

Ladybird Colors channels the vibrancy of love

For 25 years now, Blancpain has been celebrating lovers around the world. Dressed in the fiery colour of love, the Ladybird Colors Saint-Valentin 2025 invites the romantic, feminine-featured Blancpain moon phase to grace its dial, adorning it with dainty golden hearts. This passionate new limited edition is destined to melt hearts.

The fresh, lively Ladybird collection is home to Blancpain's most recent feminine models. Refusing to choose between aesthetic appeal and technical sophistication, they are distinguished by a colourful, playful look, while endowed with the latest mechanical technologies. This Valentine's Day 2025 edition is no exception.

Proudly proclaiming its romantic personality, this new 34.9 mm version in 18K white gold is attired in an exquisite shade of red. Whether on the strap, the hour-markers or the heart pierced by a “Cupid’s arrow” seconds hand, the Ladybird Colors Saint-Valentin 2025 is pervaded with passion throughout. Every bit as deep as the feelings of love that inspire us and the intense hue of the indexes is achieved by five different applications of colour. These require mastery and meticulous care given the imperative need to accurately gauge the drying time needed between each layer. These asymmetrical Roman numerals detract nothing from the dial’s overall aesthetic balance, thanks to the presence of the moon-phase display at 6 o'clock. Graced with feminine attributes such as closed eyes framed by long eyelashes, full lips and a beauty spot in the corner of her mouth, the Moon is accompanied by two sparkling golden hearts and appears to be floating on a mother-of-pearl cloud. The mother-of-pearl used for the dial comes from a type of extra-white shell that exists only in tiny quantities and is characterised by its spectacular depth creating incomparable light effects. Adding sparkle to the dial, the gemsetting pattern evoking two crescent moons is composed of brilliant-cut diamonds tapering in size towards the 6 o'clock position. The case, lugs, crown and buckle also feature this precious stone, totalling more than 2 ct over the entire timepiece.

With its strong visual personality and remarkable precision timekeeping, the Ladybird Colors Saint-Valentin 2025 is issued in a 14-piece limited edition, a nod to this annual celebration of love.

Ladybird: a feminine expression of excellence

The Ladybird collection reflects Blancpain's pioneering role in the history of women's watches. From the first self-winding ladies' wristwatch in 1930 to the refined, technical timepieces of today, along with the smallest mechanical movement several decades ago, the Ladybird collection embodies Blancpain's passion for the extraordinary. It is designed for women who refuse to compromise on either aesthetics or technical sophistication. The history of Blancpain women's watches is inextricably bound up with the determination shown by Betty Fiechter, who became the first woman to head a watch Maison in the early 1930s. Her intelligence and visionary spirit paved the way for the Manufacture’s jewellery watches and earned them international renown.

The moon phase at the heart of time

Blancpain's emblematic moon phase complication finds its place on the new Ladybird Colors models, beating to the tune of calibre 1153L with its 100-hour power reserve. Reintroduced in 1983 in the wake of the quartz crisis, this complication enabled the Maison to demonstrate that a mechanical timepiece stemmed from extraordinary expertise and that quartz could never replace a complex mechanical watchmaking creation. It thus came to symbolise the revival of mechanical watchmaking- Blancpain's immediately recognisable moon phase is found on the calibre 1153L, which has a 100-hour power reserve. Adorned with traditional fine watchmaking decorations, such as bevelling, circular graining and snailing, this calibre is visible through a sapphire crystal case back and incorporates a silicon balance- spring, making it impervious to magnetism.

The silicon revolution

Silicon has revolutionised watchmaking since the beginning of the 21st century and enabled major advances in time measurement. Elastic yet not subject to deformation; hard, light and highly resistant to corrosion, this material notably stands out for its resistance to magnetism, a welcome quality when it comes to ensuring timepieces' accuracy.

Contrary to the 1950s when watch balances were fitted with metal springs that could become magnetised – hence the need for a soft iron inner cage to shield and protect the movement from magnetism – contemporary Blancpain timepieces feature a silicon balance-spring, thus enabling them to have a sapphire crystal case back revealing the unique construction of their movements. Thanks to this technology, the new Ladybird Colors Saint-Valentin 2025 not only proudly display the high-quality finish of their mechanism, but also boast superior chronometric performance. Femininity and technical sophistication go hand in hand on these new models.