

Ebel's New Arrivals



1911 BTR Automatic Chronograph, Ebel Calibre 139, steel case, black alligator strap.



1911 Discovery Automatic Chronograph, case and bracelet in steel, black/silver dial.



Diamond-set automatic chronograph Calibre 137. Polished stainless steel case set with 132 Wesselton IF-VVF diamonds (1.47ct).



As reported last, Ebel's sportier, more masculine version of the 1911, the BTR, was launched to a receptive market and this spring the company announced the launch of new models in the 1911 range. It is something of a 'second album' moment as Ebel needed to broaden the range without diluting the identity - that all - important DNA factor. So, how do they fare?

James Gurney

The new Calibre 139 presents an appealing take on the contemporary Swiss obsession with using apertures instead of sub-dials. It is one of the few designs on the market that make a real virtue of this idea - most attempts end up looking like 'me-too' copies of the real thing, in this case Jaeger's Compressor designs. Additionally it looks like a natural progression of the BTR design - though we think it would look better with a 'Tech' strap than the alligator shown here.

Less radical and so slightly less desirable in our eyes is the 1911 Discovery - perhaps a step too close to the roots, it will no doubt prove more popular. Understandable in that it is one of those invisible designs, there are no visible faults - its readable and attractive and probably a far more sensible buy than the 139.

The demands of the global market mean that there are always designs that will suit one market more than another.

Over the top for most basking under London's winter sky, the white dialled, Diamond-set BTR is sure to find takers in other seasons and is a nicely executed design, even if it does not add much to the BTR 'DNA'.

So, another year another set of strong designs and the brighter Ebel's future looks. Expect to see more of the distinctive curves showing from under the shirt cuffs in the futures. ○