

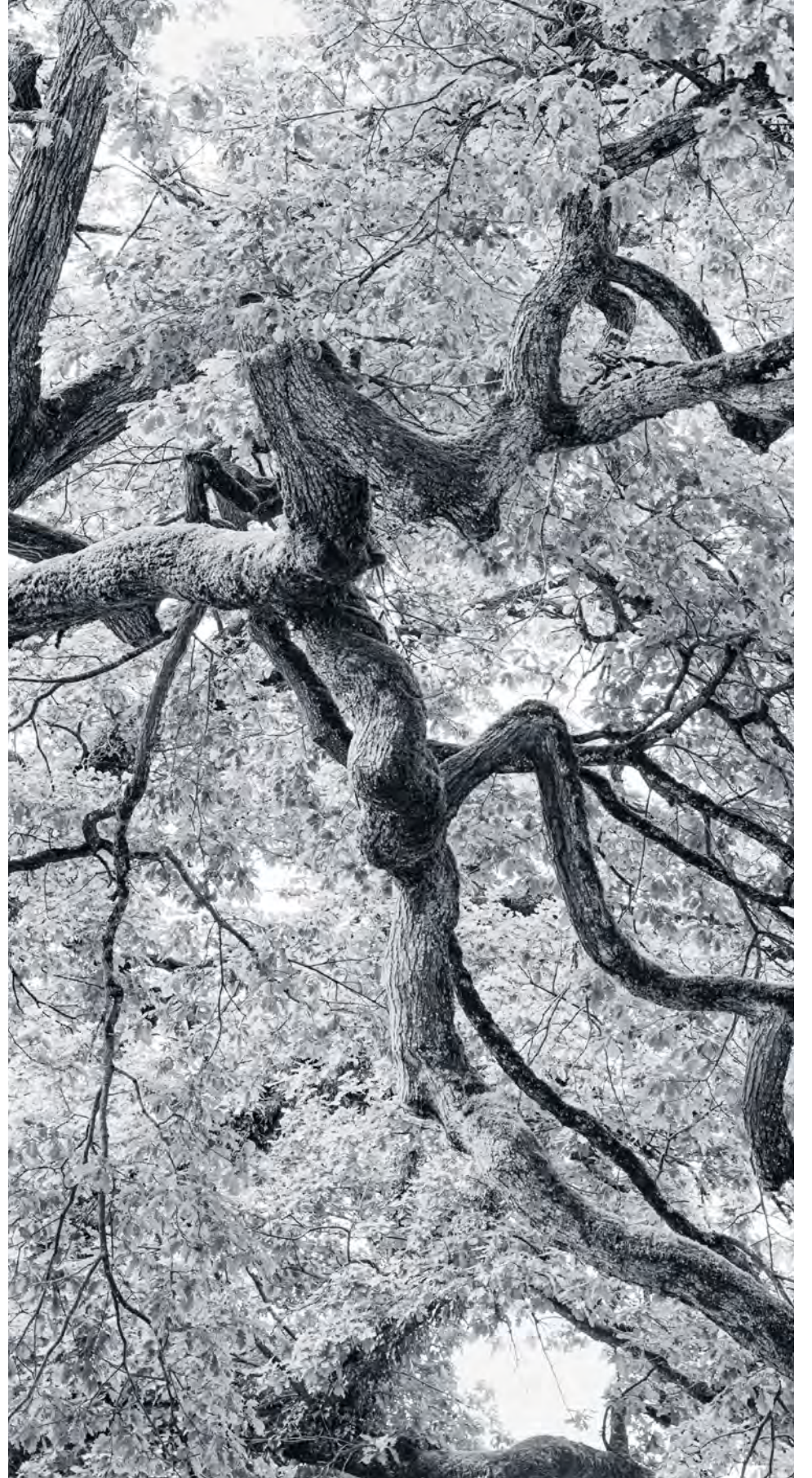
# Moments in time.

STORIES OF MODERN WATCHMAKING 2024



**ORIS**  
HÖLSTEIN 1904







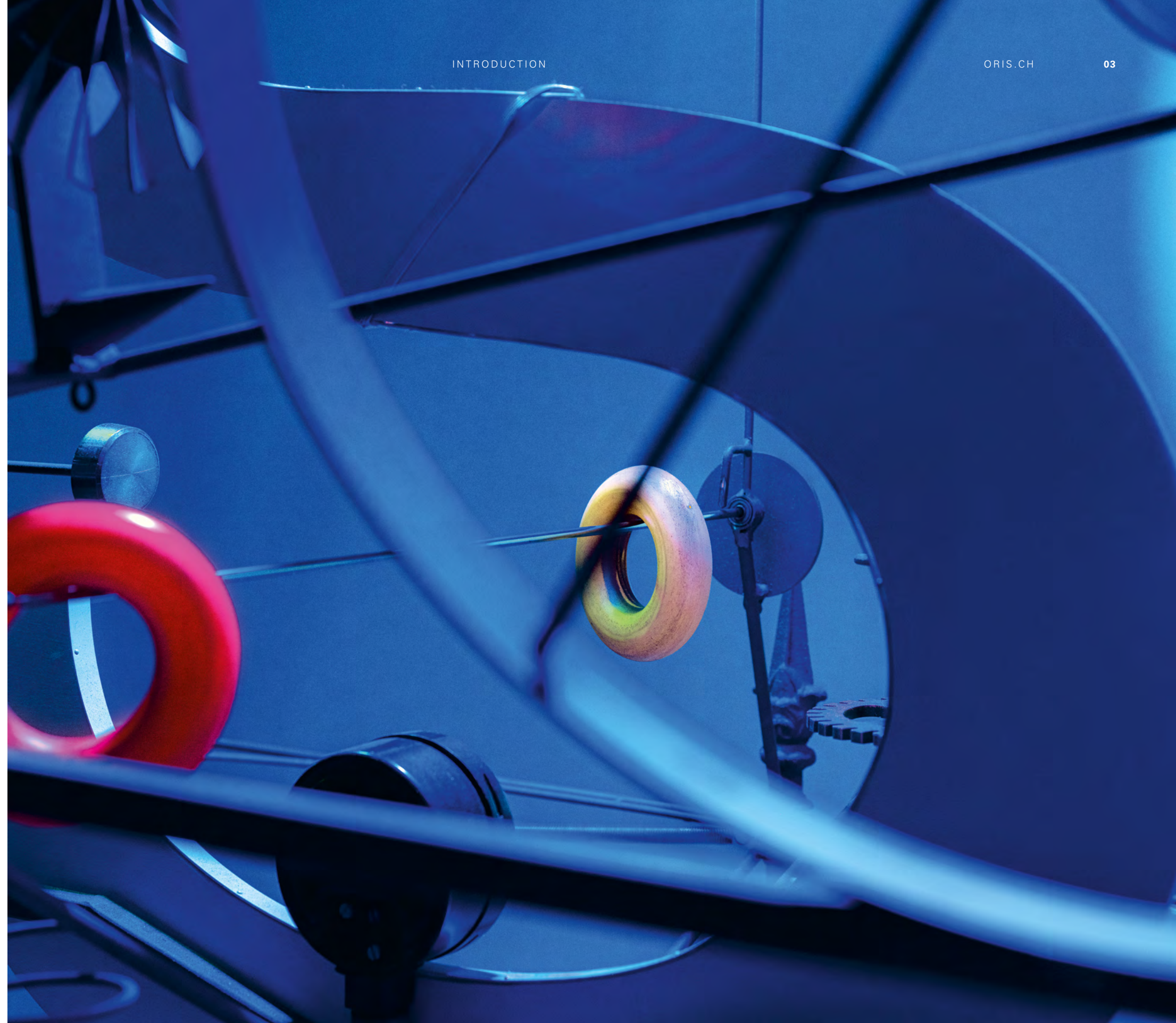
# DOING THE RIGHT THING. AS ONE.

Like the wheels in a mechanical watch movement, the Oris story keeps moving, but only ever around a fixed point. Over the past five years, friends of Oris will have noted that we've been much more vocal about "doing the right thing". We now use words like "sustainable", "responsible" and, more than either of those, "change", where a few years back we might not have done. Why? It's a good question.

Some might argue we've moved into the slipstream of contemporary corporate culture. But the fact is the only change we've made is to embrace the language used today to describe actions we've been taking for generations. Is that an exaggeration? We don't think so. In 1904, our founders built a brand and a business, but they also created a community, giving local people livelihoods, running services to look after them, and even building them homes.

Today, we live and work in a global community, which means the sense of responsibility our founders felt 120 years ago applies on a much larger scale: to the Earth's environment and to the people who live in it. We call this attitude "Change for the Better" and it influences everything we do, from making watches to supporting NGOs and individual agents of change. Again, why? Because, as before, it's the right thing to do. This is Oris.

And it's also you, the Oris community. Thank you for coming with us and making so much of this change possible. Together, we can bring Change for the Better.







●	THIS IS US	It's 120 years since Oris was founded. We're still independent, our mechanical watches still make sense, and we're still devoted to bringing Change for the Better. This is who we are.	06
●	WE CREATE	Oris only makes mechanical watches. We're passionate about the joy of mechanics and creating beautiful, innovative, useful watches that serve today's world citizen. Watches that just work.	26
●	WE ACT	Oris is a people and planet company. We're on a mission to bring Change for the Better, we're independently certified as climate neutral, and we're proud to partner with agents of change.	48
●	DIRECTORY	Everything you need to know about the Oris universe: find your nearest Oris boutique or authorised dealer, join an Oris Social Club, explore the Oris e-Shop and get your watch restored.	66





# THIS IS US

Here's some jargon: sustainability is our company attitude. To translate, everything we do has to make everything better. Watches, collaborations, events. The works. Otherwise, why do it?





THIS IS US

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# INDEPENDENT

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In words, we find meaning – and, often, meanings. In watchmaking, the word “independent” has come to describe small-scale, artisanal watchmakers whose esoteric creations are aimed at wealthy collectors. Which is not what we mean by independence at all.

For Oris, independence describes our financial position and our spirit. We are independently owned, unlike most Swiss watch companies nowadays, which over time have been absorbed by big groups that dictate what they can do and when. Not for us. Oris was born independent in 1904, when two pioneering watchmakers left the traditional Swiss watchmaking heartland of the Jura and set up in the country’s industrial north and the village of Hölstein.

Independence means we’re free to go our own way, to make watches we like, to work with people we respect, and to respond quickly to our customers. Independence has allowed us to innovate and collaborate in line with our values, rather than those of a distant group of shareholders. That makes it a privilege, too – one we take great pride in.





THIS IS US

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# SUSTAINABLE

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The great challenge of our age is now to reduce carbon emissions, reverse climate change and conserve this beautiful planet we live on for the benefit of future generations. Time is running out to avert a climate disaster and, as world citizens, each of us has a responsibility to change, act and become part of the solution. Oris and everyone associated with the company is aligned with that responsibility and committed to fulfilling the mantra: together we will bring Change for the Better.

To get there, we have placed sustainability at the heart of what we do, making it the foundational requirement behind our every decision and action. We've also embarked on a sustainability mission that is already yielding significant results. In 2021, we were independently certified by ClimatePartner as climate neutral, and followed that with the annual Oris Sustainability Report and the Oris Emissions Reduction Programme, which pledges to reduce our global emissions by 10 per cent a year for three years. A huge task but we're making great progress. Change is possible.



THIS IS US

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# MAKING SENSE

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The idea that something makes sense is clearly subjective: what makes sense to one person may not make sense to someone else. For us, something that makes sense conforms to the philosophy that's been the bedrock of this company for 120 years. In a nutshell, we create beautiful mechanical watches, we act responsibly and we take great joy in making people smile. That's what makes sense to us.

Before we commission a watch project or collaborate with a new partner, we ask: "What would a world citizen do?" A world citizen is someone who takes their responsibilities seriously, appreciates the needs of the world and those around them, and insists on things being done properly. That way, they make a positive contribution to the world. And that, to us, also makes sense.

From what we can tell, it makes sense to you, too. The Oris community is growing. It's made up of people who take great joy in beautifully designed mechanical watches (and knowing how things work), and who want to bring Change for the Better. World citizens, in other words.





# JOY

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We make only mechanical watches  
because we love knowing how things  
work. And because that brings joy. At  
heart, an Oris watch makes you smile

# MACHINES





#### Play time

Above: British artist Charles Morgan's colourful "Oris Phenomena" captures the "joy of mechanics" and of knowing how things work.



#### In your time

The Oris x Cervo Volante by @teddybaldassarre (left) and the ProPilot X Calibre 400 Laser (right) by @jamesporterandsonwatches



No one forgets the first time they step inside Charles Morgan's workshop. Everywhere you look, there's a colourful mechanical contraption whirring away, popping and fizzing, sending a ball down a spiral or a windmill spinning. The air is thick with the scent of metalwork and the sound of tinkering. And then there's Charles, the eccentric British-born Swiss artist, pottering and waving a cheery "hello!". If it wasn't real, it would be a fairytale.

Charles has become a great friend of Oris. In his life and work, we discovered common passions: for the joy of mechanics, for the love of knowing how things work, and for the pursuit of making people smile. We put mechanics on the wrist, while his large-scale joy machines open them up for all to see. Walk around one his installations (such as those picture across these pages) and you'll quickly become lost in all the playful details, musing on a spring that boings or an outlet that breathes a sharp puff of steam, catching you off-guard.

This is the same sense of wonder and joy we look to inject into our watches. The only difference between Oris watches and

Charles's machines is that you can wear a watch and take it with you everywhere you go. A joy machine for the wrist.

How a watch can be joyful isn't always immediately obvious. Mechanical watches, certainly luxury watches, have no functional purpose that hasn't long since been made redundant by advances in technology, and if natural law always applied, no one would make – or want – them any more. And yet people still make – and want – watches with mechanical movements. Why? Because they bring joy and make us smile.

Oris makes only mechanical watches. There isn't a single battery-powered quartz or smartwatch in our collection. Those are burdened by in-built obsolescence; sometimes they're so complicated most of us will never know how they work; and, to our mind, they just don't set the pulse racing in the same way as an autonomous, mechanical device that will keep track of the hour of the day for as long as it's wound and maintained. If they bring joy, it's fleeting.

A watch powered by hundreds of tiny parts you can see and even watch in action is, by comparison, a thing of perpetual wonder. Going back to smart devices, while

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In a mechanical watch we find something tangible. We find connection



“

The brief was simple: deliver a watch that will make people smile

#### Colour to make you smile

The green Divers Sixty-Five Cotton Candy in bronze (left) by @lydiaswatches and the ProPilot X Kermit Edition (right) by @watchfan\_mnl



they are incredible objects we've come to rely on, they are also impenetrable. We don't know how they work, and even when we do, we can't see it happening. What does the internet look like? And now point to wi-fi ... We know we can't.

What we can point to is "mechanical beauty". One of the finest expressions of this is our Calibre 400 Series of in-house movements (page 36). We spent five years developing the base calibre, perfecting it, refining it and making sure it delivered what today's world citizen should reasonably expect in a mechanical watch. It's a thing of beauty, designed to last a lifetime.

Since launch, Calibre 400 Series movements have brought joy to Oris owners all over the world. They now appear in dozens of references, including the

ProPilot X Kermit Edition, one of the most joyful watches we've ever made.

We don't think we're making this up – social posts, such as those over these pages, show people wearing, owning and enjoying our watches. And that makes us smile, too. It's a circle of smiles.

Sources of joy this year include the release of the new and refined Aquis (page 28), the innovations in the ProPilot X Calibre 400 Laser (page 46) and our Change for the Better mission (page 20), through which we're working with some of the world's most inspiring agents of change to make a difference. All this makes us smile.

At every turn, our aim is to continue bringing joy and positive change to our world, to you. After all, what greater purpose could there be?



#### PROPILOT X KERMIT EDITION

400 7778 7157-Set

On the first of every month, Disney's Kermit the Frog appears in the date window of this ProPilot X, reminding you to "make a little time for yourself", as Kermit sang in a song he wrote to accompany the launch of the watch.

DISCOVER NOW





THIS IS US

ORIS.CH

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# DO THE RIGHT THING

Having influence has become about commercial opportunity. But for Oris, it's a duty that comes with responsibilities to people and the planet







#### Every goal counts

As a member of Football for the Goals, Oris is committed to the UN's 17 Sustainable Development Goals

different, too. We ship watches farther than ever, and the Oris name has never been more widely recognised. It's been our good fortune to grow and see our influence increase, and with that comes the eternally relevant challenge to exercise our responsibilities, too. As at the beginning of the 20<sup>th</sup> century, it's an opportunity we embrace.

In recent times, we've embarked on a huge range of inward and outward-facing programmes designed to fulfil those responsibilities. We've drawn alongside countless organisations, charities and non-profits with a shared vision to work for the good of society and the planet. Some partnerships have been with young, small-scale operations that have benefited from seeing their story brought into the open through collaboration with us; while others have been with household names that have helped us in the same way. We won't pretend otherwise. But always, the mission has been to work together for what we've come to call Change for the Better.

Likewise, today, we're proud to be one of the few companies in Swiss watchmaking that's officially climate neutral (see right) and aligned to the UN's 17 Sustainable Development Goals. We're also delighted to count UN Goodwill Ambassador, Syrian refugee and Olympic athlete Yusra Mardini as a Change for the Better Ambassador. And we're excited to continue collaborations with France's Ligue 1 and 2 professional football leagues, and the UK's Marylebone Cricket Club (see pictures on previous pages). Each shares our ambition to act more responsibly, run a sustainable business and build healthy communities. These are pioneering, dynamic, two-way relationships motivated by and effecting real change.

The temptation could be to look on this portfolio of partnerships and to consider the job done. But it isn't. To us, this still feels like early days, even though the mission is 120 years old. We're more aware of our responsibilities and the opportunities to realise them than ever, and we're more ready than ever to act. It's right that we use our influence in this way. But we can't do it alone. Join us. It's only together that we'll bring Change for the Better.

## A MATTER OF RECORD

The Oris Sustainability Report documents our mission to bring Change for the Better

Saying is one thing; doing is another. We talk a good game on sustainability, but always with confidence, because behind every watch we make there's a highly ambitious operation to make Oris more sustainable. In 2021, we were officially certified by ClimatePartner as climate neutral, the culmination of a two-year period of scrutiny. We published our first Oris Sustainability Report in 2022 and another in 2023. In these, we detailed our total carbon emissions and pledged to reduce them by 10 per cent a year for three years through the Oris Emissions Reduction Programme. It's a tall order, but we're making good progress. We'll publish a new report in 2024. Our Change for the Better mission continues.

**Read the latest report at [oris.ch](https://www.oris.ch)**

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This still feels like early days, even though the mission is 120 years old

Reading recent research into attitudes to "The Age of Influence", one thing is clear: we're tiring of "influencers". Whether that's because media now overflows with self-appointed influencers, or because we're running short on enthusiasm for being told what to do, say and think all the time, is harder to say. Perhaps we're exhausted by false impressions of perfection, when really the truth is complicated and often beyond us. Even so, agents of influence are still necessary, never more than when that influence can bring positive change.

Who should those agents be? Almost 3,000 years ago, Homer raised the idea in *The Iliad* that those blessed with power have a responsibility to use their influence to benefit society. The New Testament writer Luke issued the same mantra; the 19<sup>th</sup>-century writer Honoré de Balzac called it *noblesse oblige*; and in contemporary culture, one particularly agile comic book hero is reminded that "with great power comes great responsibility". By those estimations, influence isn't a right or something to be commercialised. It's a duty – and not one to be assumed lightly, even more so when we remember that, these days, that duty also applies to the environment. In all things, if you have the means, do the right thing.

Oris has looked to this philosophy since its beginnings. Our founders were talented watchmakers and shrewd businessmen, but they were also motivated by their responsibilities. They made great efforts to improve the lives of their employees in the first few decades of the company's existence (Oris was founded in 1904), such as building them canteens and houses, and offering transport.

They gave us a tough act to follow! But we're on it. Today's world may be very different to that of 120 years ago, but the basics are the same. We're







SÓNIA SOUSA ELL  
Portugal



CAPTAIN JOSE CAMACHO  
Mexico



ALFONSO ESCALERO  
Spain

# LOCAL HEROES OF OUR TIME

The first Oris Local Heroes campaign attracted an incredible response from all over the world as you rushed to nominate inspiring people from your communities bringing Change for the Better



CÉSAR VILLARROEL  
Chile



KERRY BACHISTA  
USA



CHUNHUA GU  
Australia



EA BAGGE  
Denmark



RON HEGEDUS  
Canada



FABIAN PUCHELT  
Germany

When a volcano erupted on the Spanish Canary Island of La Palma in the summer of 2023, filmmaker and photographer Alfonso Escalero sent a drone into the sky and began broadcasting real-time footage, so anxious residents could track the spread of the fire and check whether they needed to evacuate. As the disaster unfolded, Alfonso continued to broadcast every night for three months, offering his essential footage for free to thousands of people affected by the raging fires, as well as to news sources across the globe.

Heroic stories like Alfonso’s flooded our inbox when we announced the first Oris Local Heroes campaign in early 2024. We invited the global Oris community to nominate people living out our mission to bring Change for the Better and pledged that, after a public vote, we would award an Aquis Date Upcycle to our Oris Local Heroes winners. We received hundreds of submissions from across the globe, each sharing a positive story of individuals making a difference. It was a joy to read them!

There was the story of Sónia Sousa Ell from Portugal, whose marine conservation efforts and schools Ocean Literacy Project kick-started the first-ever underwater clean-up spanning the entire country. And of Samantha Carletti in Italy, who founded PKS Italia, a non-profit dedicated to supporting families impacted by the rare genetic disorder Pallister-Killian syndrome. And of Captain Jose Camacho in Mexico, whose citizen-led aerial reforestation initiative has reseeded thousands of hectares in the state of Chiapas. And of Fabian Puchelt, who has been leading the voluntary rescue dog squadron in Munich for a decade and is now training his dog Paula to become a debris search dog. And on the stories went.

Then thousands and thousands of you voted. We’ll be posting some of the Oris Local Heroes stories on our website so you can read them in full (scan the QR code, left). We hope you’re inspired by them, and that they encourage you that together we can bring Change for the Better.

DISCOVER NOW



SANDRA LACHENMAIER  
Switzerland



SAMANTHA CARLETTI  
Italy





# WE CREATE

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We only make mechanical watches; every Oris watch is a celebration of the joy of mechanics. We're also students of innovation, creating imaginative, useful, beautiful watches that serve today's world citizen.





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The new, modern versatile Aquis is a luxury everyday toolwatch inspired by the relentless pursuit of detail, performance and joy

# PLAY TIME





Sometimes, as our customers remind us, we want a watch that just works. A watch, if you like, that does everything. Every time. Everywhere. Is there such a thing as a one-watch wardrobe?

There is now. Meet the modern, versatile Aquis Date, a new collection of high-performing, ultra-refined luxury everyday toolwatches we've conceived to be the most inclusive watches we've ever developed. A new era begins.

You may, of course, recognise it. Since launch, the Aquis has become a bestseller thanks to its evergreen design and crossover style. Now, we've upgraded and upscaled every aspect of it, introducing some new features along the way to offer a beautifully refined line of elegant, high-functioning watches that marry an obsession for detail and performance with the joyful spirit that defines Oris's approach to luxury mechanical watchmaking. The result is reassuringly familiar, but behind it lie countless careful revisions that give this next-generation Aquis the wardrobe flexibility that our customers asked for. How did we do it?

As with every Oris watch, it began with a concept. We wanted a watch that would be elegant yet robust. Ergonomic yet commanding. High-functioning yet stylish. Luxurious yet inclusive. A watch you could get wet and yet slide under the pressed cuff of a dress shirt. On paper, competing interests, contradictions even. But our design and engineering teams love a challenge. And so they set to work.

They started with the watch's silhouette and profile, its basic form, reworking the sculpted lugs and crown protection, dealing in fractions of a millimetre to squeeze everything out of the design. Then they did the same to the bracelet, skilfully reshaping each link, particularly the middle of the three. This they made broader, while simultaneously managing to taper the bracelet's overall form so it would wrap around the wrist with an almost imperceptible hug.

Then they did the same with one of the Aquis's most important features: the uni-directional rotating bezel and its hard-wearing ceramic bezel insert. This they also re-proportioned, widening it slightly to improve the balance and aesthetics of the design, while also working on its notched edge and rotating mechanism to ensure that it was grippy and robust in the event it was called into action.

Next, the dial. For the applied hour markers, they worked on a new design that would echo the Oris shield. Similarly, they created new Alpha-style hands with tips that mirrored

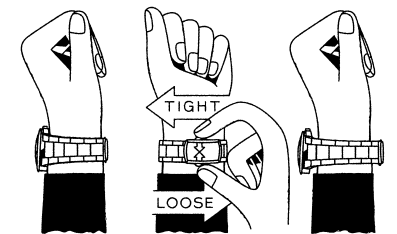


#### Pinch-me moment

The new Oris-patented pinch-and-slide quick adjust clasp system, an option on top-of-the-range Aquis Date models

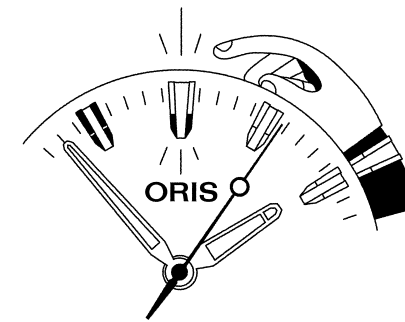
## AQUIS DATE: THE RELENTLESS PURSUIT OF DETAIL

Every detail of the new Aquis has been redesigned to offer a modern, dependable, highly versatile, everyday toolwatch that delivers luxury, comfort, performance and value



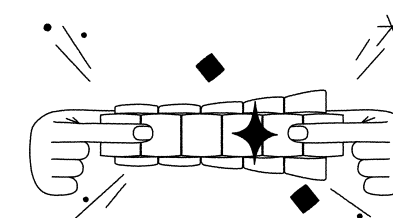
#### SYSTEM UPGRADE

Typically, adjusting a metal bracelet isn't possible without inserting or removing links. The new, Oris-patented quick adjust clasp system allows you to make quick and easy adjustments without taking your watch off. Simply pinch the tabs and slide to fit.



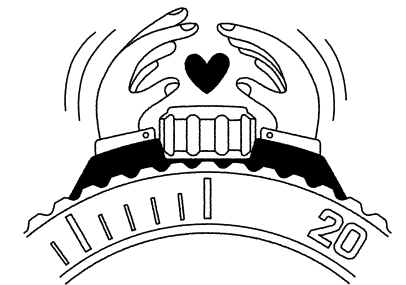
#### READING FOR PLEASURE

Legibility is paramount in a high-functioning wristwatch, particularly one with elevated water resistance. Our designers stressed the shape and profile of the new design's Alpha hands and shield-like hour markers to mirror one another and ensure rapid reference.



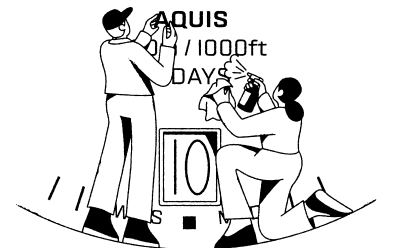
#### LINK IN THE ARMOUR

To make the bracelet more tapered, visually lighter and more contemporary, while protecting its muscular feel and robust performance profile, our designers reworked every link. The look is unfussy, while the brushed centre links become prominent.



#### PROTECT AND SERVE

While it's been designed for everyday wear, the Aquis Date is also a high-performance dive watch. For the new model, our designers tapered the blocks either side of the crown that protect it from accidental knocks to create a natural, fluid silhouette.



#### THE RIGHT TYPE

So much of the visual weight of a watch is carried by its typography. For the new Aquis Date, we commissioned a bespoke, highly legible typeface with an athletic, confident profile. The typeface will only ever appear on Aquis watches.



the shape of the hour markers. In both cases, each facet would be carefully polished to catch the light and bring the dial into sharp focus, making it more legible. This readability would be further enhanced with high-quality Super-LumiNova® detailing, guaranteeing the watch would deliver its functions in low-light conditions.

And then they looked at the Aquis typeface, developing bespoke, confident lettering exclusively for the collection that would appear on dials. In addition, they determined that across the line, date wheels would be colour-matched to those dials, lessening the visual impact of a date window on the overall design, while protecting the date’s legibility with high-contrast white numerals.

Next, they looked at what would come under the dial. To be inclusive, as per the brief, our teams made sure the Aquis would continue to offer our in-house Calibre 400, the game-changing five-day automatic with everyday anti-magnetism that was first seen in the Aquis Date a few years ago. But to keep access to the Aquis collection as wide as possible, it would also need to carry the Calibre 733 automatic, a hardy, dependable everyday mechanical movement we’ve been using across our collection for years. This way, Aquis would present universally luxurious aesthetics with a variety of high-performance engines, while giving open access to Calibre 400’s additional benefits.

And what about cases? It was decided not only to keep the 43.50 mm, 41.50 mm and 36.50 mm case size trio, but to upscale the smaller design to become more jewel-like. The 36.50 mm would have its own pared-back bezel design, a mother-of-pearl dial option and a new H-link bracelet for a more feminine look, answering another customer request. Each would remain water-resistant to 30 bar (300 metres), and across the collection, the Oris Quick Change Strap System would be applied, too, so wearers could switch straps and bracelets in a flash, no tool required.

If that was “enough”, we had a nagging sense we could do more. And so for the range-topping Aquis Date Calibre 400 43.50 mm and 36.50 mm models we developed the Oris-patented quick adjust clasp system (see page 31), an innovative pinch-and-slide mechanism that would mean the watches could be fitted over a wetsuit and back, or simply allowed to breathe on a hot day, while still on the wrist.

And finally, we determined that we would offer Upcycle versions of the Aquis Date in every size (see page 34), complete with unique dials made of recycled PET plastic.

So it’s a thrill to present you with the obsessively, joyfully designed and engineered new Aquis Date collection. It’s our intention that there’s an Aquis Date for everyone. That just works. Every time. Everywhere. The ultimate everyday toolwatch. And the most inclusive watch we’ve ever made.



AQUIS DATE  
CALIBRE 400  
43.50 MM

400 7790 4135-07  
8 23 02 PEB

DISCOVER NOW







IN DETAIL: AQUIS DATE UPCYCLE



## AQUIS DATE UPCYCLE CALIBRE 400

400 7790 4150-07  
8 23 02 PEB

This is the 43.50 mm  
flagship Upcycle, with  
our Calibre 400 five-  
day automatic and  
the Oris-patented  
adjustable clasp.

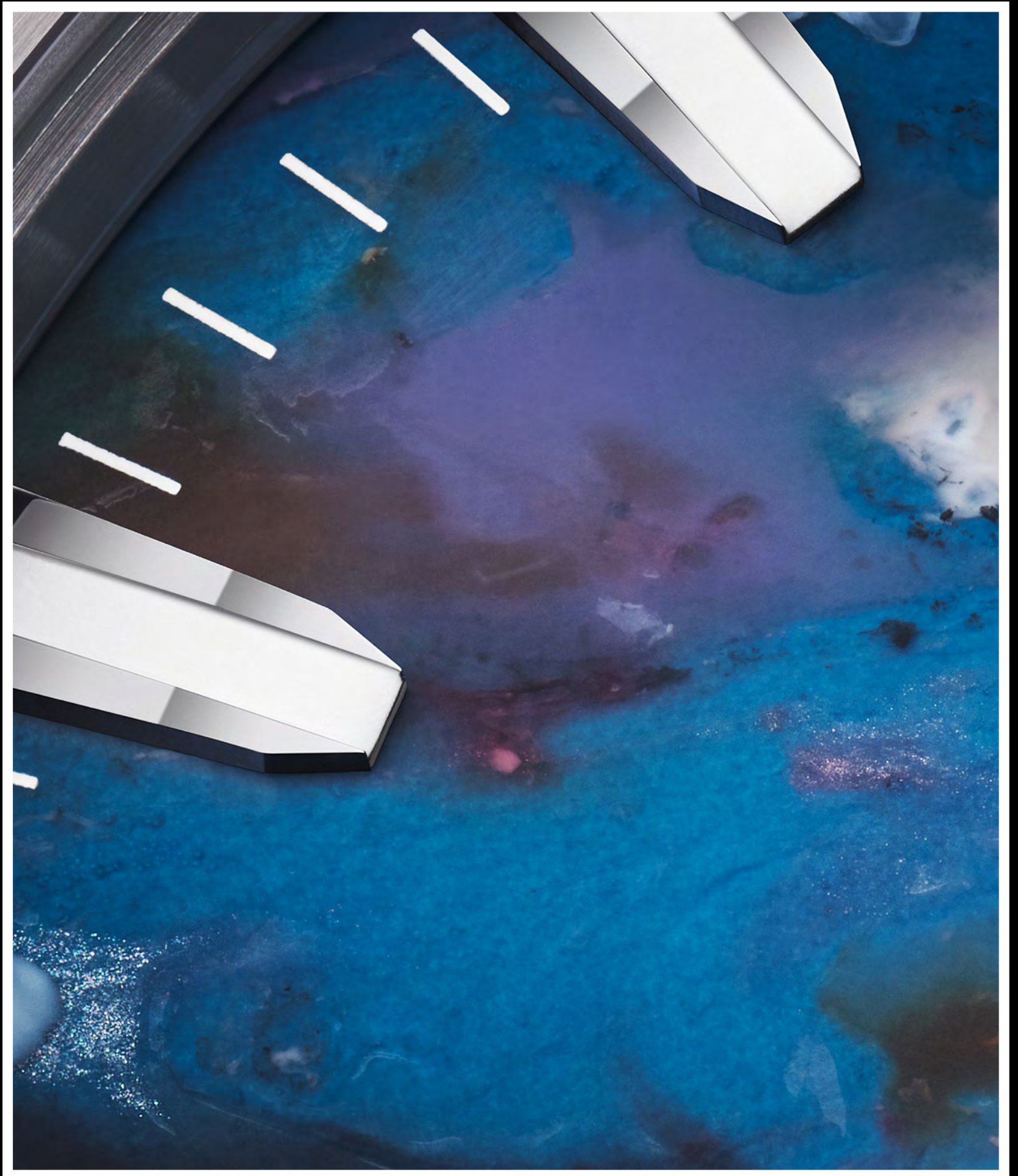
[DISCOVER NOW](#)

# CHANGING TIMES

Together with the new Aquis Date, we're also reintroducing and extending the Aquis Date Upcycle collection. The Upcycle has the same specifications as the standard Aquis Date, only it features a dial made of recycled PET plastic. As such, the Upcycle is a symbol of our mission to bring Change for the Better, and particularly our focus on ridding the world's oceans of plastic.

The Upcycle also tells a personal story. No two dials are the same, and so each watch is unique to its owner. The recycled dial material is produced using a random technique that brings together a kaleidoscopic array of plastic fragments, resulting in a swirling, natural colour palette.

As with the core Aquis Date collection, there will be four Upcycle variants: a 43.50 mm version powered by our in-house Calibre 400 automatic; and 43.50 mm, 41.50 mm and 36.50 mm versions with Swiss Made automatics. Each is a powerful symbol of the change world citizens want to see.





# THE NEW STANDARD



The Oris Calibre 400 Series was designed for today's world citizen. Now, it's firing up a legacy carrying Oris watchmaking into the future



As former US President John F Kennedy said when informing the American people of their country's seemingly impossible plans to go to the Moon, some things we do not because they are easy, but because they are hard. While building mechanical watch movements from scratch is not the same as putting a man on the lunar surface, when you start with a blank sheet of paper and a set of lofty ambitions, it can feel like you're setting yourself one heck of a Moonshot.

Over the past decade, the Oris Movement Creation Programme has seen us enter new spheres in the pursuit of mechanical watch movements that add tangible value to a watch that its owner can really feel. Oris had created around 270 unique calibres pre-1980, and when we fired up the programme in the early 2010s in anticipation of our 110<sup>th</sup> anniversary, we set out some clear guidelines for ourselves.

The essence of these was that if we made a new calibre, it had to make sense and deliver performance that would mean something to today's world citizen – that is, someone who appreciates quality and value, and knows their place in the world. Otherwise, it would just be noise; a new movement for a new movement's sake. Which isn't Oris.

The Calibre 100 Series that debuted in 2014 delivered a huge 10-day power reserve and a non-linear power reserve indicator that became more accurate as the time to rewind the watch drew closer. Then in 2020 we introduced the Calibre 400 Series, starting with the Calibre 400 automatic.

Like Calibre 400, each of the three further new calibres we've introduced since then has been underpinned by base technology that has redefined what industrially produced mechanical movements can be: innovative, high-performing, useful and, just as importantly, beautiful. Calibres 400, 401, 403 and 473 all deliver something slightly different in terms of function, but they share the same base architecture.

Which does what? When we started with that blank sheet of paper, we identified a number of ingredients we felt would lift a contemporary movement above the standard. Among them were extending the power reserve for greater autonomy; increasing accuracy; elevating resistance to magnetic fields that can have a negative effect on that accuracy; and improving all-round reliability.

Each of these was as important as the other. A package of improvements that would make sense to Oris watch buyers, whether they knew our watches or were coming to them for the first time. We wanted a movement that would run over a weekend even if a watch was left on the bedside table from Friday night till Monday, or even Tuesday morning. A movement that would surpass chronometer standards. A movement that wouldn't be troubled by the



fluctuations in magnetic fields caused by electronic devices and the magnets in tablet covers and handbag clasps. A movement that would run for years and years without needing a service, and that would bring new assurances of quality and reliability. A Moonshot? It felt like it.

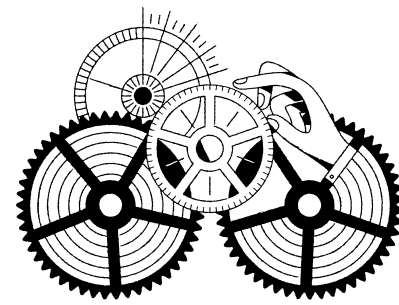
It took our teams of in-house engineers five years to perfect, but when the first in the Calibre 400 Series arrived, it delivered on every single one of these ambitions. It had a five-day power reserve delivered via twin barrels and better-than-chronometer accuracy, and it contained numerous material upgrades that meant not only was it anti-magnetic, but it could also be relied on to run accurately for a decade or more. This joyful engineering achievement led us to offer a 10-year warranty and to recommend 10-year servicing intervals on every watch powered by a Calibre 400 Series movement. Not easy. Hard. And totally worth it.

So a name: not so much a boast (although we are proud of it) as a fact. Calibre 400 Series is 'The New Standard'.



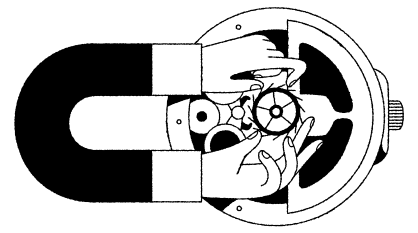
## HOW IT WORKS: CALIBRE 400 SERIES

The promise of every movement in the Calibre 400 Series is that it will serve today's world citizen with more power, greater accuracy and class-leading assurances of reliability



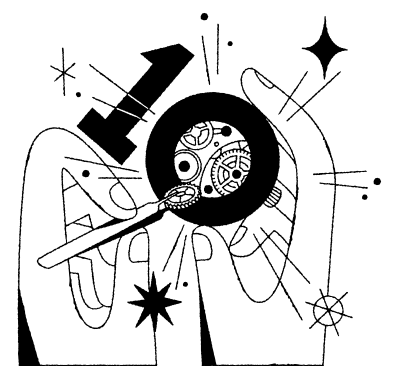
### FIVE-DAY POWER RESERVE

Every movement in the Calibre 400 Series, whether it's automatic like Calibre 403 or hand-wound like Calibre 473, has a five-day power reserve, delivered by a sequential twin-barrel system that houses a pair of extended mainsprings that deliver two-and-a-half days of power. The thinking is simple: take your watch off over a weekend and it'll still be running when you come back to it – a particularly useful feature if you like to switch between watches.



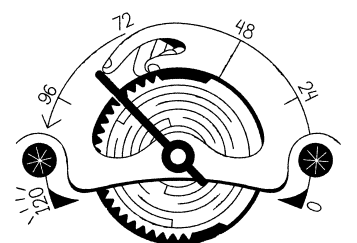
### ANTI-MAGNETIC

When a mechanical watch stops running accurately, it's most likely caused by the effects of magnetism on its moving parts. We introduced more than 30 anti-magnetic and non-ferrous components into the Calibre 400 Series, including a silicon escape wheel and silicon anchor. In testing, the impact of magnetic fields on the Calibre 400 Series' accuracy was reduced by more than 90 per cent compared to standard mechanical movements.



### THE 10-YEAR PROMISE

Servicing a watch every two to three years can be expensive, and leave you without your watch for weeks while it's in the shop. Worse still is when a relatively new watch goes wrong. When we developed the Calibre 400 Series, we engineered it so that the impact of wear and tear would be minimal. We're so confident in the result that we offer Calibre 400 Series watches with a 10-year warranty and 10-year recommended service intervals.



### POWER RESERVE INDICATOR

Most of the calibres in the Calibre 400 Series are automatic, but in the case of Calibre 473 the power is generated by winding the crown by hand. To make sure wearers would know when to rewind their watch, we introduced a 120-hour power reserve indicator on the movement, visible through a transparent case back. Another layer of charm to add to the simple pleasure that comes of feeling the mechanics of a watch through your fingertips.





## DIVING TO NEW DEPTHS

Meet the new Aquis Pro 4000 m, a titanium-cased professional diver's watch that takes us deeper than we've ever gone before with a raft of Oris-patented innovations

There can be few more intimidating environments in which to work. Hundreds of metres below the surface of the water, natural light has all but gone, replaced instead by murky, disorientating darkness. The pressure is enormous and the risk to human life immense. But on the seabed, there is life, as professional divers install, maintain and repair infrastructure or conduct marine investigations. This kind of work is not for everyone. You need extreme courage and very high levels of competence.

You also need extremely high-functioning and reliable equipment. It won't need explaining that during a dive of any depth, it's essential that life-support systems such as breathing apparatus perform reliably and consistently. The same requirement applies

to a catalogue of underwater tools and safety devices. Including a diver's watch.

For decades now, divers have been able to rely on electronic equipment to time dives. Today's wrist-worn dive computers can also measure and gauge important information such as GNSS (Global Navigation Satellite System), dive depth, water temperature and surface intervals, as well as run day-to-day applications such as activity tracking. But as with any electronic device, these can fail. Batteries can wear out unexpectedly, parts can fail, and in an accident, devices can break. Beauty is in the eye of the beholder, but they're rarely designed with aesthetics in mind, either. For all these reasons, many divers continue to use a mechanical watch as a back-up.

Oris entered the world of dive watches in the mid-1960s as both the recreational and professional diving sectors took off. At that time, personal electronic devices were little more than a glimmer on the horizon of history, so mechanical diver's watches bore huge responsibility. They had to be rugged, legible, reliable and, of course, resistant to the extreme pressures found underwater.

During the past six decades, Oris has pioneered countless innovations to create high-functioning, ultra-reliable watches for divers to wear so they can time dives safely



AQUIS PRO  
4000 M

400 7777 7155-Set

The Aquis Pro 4000 m is one of the most innovative watches we've ever made. It's water-resistant to 400 bar (4,000 metres) and features the Oris-patented RSS (see over).

DISCOVER NOW

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Divers continue  
to turn to Oris for  
reliable watches



### Up from the deep

Oris ambassador, freediver and explorer Anna von Boetticher rises through still waters into a shaft of sunlight, captured by Daan Verhoeven

and securely. Around the world, the diving community turns to Oris for watches that perform dependably and reassuringly in an environment where they're needed most.

At the most profound end of our collection of diver's watches is the technically advanced Aquis Pro line of mechanical watches, which offer bespoke features and functionality aimed at the professional diving community.

Elevated levels of water resistance come as standard, as does the Oris-engineered and patented Rotation Safety System (see right), which we developed in partnership with professional divers. It securely locks the watch's bezel in place to prevent accidental adjustments while timing a dive – potentially life-saving.

Now we're introducing the Aquis Pro 4000 m, the most advanced diver's watch we've ever made. Its 49.50 mm case is cast in lightweight titanium and set on a blue rubber strap, so while being designed to be large-scale and highly legible, it also wears easily on the wrist. The case has been engineered to resist pressure up to 400 bar, equivalent to depths of 4,000 metres – deeper than any watch in our history.

A screw-down crown with protection, high-quality lume on the hands and hour markers for legibility, and an adjustable folding clasp complete a high-tech shell.

The technology continues inside. As indicated on its dial, the watch is powered by our in-house-developed Calibre 400, a five-day automatic that also offers elevated levels of anti-magnetism and class-leading reliability. We're so confident in the movement that we offer a 10-year warranty on every watch that carries it, and recommend 10-year service intervals.

Together, these characteristics make the Aquis Pro 4000 m the complete package. Another Oris watch that just makes sense.

© Daan Verhoeven



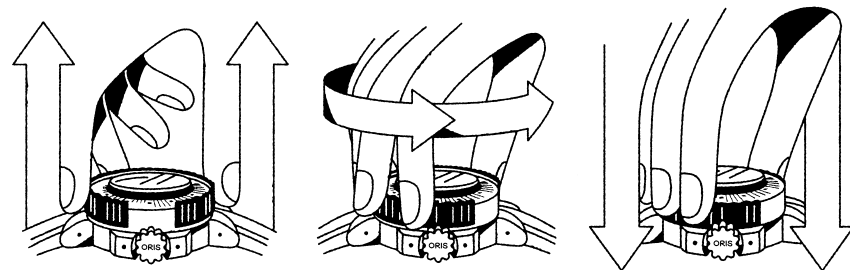
## HOW IT WORKS: ROTATION SAFETY SYSTEM

We consulted the professional diving community to develop an innovative bezel-locking system that secures a bezel in place during a dive. Here's how to use the Oris-patented RSS



### IN CALM WATERS

The Oris-engineered and patented Rotation Safety System is a first in Swiss watchmaking. Its core innovation is a bezel-locking device designed to prevent accidental adjustment of the minutes scale on the watch's uni-directional rotating bezel, which a diver uses to safely time a dive. In this way, the Aquis Pro 4000 m provides unsurpassed levels of reassurance to a diver when they're deep underwater. Better still, it's easy to use.



#### 01. GRIP AND LIFT TO ACTIVATE

The mechanical Rotation Safety System is built seamlessly and ergonomically into the watch. To activate it, Oris's engineers created a grip-and-lift system. Before you begin your dive, simply grip the rubber moulds inserted into the bezel's outer edge and lift it. You'll feel and hear it click. The RSS is now ready to be adjusted.

#### 02. SET TO ZERO TO TIME YOUR DIVE

When the bezel is lifted, it will click and stay in place. While it's in this position, rotate it anti-clockwise and align the blue triangle to the minutes hand. This indicates zero on the minutes scale engraved into the ceramic bezel. As the minutes hand advances, it will indicate your elapsed dive time against the bezel markings.

#### 03. LOCK IT AND NOW YOU'RE READY

Once you've set the minutes scale to zero, give the bezel a firm push down and back into place. Again, you will feel and hear a click that confirms the system is set and the bezel is locked in place. The surround will still rotate (helping the watch to absorb knocks), but the ceramic bezel and its minutes scale will remain fixed. Peace of mind assured.





IN FOCUS: DIVERS SIXTY-FIVE CHRONOGRAPH

## MODERN CLASSIC

The freedoms of the 1960s brought a new wave of creative expression to watch design. By that time, Oris had grown to become one of Switzerland's 10 largest watch companies and was brimming with confidence. In 1965, we released our first diver's watch, a highly competent piece designed to cater for a fast-growing community of style-conscious recreational divers.

More than half a century later, we reintroduced the design and called it Divers Sixty-Five, a retro sports watch updated for today's world with contemporary detailing, materials and performance. It's become one of our most popular models thanks to its modern classic vibe and casual aesthetic.

Now comes the Divers Sixty-Five Chronograph in steel with a black dial, black bezel and a choice of either a black Cervo Volante leather strap or a three-link metal bracelet. Its monochromatic palette, vintage pushers and Swiss Made automatic movement make it the definition of timeless style.



### DIVERS SIXTY-FIVE CHRONOGRAPH

771 7791 4054-07  
8 20 18

This 40 mm automatic chronograph has a uni-directional rotating bezel, a sapphire crystal and 100 metres of water resistance.

DISCOVER NOW







# A DIAL LIKE NO OTHER

The ProPilot X Calibre 400 Laser's colourful dial contains no pigment. Instead, it's a technological beauty, a work of pure imagination

Watchmaking is awash with colourful dials. Where once most watches had simple black dials, before white and perhaps gold were popularised, watch design is now a joyful kaleidoscope of colour. Even so, innovations in colour – really, truly pushing the envelope – are almost invisible.

Oris is an independent, highly innovative company, and so when we came to look for a new colour for a ProPilot X dial, we decided to go our own way and look to experimental technologies to create a dial that brought innovation to the fore. Independence meant we could act on this in double-quick time.

Our in-house engineering team began by turning to our friends at ETH Zürich, the

prestigious Swiss university. We have a partnership with ETH that gives us access to some of the world's brightest and most entrepreneurial minds, while giving them the opportunity to develop their theoretical ideas into real-world products.

This time, ETH introduced us to a research lab that was working on a pioneering new lasering technique that could replicate a phenomenon found in nature called optical interference. This destroys red light waves, while reflecting blue and green waves. It occurs in the iridescent wings of a beetle, for example.

Working with the research team, our engineers began applying this new lasering technique to a variety of dial materials to

see what effect it would have. In the end, they discovered that when applied to titanium, this inventive surface manipulation treatment created a spectacular shimmering effect, reflecting only blue and green light. It was startlingly beautiful, completely unique and, astonishingly, achieved without a single drop of pigment. Not one.

We're absolutely delighted to bring this innovation to a watch for the first time with the ProPilot X Calibre 400 Laser. On the wrist, the watch's dial is a whirlpool of colour. When it's static, it covers a wide spectrum of blues and greens, which then shift as the watch moves and catches the light in different ways. It is a technological beauty – both innovation and art.

But we didn't stop there. It seemed wrong to apply typical details to this atypical dial, so we adopted a second laser technique for the logo, indices, minutes track and dial text, creating a three-dimensional effect that almost makes them appear applied in the conventional style.

Beyond the dial is our 39 mm titanium ProPilot X Calibre 400, a watch powered by our game-changing Calibre 400 automatic. That brings a five-day power reserve, elevated levels of anti-magnetism and better-than-chronometer levels of accuracy. Like all Calibre 400 Series watches, it comes with a 10-year warranty and 10-year recommended service intervals. But first, it's a unique watch with a dial like no other.

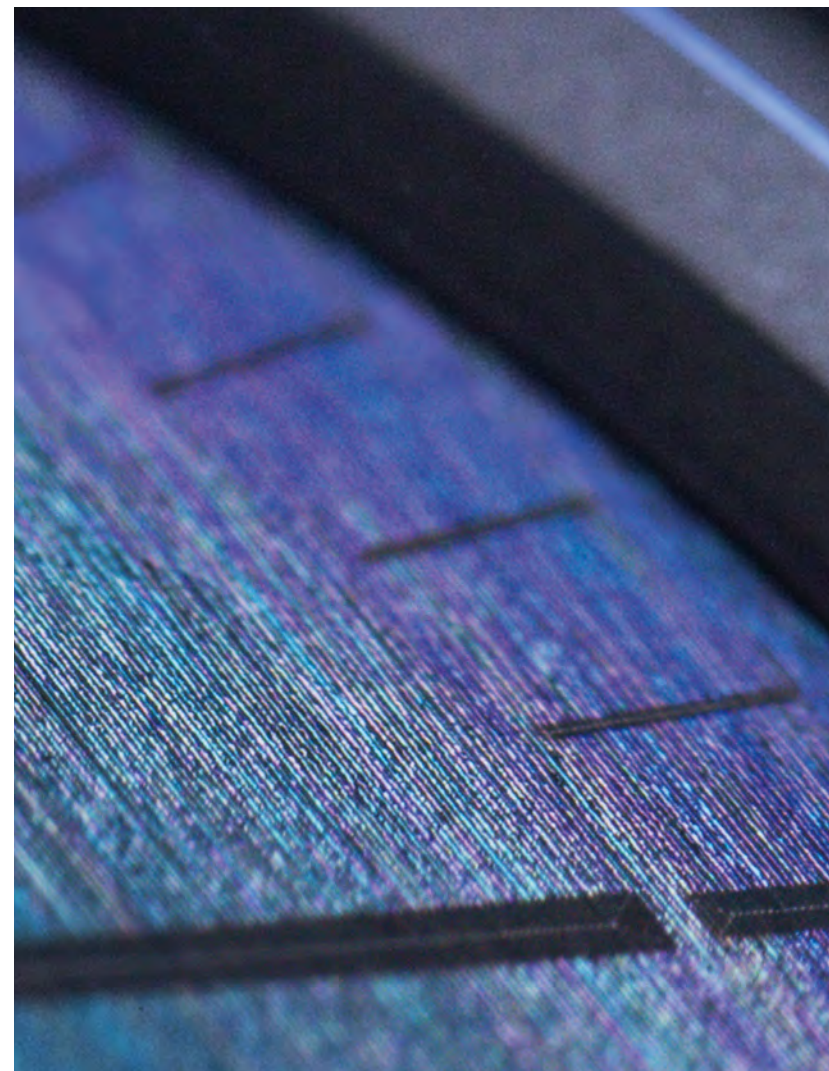


## PROPILOT X CALIBRE 400 LASER

400 7778 7150-07  
7 20 01 TLC

As well as an innovative lasered dial, this version of the ProPilot X is equipped with a titanium 39 mm case and bracelet, and our five-day, anti-magnetic Calibre 400 automatic.

DISCOVER NOW





# WE ACT

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They say you make your own luck, but Oris is lucky: we've got 120 years of watchmaking success behind us, and a bright future. So today, we're focused on giving back and bringing Change for the Better.





WE ACT

**A place called home**  
Oris has been based in the beautiful Waldenburg Valley since 1904. Our natural surroundings inspire us



# FOR ALL THE WORLD

The Swiss village we’ve called home since 1904 is small and unassuming. But it’s given us a global platform. Question is, what to do with it?

At the north end of Hölstein, a pretty Swiss village in the forested Waldenburg Valley south-east of Basel, there’s a peach-coloured building with a pitched roof and tall windows. On its façade, a logo: Oris.

From here, Oris watches have been sent all over the world for generations. In fact, while the building may have changed, we’ve been based on the same site since 1904, when the company was founded. It’s our home, and like all good homes, it’s made us who we are: independent, motivated to act sustainably, and determined that whatever we do makes good sense.

Those values were set in stone by our founders, two watchmakers who came to Hölstein from the Swiss watchmaking town of Le Locle with a different watchmaking

vision. Their watches would be beautifully designed and manufactured, but produced using state-of-the-art industrial techniques. That way, they would be able to sell high-quality watches at reasonable prices.

That vision didn’t only apply to watches. Oris would be a company that served a local community. As the company grew, it employed hundreds and then thousands of people from the village and the surrounding areas. It built houses for local workers and bussed others in from neighbouring Basel. Oris became the beating heart of a community, a proud symbol of the Waldenburg Valley and its inhabitants.

Because of this, Oris would survive world wars, global economic crises and the electronic advances of the 20<sup>th</sup> century unscathed. Its watches would go to all four



corners of the Earth and onto the wrists of men and women who liked the idea of a well-made watch that also made sense.

Today, 120 years since our founders arrived in Hölstein, the spirit is the same, but the footprint has grown beyond what perhaps they might ever have imagined.

Oris watches are sold in more than 80 countries, while we ship watches all over the world from our e-Shop. The Oris name is recognised from Vancouver in the west to Vladivostok in the east. We consider that a great honour and it brings us great joy.

We also consider it a great responsibility. We're under no illusions. What we make is beautiful and makes people smile, but its original purpose has passed – you can get the time anywhere now, using electronic devices aligned to dozens of satellites. You might be surprised to hear us admit it, but no one needs a mechanical watch.

But because people love Swiss Made mechanical watches and take great pleasure from them, we're still here. And still growing. Today, we have a global platform.

This raises a question. What do we do with that platform? Make more noise? Make more money? Or make a difference? In the end, the answer is quite simple. We just keep doing what we've always done, which means following in the spirit of our founders, whose concern for the wellbeing of their community drove their actions.

Only today, because the world has got so much smaller, we can express that spirit on a much bigger scale. This became more apparent a couple of decades ago when we began working with agents of change,

whose environmental programmes were impacting the whole world. We partnered with conservationists, environmentalists, social entrepreneurs and other non-profits committed to bringing positive change. Initially, most of these were in ocean conservation as we focused on water.

And then at some point, without us really realising when, this became our company-wide attitude. The appetite to bring change on a global scale started filtering through to every decision we made. We formalised our activities under the campaign banner 'Change for the Better' and began applying it to our watches and our campaigns.

Then in 2019, we set ourselves a new challenge. Could we become climate neutral, a company with at least zero environmental impact? It took us two years and some serious self-examination, not to mention numerous significant changes, but in 2021, through the independent company ClimatePartner, we were formally certified as climate neutral. At the same time, we announced the ambitious Oris Emissions Reduction Programme, pledging to reduce our absolute global emissions by 10 per cent a year for three years. It's been extremely taxing, but we're on target.

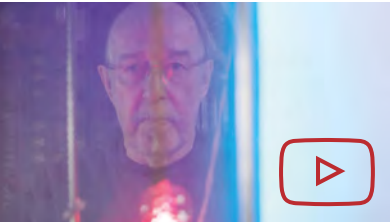
No doubt, being independent and able to go our own way has helped us get to this point. And so have our customers. You've pushed us to think and act better. We're grateful for that. Because to achieve our goals we need your help. Join our mission to bring Change for the Better. Take part in a Change for the Better Day. Why? Because for all the world, it's the right thing to do.

## WE'RE ALL IN THIS TOGETHER – SO LET'S DO IT TOGETHER

The task of bringing Change for the Better, even at a local level, can be daunting. What can any of us do alone? That's why we created Change for the Better Days, when we gather in local communities all over the world to collect plastic waste from public waterways (see right). Oris teams have now collected many tonnes of plastic that would otherwise have entered the ecosystem, playing havoc with the food chain and the health of the planet. Together we can bring Change for the Better. If you'd like to join a Change for the Better Day and play your part, contact your local Oris Sustainability Ambassador via [oris.ch/changeforthebetterdays](https://www.oris.ch/changeforthebetterdays)



## DOWN THE RABBIT HOLE: ORIS ON YOUTUBE



**MAKING OF PHENOMENA**  
Watch British artist and friend of Oris Charles Morgan in his workshop as he explains the story behind Oris Phenomena, and what he joyfully describes as “mechanical poetry”. Search: “Oris Charles Morgan Phenomena”.



**A RAINBOW ON YOUR WRIST**  
We worked with a branch of ETH Zürich on the dial of the ProPilot X Calibre 400 Laser. Watch as Oris's Richard Siegrist unravels the innovative process behind this watch industry first. Search: “Oris ETH News for Industry”.



**BEHIND THE SCENES AT ORIS**  
In this beautiful half-hour documentary, watch aficionado Teddy Baldassarre took his million subscribers on a fascinating walk-around of the Oris Hölstein factory with our Co-CEO Rolf Studer. Search: “Oris Teddy Baldassarre”.



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The appetite to bring change on a global scale started filtering through to every decision



# DRIVING FORWARD



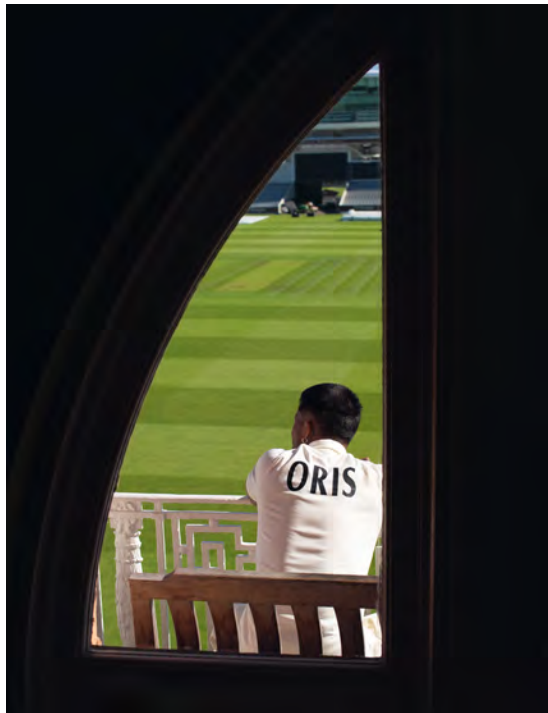
The collaboration between Oris and the Marylebone Cricket Club is built around a vision to bring Change for the Better. A limited-edition watch tells the story

Standing alone against the London skyline, Father Time stoops to lift the bails from a set of stumps, calling time on the day's play. As the wind shifts, his face turns. To the north and the south, the east and the west, across London and to all four corners of the Earth, where he is instantly recognised by sports fans, and fans of one game in particular – cricket.

The Father Time weather vane has hovered over Lord's Cricket Ground, the Home of Cricket, since 1926. In the early 1920s, the ground's owners, Marylebone Cricket Club (better known by the initials MCC), had commissioned a new stand. Construction had overrun, so by way of an apology, its architect, Sir Herbert Baker, gave the five-foot-tall weather vane to the club. Almost a century later, it's become one of the most iconic symbols in world sport.

Oris has no history in cricket and we're not pretending we do. But our collaboration with MCC was not about the sport – not in a literal sense, at least. Oris is the first Official Timekeeper for Lord's, and there's Oris branding around the ground, but that's not what sparked our friendship. We came together over a shared vision. Like Oris, MCC is passionate about using its global footprint to bring Change for the Better at home and abroad. And like Oris, MCC is aligned to the UN's 17 Sustainable Development Goals.

MCC is a world leader in sustainability and appointed its first sustainability manager in 2009, since when it's



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Oris and MCC have initiated a diverse programme for change, including educational, social and sports events

switched to renewable energy, reduced single-use plastics by 1.5 million pieces, and put in place recycling programmes that mean zero waste has gone to landfills since 2010.

In the two years since we teamed up, Oris and MCC have initiated a diverse programme for change, including educational, social and sports events for the local community, and co-hosted an Oris Change for the Better Day to collect polluting plastic waste from London's streets.

The Father Time Limited Edition is a new symbol of our shared ambitions to bring change. Named after the historic Lord's landmark and based on our signature Big Crown Pointer Date, it has a 40 mm bronze case and a stainless steel case back engraved with Father Time and the limited-edition number, one from 1,926, marking the year the weather vane was erected. It's supplied with a beautifully engineered bronze articulated bracelet, and also with a Cervo Volante leather strap produced in Switzerland using sustainably sourced deer leather.



## FATHER TIME LIMITED EDITION

754 7741 3161-Set

This bronze version of the Big Crown Pointer Date comes with a bronze bracelet and a leather strap, and is limited to 1,926 pieces.

DISCOVER NOW







© Fabian Riedi, Naturvision

IN FOCUS: CERVO VOLANTE



## ORIS X CERVO VOLANTE

754 7779 4065-Set

This watch is based on our signature Big Crown Pointer Date. Measuring 38 mm across in steel, it has a Cervo Volante deer leather strap and a blue gradient dial.

DISCOVER NOW

# NATURAL TOUCH

Every year, the Swiss authorities run a programme to manage the country's deer population. Deer are part of our natural landscape, but left unchecked they can become too dominant. When friends Kadri Vunder Fontana and Conny Thiel-Egenter learned that many of the deer hides created as a by-product of the programme were going to waste, they founded Cervo Volante and began making hand-finished footwear and accessories using this sustainably sourced, low-impact deer leather.

Oris has built up a joyful partnership with Cervo Volante, using this beautiful deer leather in watch straps and accessories. This year, we're delighted to announce that Cervo Volante is now our official supplier for all our leather straps, and that from here on, whenever you see a current-collection Oris watch with a leather strap, you can be sure it will be crafted from sustainably sourced and tanned Cervo Volante deer leather. This is Change for the Better.



© Marc Fischer





INTRODUCING

YUSRA MARDINI



Her story changed her life. Now  
she's using it to change the world.  
Meet Oris and UNHCR Goodwill  
Ambassador Yusra Mardini



“Being a refugee does not mean you had nothing at home,” says Yusra Mardini. “It means you left your country because of war and violence.” Yusra knows this only too well. When war broke out in her home country of Syria, she was 13. At 17, she and her sister Sara fled, leaving family, friends and lives behind, desperate for safety.

Her extraordinary, terrifying experience of becoming a refugee was told in her autobiography and later in the Netflix film *The Swimmers*. The story of how she and her sister jumped into the Aegean Sea to pull their stricken dinghy to shore in a gruelling three-hour swim made for difficult viewing. But it revealed an important truth.

“Refugees are not coming to Europe for a life of luxury,” she says. “Life for a refugee in a new country is hard and it has so many challenges. You may not speak the language, you don’t know anyone and even if you have the right paperwork and great qualifications, you may not be able to work. You have to start from zero again.”

One of the anchors that helped Yusra rebuild her life was swimming. In Syria, she and her sister had swum for years, encouraged by their father. She dreamed of one day getting to the Olympics.

“When I got to Germany, the first thing I thought about was swimming,” she says. “That might seem weird, but it was home, the only thing I knew how to do in a new country where I didn’t speak the language and didn’t know anyone.” She found a local club and told them that her goal was to go to the Olympics. They had bad news for her: without status, she was ineligible to compete. Her spirit was crushed, her dreams shattered. But then something extraordinary happened.

Ahead of the 2016 Olympic Games in Rio, the International Olympic Committee opened the doors to a Refugee Olympic Team. If Yusra could swim the qualifying time, she could go to Rio. And she could.



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The collaboration with Oris is about changing the false narrative around refugees



### AQUIS DATE 36.5 MM

733 7770 4158-07  
4 18 66 FC

The Blush Pink mother-of-pearl dial and versatile rubber strap give this Aquis Date a soft elegance, yet this is also a high-performance diver’s watch with 30 bar (300 metres) of water resistance.

DISCOVER NOW

She was one of only 10 athletes in that first refugee team, and she went on to qualify again for the Tokyo Games, which didn’t take place until 2021 due to the Covid pandemic. “Those Games were some of the best times of my life,” she says.

Sport had given her a lifeline. “It helps me feel at home,” she says. “I learned the language because I was with German-speaking swimmers. Through swimming I made friends. Sport was the only thing that helped me feel at home again.”

Yusra’s remarkable story of triumph in adversity catapulted her onto the front pages of the world’s newspapers, earning her international recognition. It also brought her to the attention of the UN High Commission for Refugees. Aged just 19, she was appointed as a UNHCR Goodwill Ambassador, the youngest ever to fulfil the role. “Sport is so much more than just swimming or winning a gold medal,” she says. “I realised that through it I could change something for the better in the world.”

Initially, the position was a burden for someone so young still finding their feet in a new country, a long way from home. “It took me a while to understand my roles and responsibilities,” she says. “I went on a few missions with the UNHCR and met refugees in Italy and Greece and it was heart-breaking. I’ve learned so much from the UNHCR about how to talk to refugees and give them hope and motivation.”

Last year, Yusra took another step towards bringing change when she founded the Yusra Mardini Foundation to work more closely with refugees, and to give them better access to sport. She and her sister were also listed in the Time 100, an annual list of the world’s most influential people.

Not long after that, she became an Oris Ambassador and her foundation an Oris Sustainability Partner, helping us in our mission to bring Change for the Better, and in our work to align with the UN’s 17 Sustainable Development Goals.

“I want to change the perception of refugees,” says Yusra of her decision to join us. “The collaboration with Oris is about changing the false narrative that a refugee cannot be associated to luxury and cannot work with a beautiful watch brand.

“I was an ordinary girl who dreamed about swimming in the Olympics,” she continues. “And then one day I dreamed about working with a watch brand. Oris is the right partner for me. I didn’t want to work with just any watch. I wanted to work with a brand that shared the same values as me and the Yusra Mardini Foundation. I’m very proud to enter into this collaboration.”

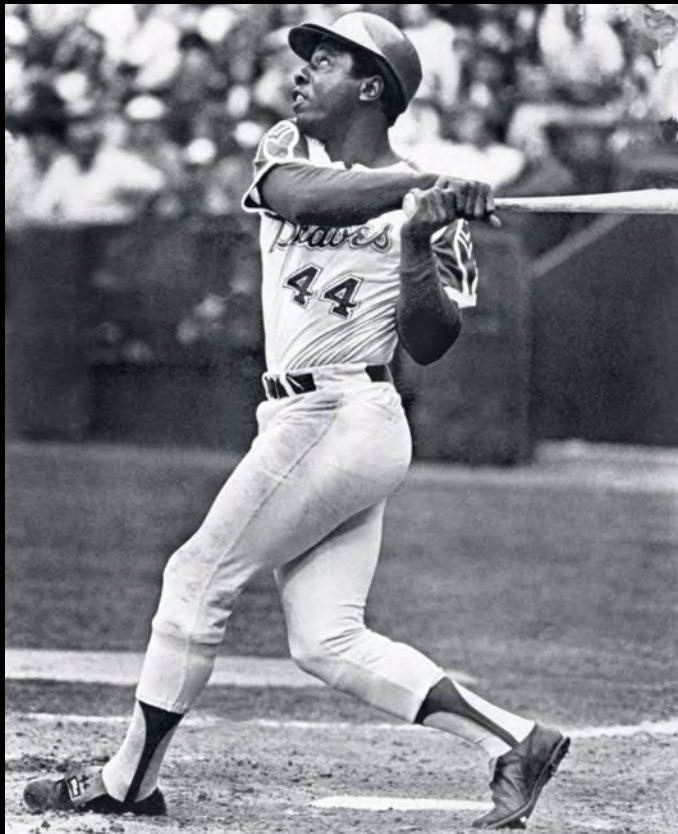
As are we. “This partnership with Yusra and her foundation brings us real joy,” says Rolf Studer, Oris Co-CEO. “It also makes sense. At Oris, we make watches for world citizens, people who believe we have a common responsibility to look after our world and each other. Yusra epitomises this philosophy and we’re excited to see how our collaboration and shared ambitions bring Change for the Better.

“We’re also passionate about the world’s water,” he continues. “As part of our mission, we support non-profits conserving and restoring the world’s oceans, and we host our own clean-ups – Oris Change for the Better Days. Luxury used to mean drinking champagne, but today it needs to be about using your influence to bring effective change. It’s the right thing to do.”

According to the UNHCR, there are currently 108.4 million people around the world who have been forcibly displaced from their homes by wars and unrest – a shocking statistic. And all the while, negative perceptions of refugees persist.

“So much still has to change for refugees to increase their chances of beginning new and successful lives,” says Yusra. “Together with Oris and through the foundation, I’m grateful to have the opportunity to push for that change and to show the world: everyone must be treated equally.”





© Getty Images

IN FOCUS: HANK AARON LIMITED EDITION



## HANK AARON LIMITED EDITION

754 7785 4081-Set

The colours of the Big Crown Pointer Date carrying Hank Aaron's name are inspired by his uniform. The watch comes with matching blue leather and three-colour NATO straps.

[DISCOVER NOW](#)

# FINEST HOURS

Hank Aaron was one of the greats of Major League Baseball – the man who broke Babe Ruth's home run record. The Hall of Famer retired in 1976, but his on-field legacy lives on. More than half a century later, he still holds the record for the most career runs batted in (RBI) and total bases.

But as all those who played with him knew, Hank never sought the limelight, and was known as a man of compassion and integrity. Throughout his career, he encountered racism on and off the field, yet rose above it with grace and dignity to become an agent of social change.

In retirement, he and his wife Billye founded the Chasing the Dream Foundation, a non-profit that has awarded millions of dollars in scholarships to young people. Oris is delighted to partner with the foundation as part of our mission to bring Change for the Better, and to introduce the Hank Aaron Limited Edition in the red, white and blue colourway of his team's uniform.







## BOXING CLEVER

The radical Oris Sustainable Watch Box is a flatpack wonder and a fully recyclable marvel. It marks the next big step in our mission to bring Change for the Better.



Packaging. The thorn in the watch industry's side. For years, watch companies have sent huge volumes of watch boxes around the world, with a huge environmental tariff. Boxes look and feel nice, but most end up buried in an attic, or simply thrown away.

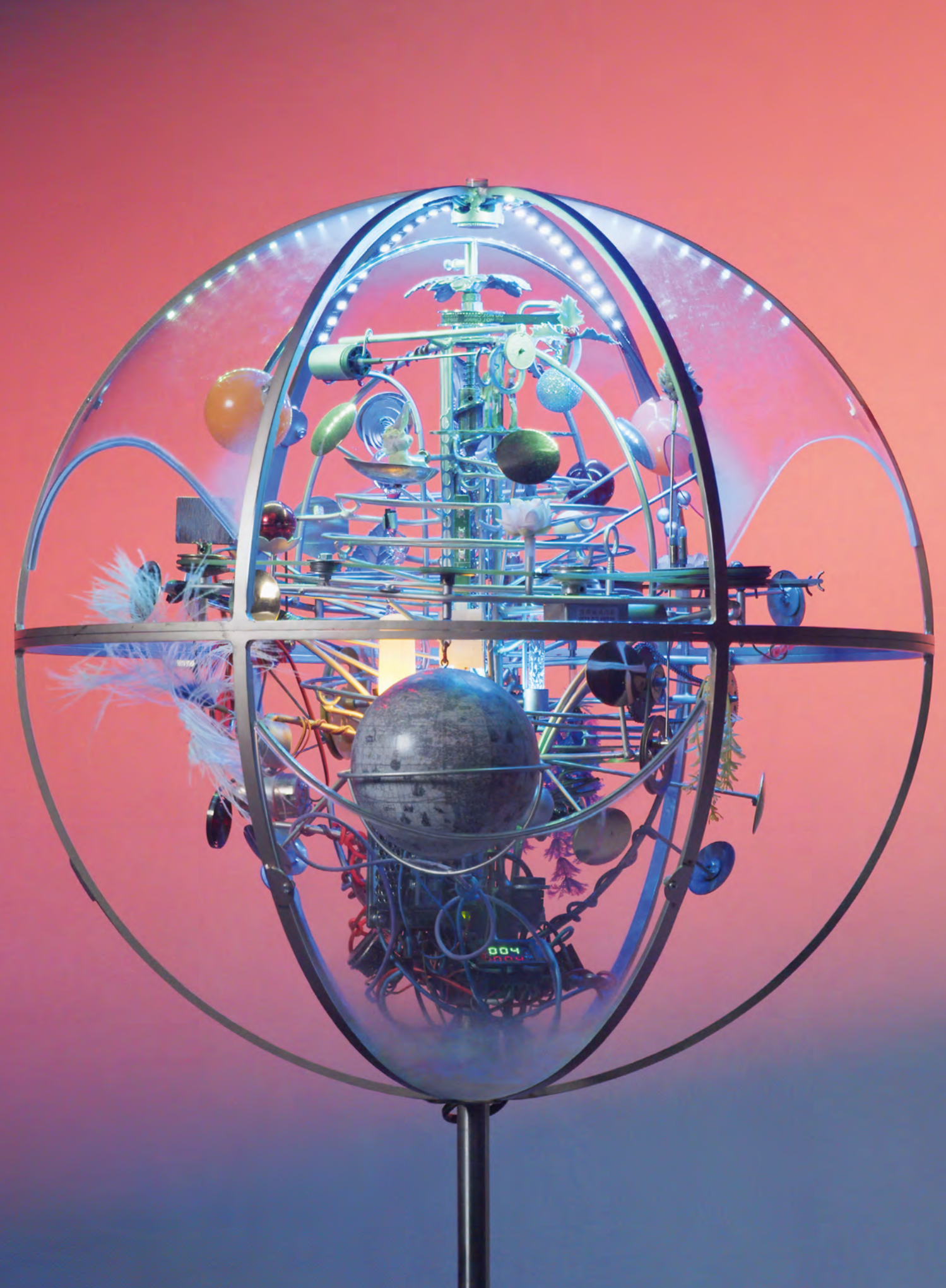
In every sense, a waste. What if we could do better? At Oris, we're on a mission to bring Change for the Better, and so we set ourselves the task of overhauling our watch boxes to make them smaller, lighter, fully recyclable and therefore more sustainable.

And this is the result. The new Oris Sustainable Watch Box. It's made entirely from cardboard and paper, more than half of which is recycled, with the remainder coming from FSC-certified sources. The impact of this is huge. Switching to this box

delivers considerable reductions compared to our previous packaging. Our consumption of plastic-related materials comes down by more than 1.5 tonnes annually, equivalent to a weight reduction of 65 per cent. And the modular box is also flatpacked, equating to a 54 per cent volume reduction. In all, it will reduce our packaging carbon emissions by 50 per cent. A game-changer.

The Oris Sustainable Watch Box marks a significant step in our Oris Emissions Reduction Programme (OERP). Oris is already independently certified as climate neutral and we're aligned to the UN's 17 Sustainable Development Goals, but we're ambitious. The OERP is based on our pledge to reduce our total global carbon emissions by 10 per cent a year for three years. With this innovation, it's another box ticked.





# DIRECTORY

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Navigate the Oris universe with this handy guide to Oris Social Clubs, the Oris e-Shop, the Oris Restoration Division and Oris's global network of boutiques and authorised dealers.



ORIS SOCIAL CLUBS

# Club ties

All over the world, Oris Social Clubs are drawing people together to hang out, build friendships and collaborate to bring Change for the Better

It's such a joy to see the Oris Social Club (OSC) network grow. There are now 48 clubs across the globe, and 17,000 members. From Mexico City to Madrid to Melbourne, local chapters meet regularly, always in relaxed surroundings.

They're inspiring friendships and communities, and creating opportunities for people to do life together. They're also providing a platform for members to explore their passions together. From time to time, that's watches!

It's the environment, too. Bringing Change for the Better to our planet is a goal none of us can achieve on our own. By working together, we stand a much better chance. We've been delighted to see local OSC chapters mobilise to host Oris Change for the Better Days, going out into their local communities to pick up trash and make a tangible difference to the environment. Together, you've collected tonnes and tonnes of waste that would otherwise have polluted the world's oceans and waterways. Thank you.

If you would like to join or form an Oris Social Club, please email us at [oris.socialclub@oris.ch](mailto:oris.socialclub@oris.ch)



**Doing life together**  
Oris Social Clubs unite people around shared passions: watches, bringing Change for the Better, and the joy of friendship



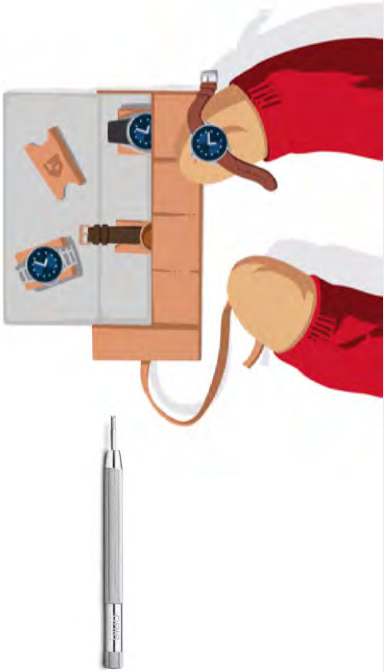
ORIS E-SHOP

# All the love

The Oris e-Shop is a treasure trove. There you'll find all our current models, which you can either purchase online or arrange to collect from your local Oris authorised dealer. You'll also find the Oris Strap Shop and a selection of Love Items, including our Oris Bear and Oris Crest sweatshirts, the Oris x Cervo Volante shopper and watch roll (both hand-crafted from sustainably sourced deer leather), and our handy Oris Strap Replacement Tool (see right).

If it's a strap you're looking for, in the Oris Strap Shop you'll now find more than 100 alternative strap and bracelet options in a range of colours and materials that will give your watch a fresh new look. Straps can be ordered online and sent to your home, where you'll be able to change the strap yourself (with the Strap Replacement Tool), but if you're looking for a bracelet, the site will guide you to your nearest Oris authorised dealer, where a qualified watchmaker will fulfil the skilled job of fitting it for you.

The Oris Strap Shop has material, colour and width filters (make sure to check your watch's lug width before ordering). It's also fully transactional and set up for worldwide shipping. Visit [oris.ch/strapfinder](https://www.oris.ch/strapfinder)



**Right tool for the job**

If you're going for a new strap, we'll give you the option to purchase an Oris Strap Replacement Tool. Find out how to use it, and other video guides, at [helpcenter.oris.ch](https://www.helpcenter.oris.ch)







**In the right hands**  
A watchmaker in the Oris Restoration Division works on a Wrist Alarm that had been worn and loved for years before we restored it for its owner



Watch the films on our YouTube channel

SERVICING & RESTORATION

# Back to life

At the Oris Restoration Division, Oris watchmakers are busy breathing new life into much-loved Oris watches, readying them for their next chapter

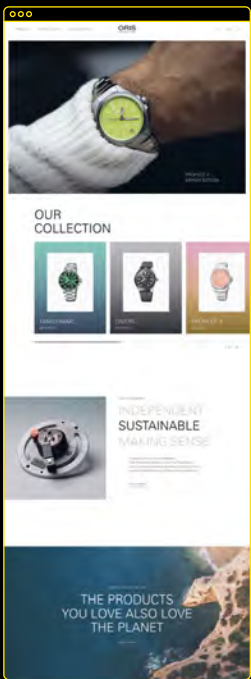
It's always an exciting day when a package containing an owner's watch arrives at our Hölstein factory for the Oris Restoration Division. What's inside? What condition will it be in? Can it be restored? Inside, a challenge. An opportunity.

Mechanical watches are designed to last a lifetime, but they're still subject to wear and tear. Some of the watches that get sent back to us for servicing and restoration have been worn hard and need significant work to get them back on their owner's wrists. But we love a challenge.

The team will dismantle a watch, clean and polish it, and replace any parts that can't be saved. It's a painstaking process, but the rewards are great. Seeing a mechanical Oris watch brought back to life so that it's ready to be worn, used and loved again brings us enormous joy.

You can experience that joy on our YouTube channel, where we've posted dozens of short films capturing the restoration process, each one a mechanical miracle.

If your watch needs servicing or restoring, contact your nearest Oris service centre. Visit [oris.ch/servicecenter](https://www.oris.ch/servicecenter)



ORIS ONLINE

# Explore the Oris world

The new Oris website is now live! Take a look and you'll find optimised performance, making it easier and faster to navigate. We've simplified the menu navigation, too, so now you can find the watch, strap, accessory, boutique or Oris story you're looking for in double-quick time. Of course, it's mobile-optimised, too.

The site is led by beautiful high-resolution imagery, detailing the Oris world so that as you discover our watches you can pause, dwell and learn about what we do – and why.

Your experience was the priority! Check out [oris.ch](https://www.oris.ch) and let us know what you think.

WHERE TO FIND US

# Come and visit

Dive into the Oris universe, try on our watches and accessories, and enjoy a memorable cup of coffee

Everyone's always welcome in the Swiss village of Hölstein, where you'll find our flagship boutique in our beautiful factory (below) and the widest collection of watches, straps and Love Items – such as the famous Oris Bear sweatshirt – anywhere in the world. You can try on any watch you like, including some from the Oris Legacy Collection, and while you're there you can also grab a coffee and tour the factory.

Beyond, we operate a global network of Oris Boutiques, and partner with an extensive network of expert authorised dealers who understand and love all things Oris. Find your nearest by visiting [oris.ch/store-locator](https://www.oris.ch/store-locator)









