

A new wave of alternative watchmakers and brands are making a name for themselves. One of them is MB&F, a creative label based on one simple, fundamental ideal: to assemble horological talents — all friends of founder Maximilian Büsser — to design and craft a radical and original horological masterpiece each year.

Maximilian Büsser's love for haute horlogerie has grown since his time at Jaeger-LeCoultre, where he spent seven years on their senior management team. This passion was further cultivated when he was appointed the managing director of Harry Winston Rare Timepieces in 1998. To follow his passion, and fueled by his overflowing creative energy, he left Harry Winston in 2005 and founded MB&F. This allowed him to freely indulge, with full creative liberty, his passion for working with some of the most talented people in the watch industry.

HM1-Ti

MB&F is known for its Horological Machines that have successfully fused engineering and art into three-dimensional timepieces — machines that tell time, and not merely to tell time. The Horological Machine No. 1 is visually dominated by the rotating one-minute tourbillon on top of the dial and is powered by four massive parallel mainspring barrels. An original automatic-winding timepiece, it is housed in an 18-karat white-gold or red-gold case. This year, MB&F has introduced an ultra limited 10-piece edition of HM1, the HM1-Ti, which is cased in Grade 5 titanium. The avant-garde engineering wonder, oscillating at 28,800vph, is complemented by a choice of black or brown hand-stitched alligator strap.



MB&F