

# 'FRANCK'LY SPEAKING



THE EVOLUTION 3-1 IS THE LATEST FROM THE MASTER OF COMPLICATIONS, WHICH MEASURES UP TO THE HIGHEST STANDARDS SET BY FRANCK MULLER, WRITES SAVIA RAJAGOPAL

**F**ranck Muller was born on July 11, 1958, in La Chaux-de-Fronds, Switzerland, to a Swiss father and an Italian mother. He spent his first professional years restoring mechanical timepieces for collectors, museums and auction houses. It was during the 1970s that he honed his watch-making skills, during a time when electronic and quartz watches were flooding the market and the traditional fine watch market was among its lowest points. However, he established his own watchmaking company only in 1992, which is quite surprising for a brand that is world renowned and famous as his. It was in the same year that he introduced new complicated watches. In 1995, production was moved to Genthod, known for its scenic beauty that overlooked Lake Geneva and the Mont Blanc mountain range. The 'Franck Muller Watchland' concept was introduced in March 2001.

Franck Muller is often referred to as the 'Master of Complications'. To own a Franck Muller is to own a valuable piece of art and a precise scientific instrument, rolled into one, which makes the master watchmaker an artist and a genius all at once. This brand appeals to both the connoisseur as well as the average watch collector and still manages to appeal to both segments simultaneously. Continually charting new territories and going beyond the realms of traditional watchmaking, this extraordinary brand sets the benchmark when it comes to technical virtuosity.

The ingenuity of Franck Muller has been once again reiterated with the **EVOLUTION 3-1**, the newest addition to the brand. It represents another world first, keeping in line with the brand's reputation over the years. It is also evident that this brand continues to set higher standards and achieve greater heights in the world of watch-making. It has once again reconfirmed the brand's reputation for high sophistication as well as technical finesse.

Holding the highest position in this brand's line of complications, the **Revolution** series is completely produced in 'Watchland'. Glancing back at the origins of this model, 2002 saw the first of the three Revolutions, in the form of a tourbillon, which through the push of a button, rises from the dial and

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