



GORDON DRIVE

GOLD STRUCK
Jewels that glimmer like the Gulf

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GORDON
DRIVE

HANDS OF TIME

With a collective of exacting artisans, MB&F overdelivers on mechanics and style.

For more than 15 years, independent Swiss watch brand MB&F has turned conventional notions of watchmaking upside down. Of course, the brand has a fierce commitment to quality and craftsmanship, as well as a talented community of artisans dedicated to preserving the historic artform, but MB&F also explores the fun, futuristic side of watchmaking with whimsical designs.

Most large watch brands claim to make the majority of their components in-house while working with an army of mainly anonymous watchmakers. Right from its name—MB&F is short for Maximilian Büsser & Friends—you can see this brand is different. It celebrates all of the craftspeople who contribute to its horological machines, from the watchmakers designing the movements to the artists hand-engraving components to the companies producing the sapphire glass. This transparency is unheard of in the ultrasecretive watch industry.

Aesthetics reveal MB&F timepieces are radically different, too. The team has made clocks and watches shaped like robots, flowers, spaceships and spiders. But the designs aren't just flashy, they are technically impressive and respected in the industry, having won the horological equivalent of an Academy Award at the Grand Prix d'Horlogerie de Genève five times.

Two 2021 releases epitomize the brand's ethos: the Legacy Machine Perpetual (a new release of the coveted 2015 design, this time done with an ultradurable palladium 950 case) and the MB&F x Bulgari FlyingT Allegra. That's right, Bulgari. The Roman jewelry and watch house teamed up with

MB&F in an unlikely partnership that showcases both brands' watchmaking and jewelry mastery. The FlyingT Allegra features MB&F's unique, vertically built movement, which has a flying tourbillon and a 100-hour power reserve. That, along with the domed sapphire glass and petite inclined dial, leave plenty of room for diamonds and cabochon gemstones—a hallmark of Bulgari's jewelry design. The timepiece is limited to 40 pieces, 20 in 18-karat white gold and 20 in 18-karat red gold, and retails for \$185,000.

The Legacy Machine Perpetual exemplifies the brand's ingenuity. Perpetual calendars are complex movements that can track the day, date, month and year, including leap years. When it's kept wound, it's accurate for decades. However, their traditional construction is notoriously tricky. The calendar can accidentally skip dates, and gears become jammed if adjusted while the calendar changes. MB&F teamed up with Irish watchmaker Stephen McDonnell to reinvent the perpetual calendar and eliminate these pesky problems in its Legacy Machine series, which pays homage to 19th-century watchmaking.

The new edition features an aquamarine dial decorated with a sunray guilloché. And, the entire skeletonized movement is on display, with time at 12 o'clock and day, month and date at 3, 6 and 9 o'clock, respectively. The power reserve and leap year are shown via indications at 5 and 7 o'clock, and there's a dedicated pusher at 7 o'clock to adjust the year. Selling for about \$210,000, with only 25 watches made, it makes for a timeless addition to your collection. 💎



Courtesy Maximilian Büsser & Friends



In addition to its inventive designs and groundbreaking collaborations (reference the MB&F x Bulgari FlyingT Allegra on the previous spread), MB&F's elevated mechanics garner serious industry cred. Case in point: the Legacy Machine Perpetual, with limited-edition releases that sell out in record time. Clockwise, from top: This year's LMP Palladium; the LMP Yellow Gold; and the LM Thunderdome with a triple-axis regulator.



Courtesy Maximilian Büsser & Friends

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