and visitors can go to relax, unwind and breathe in the natural beauty of the Waldenburg Valley that surrounds us. It's an oasis of calm.

As a company, we encourage our people to come up with ideas that will help us meet our goals to become more sustainable, to bring Change for the Better and to make sure we're active and mindful every day. The Oris Garden is one of them. Already, it's fulfilling those ambitions, and more, bringing joy. Come and see it for yourself. You're always welcome.

from something every bit as, if not more, important – what happens back at base. Achievements on a global level can be used to cover up bad news on the home front. Rightly, the world expects high standards everywhere.

It's not an easy thing to say without sounding somehow overconfident, but we always felt the opposite was true of Oris. What we've been doing publicly to fight plastic waste of late, for example, is a symptom of what we were already doing at our factory in Hölstein. For years, we'd been looking to reduce waste, emissions and our impact on the environment, both by improving our practices and doing things like local clean-ups. Otherwise, where's the integrity? Otherwise, where's the value in anything else we do?

Instead, sustainability is not just a part of us; it's who we are. It's integral, fundamental, in our bones. So in 2019, when we decided to formalise this and, frankly, to legitimise it by inviting an independent authority to audit our environmental profile, we were quietly confident we'd get over the line. In 2021, after an intense season of scrutiny and further learning and improvement, ClimatePartner issued us with a climate neutral certificate. It was a proud moment.

But it was also only the start. Square one. Because being carbon neutral does not mean our business has no impact on the environment. Yet. Rather it means we're offsetting our impact through pioneering environmental projects that are advancing the programme for change. We've invested in wind farms and plastic collection initiatives that create clean energy, jobs and a second life for resources that would otherwise go to waste.

Which is great, and we're proud of what we've done. Now, we're going further. Last year, we initiated the Oris Emissions Reduction Programme, committing to reducing our carbon emissions by 10 per cent a year for three years. This is hard. But we're ambitious. And time is short.

While we work on that, we'll continue to do a number of things. First, to drive our sustainability programme in our Hölstein factory and in our subsidiaries and boutiques around the world. This is a constant in-house conversation and has already resulted in a number of wonderful schemes, including the planting of the Oris Garden (see panel, left), where we're growing vegetables and creating a calm, green space for people to enjoy.

Second, we'll continue to run Oris Change for the Better Days throughout the year. In the main, these are clean-up days, run by local Oris communities from Baja to Brisbane, where people like you gather to pick up waste from waterways and communal spaces. This is real, tangible, exciting change.

And third, we'll continue to champion changemakers. We work with some incredible organisations, NGOs, social enterprises and charities that are bringing Change for the Better, and whose missions we can support and amplify. Over the following pages, you'll discover Bracenet, Coulson Aviation, Billion Oyster Project and Wings of Hope. All agents of change.

Our mission statement is big. Huge, in fact. And so is our vision. Join us. Because it's only together that we can bring Change for the Better.

Bearing fruit

Our Change for the Better mission has taken us all over the world. But it begins at home and with our people. One of our most recent innovations is the Oris Garden (left and above), a place for growing vegetables and finding calm



Caught in the act

We're delighted to announce a new partnership with Bracenet, a social enterprise bringing change by upcycling 'ghost' fishing nets into statement bracelets, accessories – and watch dials

Some of the statistics relating to the mess we've made of our oceans are hard to read. For example, scientists have calculated that the Great Pacific Garbage Patch (GPGP), an area of plastic waste drifting between Hawaii and California, is four-and-a-half times the size of Germany.

The Ocean Cleanup, the environmental engineering organisation from which that figure is taken, also estimate that 46 per cent of the GPGP is made up of fishing nets that have been lost or dumped. Hovering menacingly in the water, these 'ghost nets' may no longer be in use, but they still catch and kill marine life. Experts believe that around a million tonnes of fishing nets enter the oceans every year, and that a ghost net will keep fishing for 400 to 600 years.

Until recently, awareness of ghost nets was low, but it's rising, thanks in part to people like Benjamin Wenke (above) and Madeleine von Hohenthal (see page 54), founders of Oris's new partner, the social enterprise Bracenet.

The couple became aware of this grim phenomenon in 2015, when they were diving off the coast of Tanzania while on holiday. "We saw these waste fishing nets everywhere – on the beach and underwater," says Benjamin. "It really troubled us. Was this just a local problem, or global? We decided to learn more and do something about it."

That something was to turn ghost nets into bracelets. "We founded Bracenet to create bracelets from these nets, and to give people an opportunity to play their part," says Benjamin. "Our motto is: 'Save the seas, wear a net!' That's the statement behind our products. If you're wearing or using a Bracenet product, every day you know you did something for the oceans." Bracenet was born. "Because they're made from nets, our products spark conversations."

The company sources ghost nets from NGOs that work with highly qualified volunteer divers to recover nets, such as Ghost Diving and Healthy Seas. These are transported to Bracenet in Hamburg, where they're cut to size and cleaned.



“The first cleaning step is with a pressure washer, using only water,” says Benjamin. “Then we put the nets into a washing machine inside special bags that filter microplastics. There are no chemicals involved.”

Members of Bracenet’s team then hand-craft nets into bracelets, and also into dog leashes, bags and other accessories. Excess material is passed to other like-minded companies such as Nofir for use in recycled products.

While the manufacturing process is tightly controlled, there is still waste material, primarily offcuts. As they are, these have little value. But together, Bracenet and Oris have found a way of giving them new life – and fresh purpose.

It comes in the form of the dial of the new Oris x Bracenet watch. Made entirely of recycled ghost nets, the dial is a kaleidoscope of oceanic blues and greens, and a powerful symbol of the attitude that unites the two companies: thinking sustainably, bringing Change for the Better.

The process behind creating the dial involves taking small green, blue and white offcuts and gently warming them until they melt into the raw material. As they cool, they harden into a thin sheet of material. This is then cut to size, planed, and sanded down until it’s just 0.3 mm thick. The material contains no additives, fillers or glues. And as well as carrying the message of ocean conservation to your wrist, it also looks fantastic. No two dials are the same.

Why partner with Oris? “We found they are really trying and doing their best to change the world,” says Benjamin. “We’re approached by other brands, other watch companies, but what Oris is doing stood out. They don’t want to greenwash; they want to change something.”

The relationship has opened doors. Bracenet now supplies football goal nets made of ghost nets to the German Bundesliga, a world first that came through Oris’s connection to the United Nations’ Football for the Goals (see page 24).

But as Benjamin knows, Bracenet can only do so much. Prevention is better than cure, so the company is taking steps to capture nets before they reach the ocean. “Together with partners like Nofir, we work with fisheries to give them the option to dispose of their unwanted fishing nets through us,” says Benjamin. For those fisheries, recycling nets is expensive and time consuming. “If they get money for these nets from us, they won’t dump them,” he says.

Of course, Bracenet’s contribution is more than making fashionable bracelets and memorable watch dials. “The GPGP is a huge floating graveyard,” says Benjamin. “Through Bracenet and this special watch, the world becomes more connected to the problem.”

66
If you’re wearing a Bracenet product, you know you did something for the oceans



ORIS X
BRACENET
43.5 MM

733 7730 4137

Each Oris x Bracenet ghost-net dial is unique. The watch is based on the 43.5 mm Aquis Date and has a stainless steel case, 30 bar (300 metres) water resistance, and a uni-directional rotating bezel. *Discover more at [oris.ch](https://www.oris.ch)*

DISCOVER NOW

The view from

above

The world's wildfire problem is getting worse. Oris has partnered with leading aerial firefighting organisation Coulson Aviation to help douse the flames of a burning issue, and to pay tribute to the brave pilots battling to save homes and lives



Heat of the moment
“The impact of these fires on the environment, on wildlife and, of course, on people’s lives is often impossible to calculate,” says Britton Coulson (left)

Britton Coulson is under no illusion as to why the planet is burning. “Climate change has made the world hotter and in some places drier,” begins the president of the Coulson Group, the world’s leading aerial firefighting organisation. “And when you put higher temperatures and lower humidity together, you get wildfires.”

As news outlets around the world report, every year wildfires rip through areas from California to Australia, with devastating effect. “The impact of these fires on the environment, on wildlife and, of course, on people’s lives is often impossible to calculate,” says Britton. “And we’re starting to see fires in parts of the world where they’ve never been a problem before.”

Founded in 1960, Coulson Aviation was originally a logging company, but across six decades it has evolved to specialise in fighting wildfires from the sky, using proprietary technology and innovation to bring fast, effective relief in time-sensitive emergencies. Today, it’s still a family-run independent company based in Canada, sending pilots, planes and equipment to areas affected by wildfires. It employs 450 people, has clocked up over 170,000 safe flight hours and is the world’s only commercial operator that runs 24 hours a day. The vision is simple: to crush fires and assist firefighters on the ground, and to protect life and the environment

Coulson’s work is vital, relentless and unforgiving. “We fly the Boeing 737, the same aircraft that transports passengers at 36,000 feet, at 200 feet over people’s burning homes,” says Britton. “We are

“In our business, it’s not just about being on time, it’s about being in time



COULSON
LIMITED
EDITION

400 7784 8786-Set

With its fiery gradient dial, black carbon fibre case and Calibre 400 five-day automatic, the Coulson Limited Edition is a tribute to Coulson’s brave aerial firefighters. Limited to 1,000 pieces. *Discover more at [oris.ch](https://www.oris.ch)*

DISCOVER NOW



risk-averse and pride ourselves on safety, but yes, the nature of the work means the element of risk is high.”

The partnership between Oris and Coulson Aviation began in Australia. Oris was eager to raise awareness of the organisation’s work, and to bring its pilots’ bravery to the world’s attention.

The first fruits of the tie-up include the Coulson Limited Edition, a 1,000-piece iteration of the timeless Oris Big Crown ProPilot with a gradient orange-to-red dial and a black carbon fibre case. The watch’s fiery profile was developed together with Coulson Aviation to symbolise the perilous environments its pilots rush towards when most are obliged to turn away.

“It’s an honour to be working with Oris, and with their help, we can start to mitigate against some of the wildfire damage that happens every year,” says Britton.

The watch will be remembered for its innovative carbon fibre case, produced using a unique process developed and perfected by our partner 9T Labs, a spin-off from the prestigious ETH Zurich university (Swiss Federal Institute of Technology). It employs “additive manufacturing and moulding”, an advanced method of the 3D-printing techniques used in prototyping.

The resulting composite material is two-thirds lighter than titanium and has a fixed pattern, where typically carbon fibre watch cases have a random finish. This is the first Swiss Made watch to use the material.

Lightweight materials abound: the bezel and screw-down oversized crown are cast in grey-PVD-plated titanium, while the watch is set on a black textile strap. Inside is the groundbreaking Oris Calibre 400, our highly anti-magnetic five-day automatic. The whole watch weighs just 65 grammes.

“Our pilots will be wearing it and I know it’ll give them confidence,” says Britton. “In our business, it’s not just about being on time, it’s about being in time.”

Change in the air

Twice nominated for a Nobel Peace Prize, the aeronautical humanitarian organisation Wings of Hope has been supplying medical aid to the world's most remote areas for 60 years



Wings of Hope has a bold mission. "Everything we do is focused on saving and changing lives through the power of aviation," says Amy Buehler, Wings of Hope's interim president.

Since it was founded in 1963, the US-based organisation has used aircraft to bring humanitarian assistance to vulnerable people in more than 50 countries, often in remote, inaccessible areas. Its global aid programme now reaches more than 80,000 people in need every year.

Patients cared for by Wings of Hope pay nothing for the service. The organisation funds its \$3.2 million annual operating budget primarily through the contributions of corporate and private foundations, and from individual donors. It also generates revenue through events and sales of donated aircraft. And its work wouldn't be possible without the efforts of more than 350 dedicated volunteers.

Wings of Hope's endeavours have earned it a number of accolades. It has twice been nominated for a Nobel Peace Prize, and its honorary council counts Elizabeth Dole, Harrison Ford and Kurt Russell among its members.

While it continues its mission in the air and on the ground, the organisation is also looking to the future. Each year, around 90 students discover humanitarian aviation through its Soar into STEM (science, technology, engineering and mathematics) programme, inspiring the next generation of pilots, engineers and humanitarians. Change continues.

At Oris, our Change for the Better mission has introduced us to some pioneering aviation organisations making a real difference in the world. Now, we are delighted to have formed a partnership with Wings of Hope and to support its mission with a pair of limited-edition watches (one in steel limited to 1,000 pieces and another in yellow gold limited to 100 pieces) based on our signature Big Crown, a pilot's watch that has been worn by aviators for 85 years.

"As we celebrate the exciting milestone of our 60th anniversary year, Wings of Hope is humbled and honoured to partner with Oris to shine a light on the history and future of our organisation and its incredible people," says Amy.



WINGS OF HOPE LIMITED EDITION

401 7781 4081-Set

This 1,000-piece limited edition is based on the Big Crown and powered by the Oris Calibre 401 five-day automatic. It has a 40 mm stainless steel case and a Cervo Volante deer leather strap.

Discover more at [oris.ch](https://www.oris.ch)

DISCOVER NOW

A pearl of an idea

Billion Oyster Project is on a mission to restore New York Harbor’s once thriving oyster population. How? One shell at a time

Many centuries ago, long before the dawn of industrialisation, New York Harbor’s waters teemed with life. It’s thought that, at one time, they were home to 220,000 acres of oyster reefs. But years of over-fishing and pollution rendered the famous waters around Manhattan all but uninhabitable. By the beginning of the 20th century, marine life had just about vanished. It wasn’t until 1972 that New York’s Clean Water Act was passed. It prohibited the dumping of waste and raw sewage into the harbor, and in the years that followed, water quality began to improve. Come the millennium, marine life started to return. In 2010, whales were spotted in the harbor.

And now, a pioneering programme called Billion Oyster Project has set a fresh goal: to return one billion oysters to New York Harbor by 2035. Oris is proud to be partnering the non-profit organisation and to be working alongside its founders to help them meet their ambitious target.

But why restore the harbor’s oyster population? “We wouldn’t ask that if we were talking about a 200,000-acre forest,” says Pete Malinowski, executive director and co-founder of Billion Oyster Project. “Oysters, like trees, are ecosystem engineers. They form the three-dimensional structure and habitat of the ecosystem. Historically, oyster reefs in New York Harbor provided food and habitat for hundreds of other species, filtered the water, and protected the shores from waves and storms. By restoring oyster reefs, we can rebuild that lost ecosystem.”

The project was founded in 2014 by Pete and his fellow educator Murray Fisher. They recognised that without education, any conservation efforts would be futile.

In the years since, Billion Oyster Project has brought 11,000 volunteers, 8,000 students, 100 New York City schools and more than 50 restaurant partners together to collect shells, place oysters, build reefs, and raise awareness of the story. By the end of 2022, the project had introduced 75 million juvenile oysters to 18 restoration sites covering 14.5 acres of New York Harbor. Incredibly, the harbor’s oyster population is already self-sustaining.

The project also needs funds – and this is where Oris comes in. Proceeds raised from sales of the 2,000-piece New York Harbor Limited Edition will provide general operating support for the project.

“Oris’s involvement is invaluable,” says Pete. “Beyond raising funds, it’s sharing our local effort with a global audience. That’s critical to us reaching our goals.”

The watch is based on our 30-bar Aquis Date diver’s watch and has a green mother-of-pearl dial and both a stainless steel metal bracelet and a green rubber strap. It feeds another idea, too: that together we can bring Change for the Better.

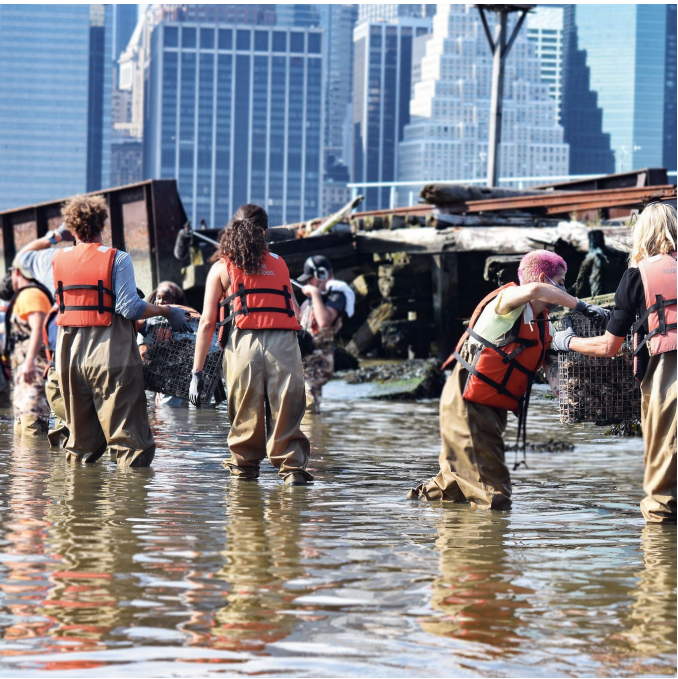


NEW YORK HARBOR LIMITED EDITION

733 7766 4187-Set

The 2,000-piece New York Harbor Limited Edition has a green mother-of-pearl dial and comes with a stainless steel bracelet and a green rubber strap. *Discover more at [oris.ch](https://www.oris.ch)*

DISCOVER NOW



All hands on deck
By 2035, Billion Oyster Project aims to have restored New York Harbor’s once thriving oyster population. Volunteer programmes are essential to its plans



4

DIRECTORY

How and where to get involved in the global Oris community;
discover the Oris Restoration Division; change it up with the new
Oris Strap Shop; where to find us; and details of a very special watch

CHANGE FOR THE BETTER DAYS

Stepping forward

This year, join a growing community of people on a Change for the Better Day and help clean up our world

It's tempting to pass the buck on change. Isn't conserving and restoring our environment the responsibility of Big Government and Big Corporations? On the one hand, yes, it is. But it's also about individual responsibility. This is the Oris global community approach to sustainability. It starts at home; it's about all of us; together we can bring Change for the Better.

To that end, this year we're inviting you to join us at one of our Change for the Better Days, organised by Oris Sustainability Ambassadors, who operate in every country where Oris watches are sold. Many of these are clean-up events where volunteers collect waste to prevent it from entering the world's water systems. Others might be more educational, such as the overnight hike organised together with our partner Cervo Volante to learn more about Switzerland's wild deer population and nature management (right). The events are great fun, and friendships are made. Together, we will bring Change for the Better. *Sign up at [oris.ch/changeforthebetterdays](https://www.oris.ch/changeforthebetterdays)*

An eye on sustainability
Oris Boutique Zurich and Cervo Volante hosted a customer hike into the Swiss Alps focused on taking care of nature. Cervo Volante makes Oris straps from sustainably sourced deer skin.



DISCOVER NOW

Sign up at [oris.ch/changeforthebetterdays](https://www.oris.ch/changeforthebetterdays)



Photos: Peter A. Grendelmeier



ORIS SOCIAL CLUBS

Time together

There are now more than 30 Oris Social Club chapters in cities across the world. To celebrate their success, we've created a very special watch

It has been a great joy to watch the Oris Social Club (OSC) network grow. More than 30 chapters have now been set up, bringing together Oris fans for fun and friendship, drawn together by a common love of watchmaking. OSCs have been behind numerous Change for the Better Day events, too, and we're so grateful to the OSC presidents and club members who have taken part in clean-ups.

This year, to say thank you, we're delighted to introduce the Oris Social Club Edition (right), a no-date version of the Divers Sixty-Five with a white dial, created by our design team in collaboration with the OSCs. Each club has its own unique case back, and 10 per cent of the proceeds will be donated to a local charity of your club's choice.



ORIS SOCIAL CLUB EDITION

733 7707 4051 OSC-Set

This special edition of the 40 mm Divers Sixty-Five is a collaboration between the Oris design team and the global OSC network. It has a white dial, no date and a case back engraved with your local chapter logo. Ten per cent of proceeds go to charity. *Discover more at [oris.ch](https://www.oris.ch)*

DISCOVER NOW



Deep clean

A much-loved Divers Date is reborn at the hands of the Oris Restoration Division's expert watchmakers

SERVICING & RESTORATION

A lifetime's work

Your Oris watch is designed to last and last, but it will need a little expert help to get there. Oris watchmaker Sarah Gasser explains

Mechanical watches are a joy. All those tiny parts coming together in perfect unison to keep time without a battery, an electronic impulse or any sort of computer chip. In their timeless simplicity, there is great beauty, which is why their popularity endures, despite the advances of technology.

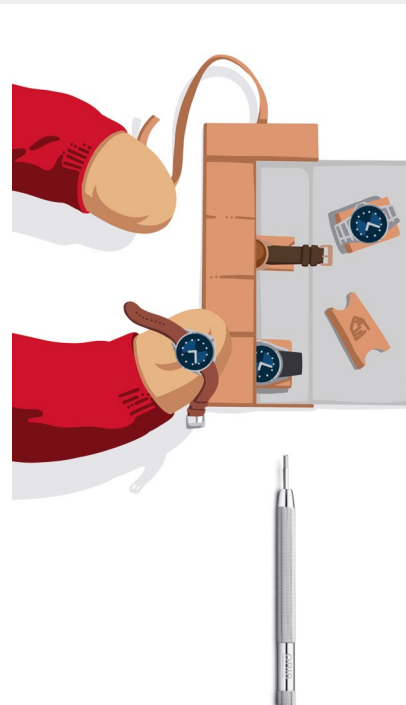
Just as enduring are the mechanics themselves. Provided it's well maintained, a good mechanical watch will keep ticking for a lifetime and more. But to get there, it will need regular routine maintenance. The watchmaker's oil that keeps those parts lubricated will break down over

time and need replacing. If not, moving components can become clogged up, worn down and even damaged.

"With most Oris watches, we recommend service intervals of three to five years," says Oris watchmaker Sarah Gasser. "During a service, we strip a watch down, clean it, replace worn-out parts such as gaskets, polish the case and test for accuracy. We make it like new."

The Oris Restoration Division goes further. It takes vintage, often heavily used, sometimes stopped or damaged watches and brings them back to life. "Restoring watches is such a pleasure because you can see and almost feel the love of an owner for their watch through all the marks and natural ageing," says Sarah. "Restoration also conveys the longevity of our craft."

Watch Sarah and the Oris Restoration Division bring some beautiful watches back to life at [youtube.com/oris](https://www.youtube.com/oris)



Right tool for the job

Once you've selected a strap, we'll give you the option to purchase an Oris Strap Replacement Tool. Find out how to use it, and other video guides, at helpcenter.oris.ch

DISCOVER NOW

THE ORIS STRAP SHOP

Change it up

Nothing beats a new watch, but if your budget doesn't stretch, or you just fancy freshening up the look of a favourite, a new strap might be the answer. We're pleased to announce that you can now browse and buy from an extensive collection of Oris straps via the Oris Strap Shop on our website.

This is a fully transactional area of the site offering around 40 official Oris straps and worldwide shipping. You can choose from leather, textile or rubber strap options initially, while stainless steel, titanium and bronze bracelet options are listed, but not available to purchase online for now. This is because bracelets usually need adjusting, a process best done by a trained watchmaker. If you're looking for a new bracelet, select it in the shop and we'll connect you to your nearest authorised dealer, who will fit it for you.

A quick tip before you select your strap: to get the correct fit, check the lug width of your watch and match it to the corresponding strap. This will be between 17 mm and 24 mm – and we've added a handy 'strap width' filter so you only see straps that fit your watch. *For more, visit oris.ch/strapfinder*



A better look

We're working all the time to bring Change for the Better in everything we do – including straps. We now offer colourful Perlon straps from recycled materials (left) and leather straps from sustainably sourced and tanned deer leather, crafted by our Swiss partner Cervo Volante. These are all available in the Oris Strap Shop.



WHERE TO FIND US

Warm welcomes

Discover the Oris global network of boutiques and authorised dealers offering watches, straps, coffee and much more

Over the past few years, we’ve revamped our global network of Oris Boutiques and Oris Authorised Dealers, because it’s important to us that when you’re with us, you don’t just see an Oris watch, you experience something of the Oris story – and enjoy it, too. Putting a watch on your wrist for the first time is a big life moment, and whether you purchase your Oris watch in a boutique or in an authorised dealer, we want to make you smile!

Our flagship Oris Boutique is here in the Swiss village of Hölstein (right), in the heart of our historic factory and on the same site where the company began in 1904. It’s a must-visit for Oris fans, for a number of reasons. First, because this is the only place in the world where you can try on and purchase any watch we create, as well as some from the Oris Legacy Collection. Then, only in Hölstein, we’ve curated a selection of local produce from artisanal makers and farms, as part of our mission to support the Waldenburg Valley community. And while you’re here, you can enjoy a freshly brewed coffee as you gaze into our busy workshops (far right) and tour the regularly updated Oris Exhibition. You’re always welcome.

The same warm welcome awaits you across our global boutique network, where you can also browse our collection of accessories, including the famous Oris Bear sweater and the New York Yankees x Oris Bear baseball cap. Every boutique and authorised dealer will also offer you the official Oris strap and bracelet collection as well as a qualified person to assist you with a fitting. And if your watch needs some routine attention, or even a full restoration, we can send it to our service centre for you. Come soon! We look forward to showing you round.

Find your nearest Oris Boutique or Oris Authorised Dealer and book an appointment at [oris.ch/store-locator](https://www.oris.ch/store-locator)



DISCOVER NOW

Home sweet Hölstein

The Oris Boutique, Hölstein is our flagship, located in our historic factory. Here, you can explore the full Oris collection



DISCOVER NOW

Book your visit to the Oris Boutique Hölstein at [oris.ch/hoelsteinstore](https://www.oris.ch/hoelsteinstore)



SOCIAL MEDIA

Follow, add and like Oris



Instagram

Join a global community of Oris fans for the latest news, events and watch launches. Follow @oris



Facebook

The largest Oris community is the place to share stories and experiences. Follow ‘Oris’



YouTube

Nothing tells the story quite like film. Delve into the Oris universe by subscribing to ‘Oris’



Twitter

Join the conversation, comment, like and keep up to date with Oris news. Follow @oriswatches



Pinterest

The widest collection of Oris pictures, captured by Oris fans from all over the world. Search ‘Oris’



WeChat

Talking Oris and sharing Oris moments with our fans in China. Search ‘OrisChina’



Oris 2023/24

Oris SA Ribigasse 1 4434 Hölstein Switzerland

All details are subject to change

Ref. 78 2114 2303/EN

