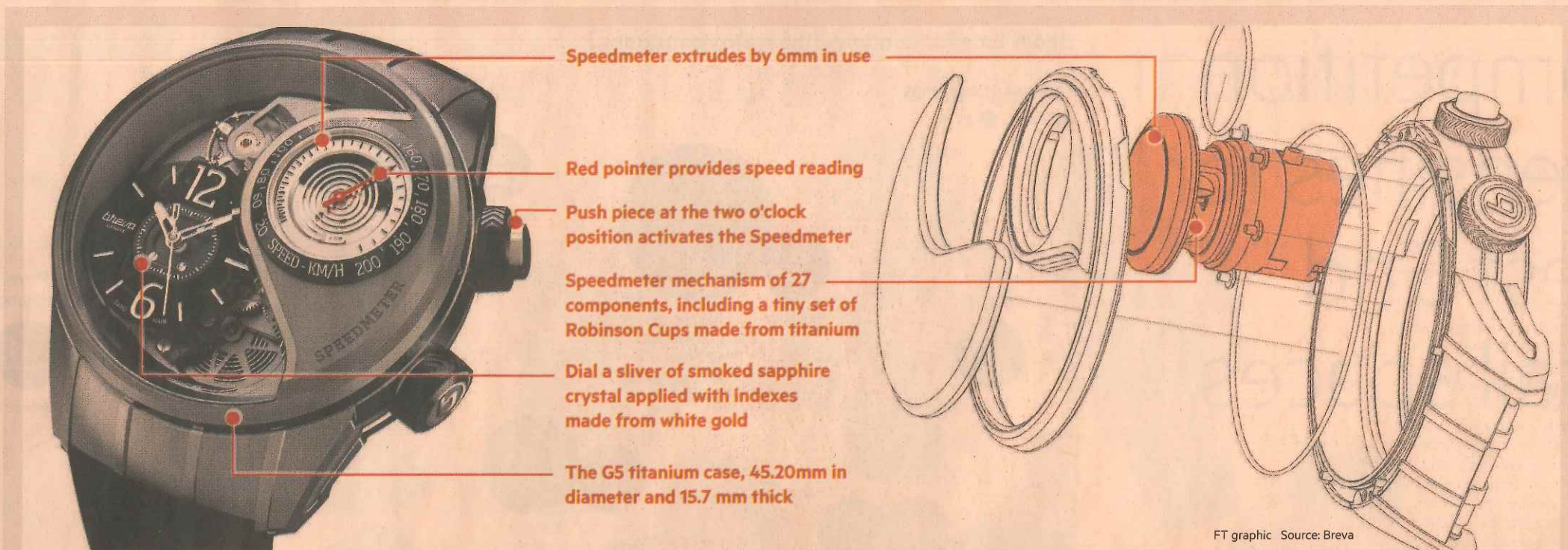


Watches & Jewellery



Deconstructed Simon de Burton on the Brevé Génie 03 Speedmeter

This week, Brevé unveils the world's first mechanical watch to boast the deliciously whimsical addition of an integral speedometer. The patented "instant speed measurement" mechanism takes the relatively simple form of a set of Robinson

Cups — the device used on anemometers for measuring wind speed. The difference, of course, is that the cups have been miniaturised to wristwatch size and incorporated into a somewhat eccentric "extrusion mechanism".

Accounting for 27 of the watch's 360 components, the mechanism is stored in the closed position, virtually flush with the asymmetrical crystal that covers the main dial. Activating the push piece at two o'clock on the case causes the "speedmeter" to rise

6mm proud of the dial, which exposes the mechanism to the air and allows the tiny Robinson Cups to revolve.

The spinning cups drive the red needle to indicate the speed of travel in kilometres or miles up to a maximum of 200kmh/125mph.

Speed calculators are nothing new on mechanical wristwatches, but the Speedmeter is the first to provide an instant reading. Who will buy one at €50,000 a piece is anyone's guess. But they will need to be members of the fast set.