

# Epic Pro



# portions



(Above) Epic II model E2PRGBCB has a bezel and case made from rose gold. The Epic II's functions include chronograph, 30-minute, 12-hour, centre-seconds, date and early seconds. (Top right) The Quanttin incorporates a vertical mechanical movement with manual winding escapement, and includes a Swiss anchor mounted in a tourbillon cage. This cage is suspended without roller bearings and positioned vertically. The Calibre 5 has a 31 day power reserve, which is supplied by the energy of seven barrels and displayed through vertical rolls.



Getting used to the idea that Jacob & Co also make serious watches is just not that easy. Despite the new Epic and the Cabestan based Quanttin, Jacob & Co. still means primary-coloured multi-timezone harlequinades - the watches that earned Jacob Arabo the title of undisputed King of Bling - sported by the more fabulous sort of rap star such as 50 Cent and Busta Rhymes.

**James Gurney**

My taste this really and truly is not, but I have always had an admiration for the way Jacob watches defined a style. Fairly or not, if you mentioned Jacob-style in watch circles the meaning you communicated was that someone had been a little too exuberant with the ice. And if you wanted to prove your purists credentials, the simplest and least controversial way was to bemoan the rise of Jacob-style bling - much easier than naming a brand you like only to be shot down in flames as derivative, boring and "didn't you know their movements were really Chinese".

And if the average watch-purist wasn't buying, there were plenty who were and that would have been just fine and no threat to the pages of QP, if Jacob had not decided to stake a claim to the horological high-ground with the Quenttin - still one of the most extreme ideas to be fitted into a watch case. Admittedly, the movement was developed between Bunter and BNB Concept, but the name on the dial and the inspiration is Jacob & Co. And strangely enough the Quenttin seemed an almost natural extension of what Arabo was up to with the more iced varieties on offer at their Manhattan store. And there has to be something going right if you can catch the attention of both David Beckham and Philippe Stern.

Despite there being an automatic version of the multi-timezone purist's nightmare, the Quenttin seemed an aberration, a one off.



Natalia Vodianova, Jacob Arabo, Eva Longoria

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Jacob & Co.  
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But apparently it still isn't safe to come out, for Jacob's Epic also demands attention. More so than even the Quenttin, as the Epic is a real production watch, aimed squarely at a market that already exists and is courted by the likes of Hublot and Zenith - bold, contemporary, exclusive, but recognisable and built around something more than a pre-finished ETA. In other words Jacob & Co are not trying to make anyone believe they are about to become the new Patek of Vacheron, they are just adding to the choice available.

And for all the du jour ceramic case elements and architectural screws, the design of the watches is original and well-executed. The retro geometry of the sub-dials is a great touch and gives the watches real character. And underneath the name is the hand of Bunter SA, a well-established outfit whose client list includes several high-profile brands - their specialisation is in gem-set watches.

Clearly the Epic I and Epic II are never going to earn Jacob a place in pantheon of traditional watch houses and no-one is going to trade in their Patrimoines or Calatrava's to get their hands on one, but in its own terms the Epic adds a new dimension to a company that simply can't be ignored. ☺

**Further information:** [www.jacobandco.com](http://www.jacobandco.com)



Epic II model E2 has a 47 mm black PVD case, black ceramic bezel and uses the Jacob and Co. 2121 automatic chronograph movement, complete with Incabloc absorption system.