

# REBEL

# GENERATION

Eric Cantona, International Soccer Player and  
Guillaume Tetu, Hautlence CEO, unveil the new  
Hautlence chronograph called Invictus Morphus.



# Hautlence celebrates its first decade by adding a rebellious ambassador and a new limited edition.

BY NOLA MARTIN



**HAUTLENCE HAS BEEN BREAKING DOWN** boundaries between watchmaking and time indication since its debut a decade ago. The Swiss brand's in-house-designed calibers (HL, HLQ, HLC & HL2.0) characteristically incorporate a jumping hour and retrograde minutes. This year, to celebrate its upcoming tenth anniversary, Hautlence introduces its first chronograph, the Invictus Morphos Limited Edition by Eric Cantona.

Actor and international soccer star Eric Cantona worked with Hautlence founder Guillaume Tetu to create the new watch, named after the vibrant blue morphos butterfly pattern on its mother-of-pearl dial. Combined with its opening at 3 o'clock (to view the skeletonized movement) and a dramatic date wheel, Invictus Morphos delivers an expressive visual impact.

An automatic Soprod A10 base movement in conjunction with a Dubois Dépraz 293 module powers the watch. Its functions include hours, minutes, small seconds and date and recall the brand's Destination collection, but the new watch adds a chronograph. Each of the 250 limited edition pieces is housed in a titanium rectangular case, emblematic of Hautlence, engraved with Cantona's signature alongside his fingerprint on the back.

Not only is the butterfly pattern striking, it also symbolizes freedom and transformation. Indeed, Invictus is defined in Latin as "unbeaten and unbeatable," two characteristics Cantona and Hautlence applies to the Invictus Morphus.

## REBEL ATTITUDE

**EVERY OWNER OF A HAUTLENCE TIMEPIECE** is invited to join the Gentlemen Rebels Club, a community of watch connoisseurs that offers exclusive benefits such as a visit to the Contemporary Watchmaking Workshop in La-Chaux-de-Fonds, Switzerland.

With the launch of the Invictus Morphos timepiece, Hautlence initiated a world tour called "Cross the Line," to explore the ten-year history of Hautlence watchmaking, highlighting the new Invictus Morphos Limited Edition by Eric Cantona. In the exhibition, Cantona has extended pieces of street art from his private collection, including celebrated artists such as Banksy and Jef Aérosol, and the tour is set to visit Singapore, Hong Kong, Manchester, London and Mexico and pair with a rebel-style celebration in each respective city. ☘



Hautlence CEO Guillaume Tetu inspects work at his company's headquarters in Neuchâtel.

## A FEW QUESTIONS FOR GUILLAUME TETU, Hautlence CEO

### HOW DID YOU START HAUTLENCE?

I was working in CAD in Lyon, France, and my boss sent me to Geneva to work for a metal strap supplier for Rolex. I discovered this world and I was fascinated by the way you need to be really accurate in terms of CNC machining, ordering process and the tooling. Everything is really pro, I think more than the car industry.

In the end you have the manual finishing [of the watch], and I was completely amazed by this. After that I joined TAG Heuer for seven years and I had a lot of fun in this company, developing crazy things and always going faster and faster. So with a friend of mine, when LVMH took over the company, we wanted to do something else.

With Bruno, one of my friends, we decided to create a new brand based on a concept on the display: design and architecture. And we started. We discovered the world of movements because it is really tough to make movements. It was really an important step in my personal life to jump into entrepreneurship. We were really, really excited and the success was amazing from the beginning.

I remember the first exhibition we did in 2005. It was in the Starbucks on the first floor of Baselworld. People were coming from around the world, having a coffee and waiting because it was full and waiting to see the product – all the people wanted to see Hautlence.

In the *New York Times* we had a picture of us saying, "the funniest thing we have seen is Hautlence, a new brand, showing in the Star-

bucks." It was really exciting for the first years. However, 2009 was a different story. It was really tough, with overstock in the markets, rebuilding the network, and resealing the company. It was really a tough period – my friend Bruno left the company at this time and I continued alone. I wore the CEO hat.

### HOW DID THE COLLABORATION WITH ERIC CANTONA BEGIN?

We talked to group CEO Bill Muirhead, asking generally "Who are the final customers of Hautlence?" The product is really strong as far as identity, but we need to talk to the people with a clear message. Now it is clear: We are a gentlemen rebels club and the message we want to have is "Cross the Line." For that we need a strong face.

I heard Eric Cantona was a collector of art. He is really a legend in terms of football, but his sensitivity and feeling regarding art is really important to me

### TELL ME ABOUT THE CREATIVE PROCESS WITH ERIC CANTONA.

He is involved in the design team and he brings some ideas that I would never have, especially coming with his art vision and with his sensitivity. It will be a limited edition linked to a real story; it is not just a name engraved on the back – this is really something strong. In Asia he is a legend, and in Russia people know him. It is just in the United States he's less known because soccer is not really famous. But in terms of art we can find the next generation of rebels.