

Blancpain – Fifty Fathoms collection  
Ref. 5015-12B30-98B & 5015-12B40-98B  
Ref. 5050-12B30-98B

## **The iconic Fifty Fathoms Automatique and Fifty Fathoms Grande Date are now available with a titanium bracelet**

**Since the launch of the first modern diver's watch more than 65 years ago, Blancpain has continued to innovate by combining state-of-the-art materials and watchmaking techniques. This year, the Brand is equipping three versions of the iconic Fifty Fathoms with a titanium bracelet. These models featuring a sporty yet chic allure are also characterized by their outstanding performance and lightness.**

The Fifty Fathoms collection is based on a rich heritage dating back to 1953, when Blancpain presented the first modern diver's watch. The Fifty Fathoms stood out thanks to its avant-garde technical and aesthetic features. Its large luminescent black-grounded hour-markers and hands, its robustness, water-resistance and secure rotating bezel all rapidly became benchmarks for the entire watchmaking industry. While Blancpain played a pioneering role in the definition of diver's watches, the Maison also made early use of innovative materials in creating its timepieces. Indeed, Blancpain's use of titanium dates back to the early 1960s, when it produced a special series of MIL-SPEC II models for US Navy minesweeper teams. Witness the "US Navy" timepiece purchased by the Brand at an auction in 2015: its case made of nickel silver – a non-magnetic copper, zinc and nickel alloy – is fitted with a titanium back, undoubtedly used for its greater resistance to pressure. At that time, titanium was mainly reserved for the aerospace industry and rarely seen in watchmaking. Blancpain was probably the first Manufacture to use this material in producing its watches.

Blancpain's must-have Fifty Fathoms Automatique and Grande Date models reflect the Brand's history and tradition of innovation. Their remarkably light new titanium bracelet complements the sail canvas and NATO straps with which these timepieces have been fitted until now. Its production involves a series of demanding assembly and finishing processes. The hand satin-brushed links are joined together by means of transverse pins, endowing them with a fluidity and flexibility that ensure a perfect fit on the wrist. Based on a patented system, the (usually lateral) screws are placed on the back of the links so as to preserve the smooth look and feel of the bracelet edges. Combining these skills guarantees seamless cohesion between the case and bracelet. The latter highlights the emblematic face of the watches, endowed with all the attributes of a diving instrument, such as Super-LumiNova® hour-markers and hands that remain easily legible in all circumstances, as well as a unidirectional rotating bezel with a scratch-resistant sapphire insert.

Equipped with a 45 mm titanium case that is water-resistant to 30 bar (approx. 300 meters), the Fifty Fathoms Automatique and Grande Date models respectively beat to the rhythm of

the Manufacture 1315 movement – a mainstay of the contemporary Fifty Fathoms collection since its launch in 2007 – or the 6918B. Insensitive to magnetic fields thanks to the use of a silicon balance-spring, these calibres deliver a comfortable five-day power reserve provided by three series-coupled barrels. Their meticulous finishes are visible through a sapphire crystal case-back.

The Fifty Fathoms Automatique remains available with a black or blue sunburst dial, while the Fifty Fathoms Grande Date continues to be offered with a black dial. These light and robust models will doubtless appeal to lovers of sporty and elegant watches keen to enjoy daily wear of a generously sized timepiece with a pleasingly light aesthetic.