



ABOVE: A polar expedition led by Borge Ousland and the Alpina Alpinist 4 chronograph in steel, \$3,495

#### ADVENTURE ON THE ITINERARY

Swiss watch manufacture Alpina has launched a schedule of adventure voyages called Alpina Adventures for customers and the public. Each itinerary is planned as a totally immersive experience of exploration that is both breathtaking and respectful of nature. Organized and conducted by legendary polar explorer Borge Ousland—the only man to have crossed the North and South Poles alone—and his team of adventurers, each Alpina Adventure lets participants experience the values of the brand in an environment that can be hostile yet magnificent. Itineraries range from three to 23 days and cost between €900 and €39,570. Participants who own Alpina watches receive special promotional prices.

[alpina-adventures.com](http://alpina-adventures.com)

#### CELEBRATING IN STYLE

Swiss watch brand Hautlence celebrated its 10th anniversary on September 2 by unveiling a new marketing campaign with the tagline “Cross the Line” and introducing a new timepiece designed with French soccer legend and brand partner Eric Cantona. At the Centre Dürrenmatt Neuchâtel, Hautlence showcased a traveling exhibition featuring historical and current Hautlence timepieces and works of street art from Cantona’s personal collection. Reflecting on the past 10 years and on the future of Hautlence, CEO and co-founder Guillaume Tetu says, “I hope this brand will continue after my journey on this earth. I think we will be a part of the history of the watch industry. My goal is to have fun, create great products and celebrate with our collectors.”

[hautlence.com](http://hautlence.com)



## TAKING FLIGHT

Watch brand Hautlence and French actor, sports star and art collector Eric Cantona recently unveiled a new watch together in La Chaux-de-Fonds. The Invictus Morphos limited edition is Hautlence's first chronograph, and it was developed and designed in collaboration with Cantona. The dial decoration—emulating the blue Morpho butterfly with mother-of-pearl insets—reflects Cantona's sensibilities, and Cantona's signature and digital fingerprint are reproduced on each individually numbered caseback. Production is limited to 250 watches.

[hautlence.com](http://hautlence.com)



RIGHT: Hautlence CEO and co-founder Guillaume Tetu with Eric Cantona at the La Chaux-de-Fonds unveiling

ABOVE LEFT: Hautlence Invictus Morphos limited edition chronograph, \$24,200

ABOVE RIGHT: Tetu's Hautlence HLRS 02 in steel and titanium, \$32,100

