



CORUM

AVANT-GARDE SINCE 1955

CORUM STORY

I. THE HISTORY OF THE BRAND

The adventure began with René Bannwart. With his strong entrepreneurial spirit and watchmaking experience acquired from the most prestigious watch manufacturers, he founded his own brand and created CORUM in 1955 with his uncle Gaston Ries.

Particularly fascinated by the word “quorum” which means the minimum number of persons present and necessary to hold discussions and make valid decisions, René Bannwart nonetheless simplified the spelling to CORUM.

Right from the time of its creation in 1955 in La Chaux-de-Fonds, CORUM displayed a determination to position itself at the forefront of the Swiss watch industry.

The emblem, a key pointing skywards, is a symbol of the mystery to be fathomed, the enigma to be resolved, of new territories to be explored, and of innovation. It also alludes to the inventiveness, tenacity and bold spirit required in order to attain the total mastery of time.

In 1956 the first CORUM watches appeared on the market and the brand launched a veritable cascade of new ideas with great success. It was even recognized by its peers as one of the most creative in the industry.

In 1966 Jean-René Bannwart, the son of the founding father, joined the watchmaking company. Together with his father, they created the models which became Corum's trademark, in particular the Admiral's Cup model.

CORUM YEAR BY YEAR

In 1957, launch of the Golden Tube model, a tube of gold in which the movement is inserted. The case of the watch could slide on the strap to better fit on the wrist, hence a more comfortable watch.



In 1958, the Chinese Hat watch sparked public curiosity with its bezel evoking the famous pyramid-shaped head covering worn by the people of China.



In 1960, the first interpretation of the Admiral's Cup model with a square case was developed. On the back of the case, a sailboat was engraved by hand with the name: Admiral's Cup.



In 1964, the Coin Watch without a back cover was created with an ultra-thin movement that is set in an authentic gold coin, a \$20 Double Eagle Coin. A model worn by numerous U.S. Presidents and prominent personalities including Nobel Prizes laureates.



In 1965, came the first appearance of large-sized watches with the Buckingham model, which asserted itself through its oversized proportions that were extremely innovative at the time.



In 1966, the Romvlvs watch was unveiled, featuring the hour numerals engraved not on the dial, but on the bezel.



In 1970, CORUM introduced the Feather watch composed of genuine bird feathers. This artistic and technical feat called for great expertise.



In 1976, the Rolls-Royce watch once again underscored the avant-garde nature of the brand, since it represented the first ever partnership of this kind with a prestigious automobile manufacturer.



In 1980, the Golden Bridge with its delicately hand-engraved baguette movement revealed behind the perfectly transparent sapphire crystal case embodied the pinnacle of technical and horological mastery.



In 1983, the famous Admiral's Cup design was reinterpreted in a version with nautical pennants corresponding to the international maritime code and serving as hour-markers on a twelve-sided bezel.

In 1986, the Meteorite model featured a dial cut from an authentic meteorite discovered in Greenland by famous explorer Robert E. Peary.



In 1991, the Admiral's Cup adventure continued with the victory of the CORUM team in the legendary sailing race after which the line is named.

In 1993, the Admiral's Cup Tides watch was launched. Fitted with an exclusive CORUM movement CO277, it indicates vital information such as the lunar cycle and the time of the tides, as well as the strength of the tide, an estimation of water levels and the strength of the currents.



In 1997, CORUM filed a patent for a new invention showcased in the Tabogan watch, equipped with an ingenious mechanism allowing the watch case to be positioned upright, and thus transforming the wristwatch into a table clock.



In 2000, the Bubble watch was introduced. Fitted with an 11mm thick sapphire crystal, it created a magnifying-glass effect which became the model's signature feature.

With the Trapèze watch in 2001, Corum created a new style evoking subtle grace. Its name evocative of its shape and large size gave a truly timeless design.



In 2005, the Classical Vanitas marked the world premiere of marquetry-work as applied to watch dials. The stone and marble parts were meticulously cut to fit together like a mosaic.



In 2005, in celebration of Corum's 50th Anniversary, the Golden Bridge was reinterpreted in a contemporary vein, imbuing the original 1980s model with the spirit of the 21st century.



In 2006 heralded the renewal of the Admiral's Cup model. While offering a more contemporary, boldly designed collection, CORUM nonetheless maintained its essential aesthetic characteristics: the famous twelve-sided case and the nautical pennants.



In 2007, the legendary Romvlvs was reborn with an elegant and contemporary spirit, interpreting the classical codes of the brand. Its new design perpetuates the distinctive nature of its Roman numerals engraved on the bezel and is distinguished both by its double-curving case creating an elliptical effect on the bezel, and by its domed sapphire crystal.



2009 once again revealed CORUM's apparently inexhaustible creativity. CORUM wrote a major new chapter in its history by presenting its second in-house movement. Designed, developed and assembled within the brand's workshops, the Ti-Bridge is the first model to house the new CO 007 caliber.



In 2010, CORUM celebrated its 55th anniversary, a half century of the Admiral's Cup and 30 years of the Golden Bridge. Legitimacy and a pioneering spirit are rewarded.



In 2011, CORUM launched its exceptional baguette movement in an automatic version – with linear winding. It heralded a new era in the legend of this unique movement.



In 2012, CORUM presented the Admiral's Cup Legend 46 Minute Repeater Acoustica, never before had a minute repeater marked off time by chords. Dressed in the timeless features of the Legend line, this timepiece is the perfect balance between elegance and technical expertise.



In 2013, the launch of the Ti-Bridge Automatic Dual Winder brings the first self-winding movement to the Ti-Bridge line. This new winding system – designed, developed and patented by CORUM – derives its energy from two interconnected in-line oscillating weights.



In 2014, CORUM marks the evolution of an icon among sea-lovers in a reworked design: the Admiral's Cup AC-One 45 Tides watch. 21 years after its launch, this model with its mechanical movement, remains a truly unique complication in the Fine Watchmaking world. Its exclusive nature forcefully reaffirms Corum's longstanding, solid nautical anchorage.



In 2015, CORUM celebrates its 60th anniversary by creating the Admiral's Cup Legend 42 Flying Tourbillon – a timepiece that reimagines the iconic haute horlogerie complication in a profound yet practical manner. Transparency plays a key role in this timepiece featuring a sapphire dial offering full view on the mechanism.



In 2016, the Bubble watch was relaunched. Fitted with a domed double antireflective sapphire, to have a magnifying-glass effect, the symbol of this collection.



In 2016, a new round case of 43 mm was introduced with the Golden Bridge line. The emblematic baguette movement was created with bridges, baseplate and decorative elements in 18K gold, for this collection.



In 2017, is the outbreak of the rectangular case, with bridges and plate in 18kt gold for the Golden Bridge Rectangular movement, and polished bridges and plate with mechanic and rectilinear engraving for the Golden Bridge Stream movement.



In 2018, CORUM introduced the LAB 01 watch with a racing, sculptural, technical, modern spirit and which will only be available as limited editions featuring a barrel-shaped case.



In 2019, Corum presents the Admiral 45 Openworked Automatic, which introduces a new movement that was developed by Corum in-house specifically for this model. For aficionados who prefer something more complicated and gravity-defying, Corum has created the Admiral 45 Openworked Tourbillon.



In 2020, CORUM celebrates its 65th anniversary by creating the LAB 02 watch. In its creation, CORUM's development team's members challenged themselves to offer not only a flying tourbillon but also a flying gear train of sorts.

In 2021, Corum presents the Admiral 45 Automatic Openworked Flying Tourbillon Carbon & Gold. The dynamic 45mm watch is crafted in fluctuating layers of ultra-light carbon mixed with 18-karat gold glitter.



In 2021, in honor of the 10th anniversary of the automatic in-line movement, Corum releases the new Golden Bridge Automatic. The tonneau-shaped case offers a dramatic view of the movement thanks to the panoramic sapphire crystal and case back in a larger size.

2. THE BRAND'S 5 PILLARS

Positioned as an exclusive brand, CORUM offers high-quality watch collections featuring an innovative and distinctive design, and equipped with sophisticated mechanical movements. Its current models, spread between five key pillars – Admiral, Corum Bridges, Heritage, Bubble and LAB – enjoy a legitimacy rooted in the brand history. The full set of collections comprises models at prices ranging from CHF 2,000 to over one million Swiss francs and giving pride of place to precious metals and horological complications.

ADMIRAL

In 1960, the first interpretation of the Admiral model paved the way for CORUM's success. This model remains thanks to its history, which is inextricably bound up with major sailing competitions and prestigious sailors, as well as for its inimitable esthetic based on a twelve-sided case, a dial set off by twelve nautical pennants, and the Admiral's Cup trophy engraved on the caseback. Dressed with those distinctive features, the Admiral collection celebrated its half century of inception.

Also in 2011, the collection comes together for the first time, embodied by the Legend line that gave birth to a range of elegant timepieces.

2013 marks an important milestone in the history of the collection with the launch of the Admiral AC-One 45. This line comes with a new case shape revisiting the features of this iconic collection but preserving the codes which forged the legend as the bezel takes the traditional dodecagonal shape.

With the AC-One 45 Squelette, Corum symbolizes in 2014 the juxtaposition of the traditional and contemporary watchmaking and marks the latest step in the 54-year evolution of the Corum's signature timepiece.

To celebrate its 60th anniversary in 2015, Corum distinguishes itself by proposing the Admiral's Cup Legend 42 Flying Tourbillon – an outstanding timepiece that perpetuates the founding creation values.

In 2019, Corum presents the Admiral 45 Openworked Automatic and Openworked Tourbillon, two radical pieces that showcase both a nautical design and watchmaking mechanics with a sporty chic and energetic feel.

In 2021, The stand-out star of the newest Admirals is the Admiral 45 Automatic Openworked Flying Tourbillon Carbon & Gold watch. This revolutionary timepiece represents an all-new case material for the brand. The dynamic 45mm watch is crafted in fluctuating layers of ultra-light carbon mixed with 18-karat gold glitter – rendering each and every case unique.

CORUM BRIDGES

The brand's flagship complication model, the Golden Bridge was introduced in 1980 and remains a benchmark with its unique baguette movement. Moreover, it is also regarded as an avant-garde watch thanks to its movement placed in the centre of a transparent sapphire crystal case.

In 2009, Corum raised the curtain on its new and exclusive caliber designed, developed and assembled in-house.

The CO 007 movement is clearly inspired by the legendary Golden Bridge caliber while giving a whole new twist to the original concept; although the shape is immediately recognizable, the dimensions, the components and the technical characteristics are all completely different.

In 2010, CORUM celebrated the 30th anniversary of its iconic baguette movement of the Golden Bridge and enhanced the movement with an outstanding complication; the world's smallest tourbillon with silicon escapement.

The Corum Bridges pillar experiences a substantial evolution in 2011 with the presentation of an exclusive new creation: the Golden Bridge Automatic with the first linear-winding automatic movement.

In 2012, the elegance of the Bridge collection is greatly enhanced with the launch of the very subtle Golden Bridge Panoramique Tourbillon which plays with transparency in its bridges and plate in sapphire crystal.

For the first time, in 2013, the Ti-Bridge comes in an automatic version. With this new winding system – designed, developed and patented by Corum – derives its energy from two interconnected in-line oscillating weights, the Ti-Bridge Automatic Dual Winder opens a new chapter in the watchmaking history.

2015 marks the 35th anniversary of the Golden Bridge. The whole history is narrated in a book dedicated to this collection of exception and illustrated with original pictures that depict the stirring evolution.

In 2016, a new round case of 43mm was introduced with the Golden Bridge line.

Lately in 2017, the rectangular case also made an outbreak in the collection with the Golden Bridge Rectangular.

In 2021 to celebrate the 10th anniversary of the automatic in-line movement, Corum releases the new Golden Bridge Automatic series. Consisting of four models, the tonneau-shaped case offers a dramatic view of the movement thanks to the panoramic sapphire crystal and case back in a larger size. Also, for the first time, Corum creates the sapphire crystal as a single sapphire piece that extends from the top crystal to the sides of the watch – allowing for a 360-degree view inside.

HERITAGE

The Heritage collection embodies a blend of creativity and high art since 1955. It is composed of models enhanced with enameled dials, painted miniatures and featuring variations on gem-setting and engraving techniques. Each year, new models exploring new themes and motifs are added to the collection.

In 2014, the collection was enriched by launching 3 iconic models during Baselworld: the Coin, the Feather and the Ingot models were re-introduced to the collection which shows the brand's remarkable talents.

BUBBLE

In 2000, the Bubble watch was introduced. Fitted with an 11mm thick sapphire crystal, it created a magnifying glass effect which became the model's signature feature.

16 years later, the watch was relaunched with a domed double antireflective sapphire.

This collection was described as the impulse of the brand, and was determined to show CORUM's creativity, and boldness in design and high watchmaking industry.

The Bubbles are daring, and distinguished timepieces that reflect the outstanding identity of CORUM.

LAB

One may not associate the concepts of 'heritage' and 'lab' with each other. However, it is this juxtaposition that inspires Corum to embody a disruptive and contemporary approach towards watchmaking. First created in late 2018, the Corum Lab collection focuses on establishing a dialogue between the past and the future, and two limited-edition creations were debuted then.

It's the first time Corum propose a sport watch with a barrel shaped case. Furthermore with his movement exclusively developed for Corum, the LAB 01 is the new sports and dynamic watch of Corum.

In 2020, Corum takes the concept of daring innovation to all new heights with the Corum LAB 02 timepiece. Defying all watchmaking convention, the technically advanced watch boasts a new movement that was two years in the research and development stages. Revolutionary in its design, the new caliber is equipped with a flying gear train, and a host of other firsts for the brand. The LAB 02 is a perfect example of aesthetic perfection and extraordinary craftsmanship. The highly complicated manual movement stretches the imagination as well as the physical constraints of watchmaking.



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