

RJ



TITANIC - DNA

DNA OF FAMOUS LEGENDS



OCEAN



SWISS MADE



Manuel Emch

ROMAIN JEROME

DNA OF FAMOUS LEGENDS

Each model in the Titanic-DNA collection comes with a certificate of authenticity confirming the amalgamation of modern shipbuilding sheet metal with a component of the original steel from the Titanic.

TITANIC-DNA

The watches in the Titanic-DNA series RJ Watches are vibrant tributes to the legendary and evocatively named *Titanic*, a technological masterpiece from an era when it was the epitome of power and elegance.

The signature feature of these timepieces is an oxidised bezel made of an extraordinary amalgamation of original steel from the hull of the *Titanic* along with modern shipbuilding steel plate from the Harland & Wolff shipyards where the most luxurious ocean liner was built almost a century ago. This world-first process is authenticated by a certificate of origin.

RJ Watches also became the first brand to create deep-black carbon watch dials using genuine coal dust recovered from the boiler room of the legendary vessel. Other distinctive characteristics include hands inspired by the anchor of the *Titanic*, and small counters and numerals reminiscent of the ship's steam pressure gauges.

Titanic-DNA watches are issued in a limited edition of 2,012 pieces (2012 being the year of the 100th anniversary of the *Titanic*), except for Tourbillons and other special editions, all featuring the collection's trademark rusted appearance. The latter have included chronographs with their design offering stunning views of the mechanism; Day&Night with its unique Archimedes spiral dial symbolising the brand's creative freedom; as well as the fascinating Tourbillon Steampunk with its bolts evoking watertight hatches, anchor-shaped off-centred oscillating weight and an impressive number of springs and rivets inspired by the hull and boiler room of the famous ocean liner.

Manuel Emch, CEO Romain Jerome

DNA

TITANIC

**1917
NORTH**

ATLANTIC





3840

AN UNSINKABLE LEGEND

To billions of people, the *Titanic* is one of the few true legends of the 20th century. One reason that the legend is so strong is because it all happened in a time of poetic remembrance. Even though the telegraph had recently become the new black in sea-tech, this was an era before maritime black boxes, before CCTV, before online eyewitness Twitter reporting. Thus truths, stories, poems, songs, myths and legends have spread like wildfire ever since those ill-fated early morning hours of April 15, 1912.

So, despite the accurate research that exists, despite the more than 1,000 books that have been written, despite the plethora of movies that have been made, there is so much about what actually happened in the north Atlantic that will remain unknown forever. Perhaps this is why the fascination of the *Titanic* is still so strong in the 21st century, since the tickling sensation of not quite knowing leaves a door open for scientists as well as conspiracy theorists, poets and overly creative businessmen that sell anything from canned ocean water to teddy bears and postcards claiming to depict the *Titanic* whilst featuring another vessel entirely. Let's put it this way: there is definitely a reason why every single RJ watch is delivered with a certificate of authenticity.

After years of searching, in an exploring feat that outshines any boyhood archaeological dream, the *Titanic* was finally found on September 1, 1985 by an international expedition led by Dr Robert Ballard and Jean-Louis Michel.



Top: The exclusive environments on the *Titanic* were all handmade. Above: One of three propeller shafts.



The biggest ship in the world leaving the docks.

At 41°43'32"N, 49°56'49"W, she is resting 3,840 metres below the surface. As it took another year to perfect the submarine technology for such an advanced expedition, the first human sighting was made the year after. To this day most of what has been salvaged is being shown at sold-out exhibitions around the world. And you can rest assured that you will hear more and more about exhibitions and *Titanic* memorabilia as we approach the centenary year in 2012.

As you may know, the rusting process is logarithmic. Thus, unlike the RJ watches where the rusting process has been stopped through a sealing process, the wreck is literally disappearing at an ever-increasing speed.

So, the ship wasn't unsinkable in the end. But the legend of the *Titanic* certainly is.



41°43'32"N, 49°56'49"W

HARLAND & WOLFF

3840

LEGEND

DNA
10TH OF

SOUTHAMPTON

FICTION:

- "It was all an insurance scam." This rumour stems from the fact that the sister ship *Olympic* was taken in for post-collision repairs just prior to the *Titanic's* maiden voyage. Conspiracy theorists absurdly claimed that the damage was so extensive that White Star Line simply changed the *Olympic* name to *Titanic* and let it sail out, aiming for an iceberg crash, which would give them a full insurance payout rather than a hefty repair bill.
- "The ship is unsinkable." The owners never claimed that the *Titanic* was unsinkable. However, a lot of agents selling tickets for her maiden voyage did.
- "The ship was travelling too fast, attempting to break the speed record across the Atlantic." The 269-metre long ship was not designed to be a speedboat.
- "Titanic had the cursed Mummy of Amen-Ra onboard." In April 1912 the mummy was on display at the British Museum in London.



The *Titanic* weighed in at 45,000 kilos.



The ship measured 53 metres from the keel to the funnel tops.

FACT:

- 3,000 people built *Titanic* in three years, using three million rivets.
- The 24-metre-high fourth funnel was mainly for show, following the ocean liner building trends of 1912.
- In 1898 Morgan Robertson released the book *Futility* about a British passenger ocean liner named *Titan*, which sinks after hitting an iceberg in the North Atlantic in the month of April.
- There were 712 survivors.
- Coal was salvaged from the *Titanic's* boiler room, which is applied on the dials of RJ Watches.
- A copy of *Rubaiyat of Omar Khayyam*, a collection of the works of the 12th century Persian poet, astronomer and mathematician, went into the depths. This was no ordinary copy, but a bejewelled unique piece draped in rubies and emeralds.
- 2010 saw the opening of the first phase of the *Titanic* Quarter development, built on the former shipyards in Belfast. 7,500 apartments and 900,000 square metres of commercial, education and hospitality areas are being built on top of the *Titanic's* birthplace.
- The rusting process is exponential, which means the wreck is disappearing faster and faster – and thus that the limited editions of RJ watches will stay limited.



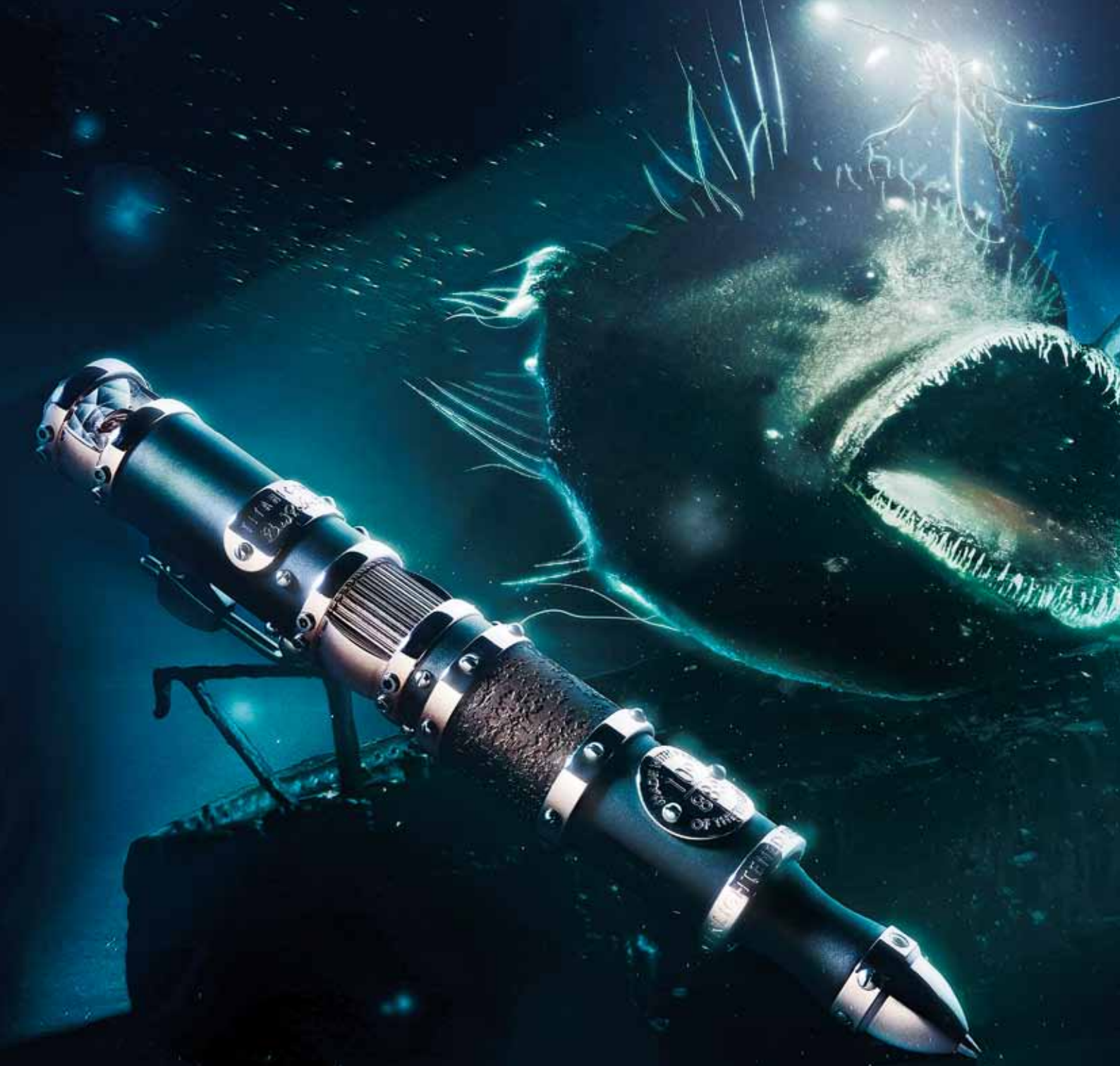
APRIL



COALDUST



OXIDISED





Credits:

This catalogue was made in cooperation with **Plaza Watch**
Creative directors: **Manuel Emch** and **Anders Modig**
Photography: **Mierswa-Kluska**
Graphics: **Peter Ehrlin**

**IN ORDER TO ENJOY IT FULLY, WE RECOMMEND
THE FOLLOWING SOUNDTRACK:**

New York, New York - Frank Sinatra

La Mer - Charles Trenet

Titanic - I am Kloot

Iceberg - 10cc

S.O.S. - Abba

Sailing - Rod Stewart

Deep Down - Calexico

Oceania - Björk

Nightswimming - R.E.M.

Don't Rock My Boat - Bob Marley & the Wailers

ANCHOR



TITANIC-DNA

TITANIC-DNA

TITANIC-DNA | T.OXY3.11BB.00.BB
Rusted steel T-OXY III Steel
[Limited edition: 2012 pieces]



MOVEMENT
Mechanical self-winding movement

DESCRIPTION
Ø 46mm. Stabilized Titanic Extreme rusted steel bezel. Steel & black PVD-coated steel case. Deep black dial with coal recovered from the Titanic.

TITANIC-DNA | T.OXY3.BBBB.00.BB
Rusted steel T-OXY III Black Steel
[Limited edition: 2012 pieces]



MOVEMENT
Mechanical self-winding movement

DESCRIPTION
Ø 46mm. Stabilized Titanic Extreme rusted steel bezel. Black PVD-coated steel case. Deep black dial with coal recovered from the Titanic.

TITANIC-DNA | T.OXY3.2222.00.BB
Rusted steel T-OXY III Red Gold
[Limited edition: 2012 pieces]



MOVEMENT
Mechanical self-winding movement

DESCRIPTION
Ø 46mm. Stabilized Titanic Extreme rusted steel bezel. Red gold case. Deep black dial with coal recovered from the Titanic.

TITANIC-DNA | T.OXY4.BBBB.00.BB
Rusted steel T-OXY IV Black Steel
[Limited edition: 500 pieces]



MOVEMENT
Mechanical self-winding movement

DESCRIPTION
Ø 46mm. Stabilized Titanic Ultimate rusted steel bezel. Black PVD-coated steel case. Deep black dial with coal recovered from the Titanic.

TITANIC-DNA | CH.T.OXY3.11BB.00.BB
Rusted steel T-OXY III Chronograph Steel
[Limited edition: 2012 pieces]



MOVEMENT
Mechanical self-winding movement - Chronograph

DESCRIPTION
Ø 50mm. Stabilized Titanic Extreme rusted steel bezel. Steel & black PVD-coated steel case. Black dial with silver coloured "XII" & counters.

TITANIC-DNA | CH.T.OXY3.BBBB.00.BB
Rusted steel T-OXY III Chronograph Black Steel
[Limited edition: 2012 pieces]



MOVEMENT
Mechanical self-winding movement - Chronograph

DESCRIPTION
Ø 50mm. Stabilized Titanic Extreme rusted steel bezel. Black PVD-coated steel case. Black dial with black gold coloured "XII" & counters.

TITANIC-DNA | CH.T.OXY3.2222.00.BB
Rusted steel T-OXY III Chronograph Red Gold
[Limited edition: 2012 pieces]



MOVEMENT
Mechanical self-winding movement - Chronograph

DESCRIPTION
Ø 50mm. Stabilized Titanic Extreme rusted steel bezel. Red gold case. Black dial with red gold coloured "XII" & counters.

TITANIC-DNA | CH.T.OXY4.BBBB.00.BB
Rusted steel T-OXY IV Chronograph Black Steel
[Limited edition: 500 pieces]



MOVEMENT
Mechanical self-winding movement - Chronograph

DESCRIPTION
Ø 50mm. Stabilized Titanic Ultimate rusted steel bezel. Black PVD-coated steel case. Black dial with black gold coloured "XII" & counters.

TITANIC-DNA | T.AL6.OXY3R.BBBB.00.BBGCBB
A la Grande - Rusted steel T-OXY III Steel
[Limited edition: 2012 pieces]



MOVEMENT
Mechanical self-winding movement

DESCRIPTION
Ø 50mm. Stabilized Titanic Extreme rusted steel bezel with rivets. Black PVD-coated steel case. Deep black dial with coal recovered from the Titanic & black gold coloured traverse struts with rivets.

TITANIC-DNA | TO.T.AL6.OXY3R.11BB.00
A la Grande - Tourbillon Steampunk
[Limited edition: 9 pieces]



MOVEMENT
Mechanical self-winding movement - Tourbillon

DESCRIPTION
Ø 50mm. Stabilized Titanic Extreme rusted steel bezel with rivets. Steel & black PVD-coated steel case. Skeleton dial with steel satin-finished plate.

TITANIC-DNA | TO.CH.T.OXY3.2222.00
Rusted steel T-OXY III Red Gold Chronograph Tourbillon
[Limited edition: 9 pieces]



MOVEMENT
Mechanical manual-winding movement - Chronograph Tourbillon

DESCRIPTION
Ø 50mm. Stabilized Titanic Extreme rusted steel bezel. Red gold case. Skeleton dial with satin-finished steel plate, shot-blasted steel "XII" & red gold Tourbillon carriage.

TITANIC-DNA | TO.T.OXY4.BBBB.00
Rusted steel T-OXY IV Black Tourbillon
[Limited edition: 9 pieces]



MOVEMENT
Mechanical manual-winding movement - Tourbillon

DESCRIPTION
Ø 46mm. Stabilized Titanic Ultimate rusted steel bezel. Black PVD-coated steel case. Black carbon fibre with black gold coloured numbers & black satin-finished traverse struts.

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TITANIC-DNA | DN.TS.OXY3.BBBB.00
Day & Night - Double Tourbillon Spiral
[Limited edition: 9 pieces]



MOVEMENT
Mechanical manual-winding movement - Sequential Double Tourbillon with differential

DESCRIPTION
Ø 46mm. Stabilized Titanic Extreme rusted steel bezel. Black PVD-coated steel. Skeleton & deep black coal dial obtained with coal recovered from the Titanic. Day Tourbillon carriage in red gold & Night Tourbillon carriage in steel.

TITANIC-DNA | FT.2222M
Matt red gold fountain pen
[Limited edition: 888 pieces]



Fountain pen with complication

DESCRIPTION
Matt red gold and stabilized Titanic rusted steel. Body comprised of 30 machined parts, with several portholes and fitted with a transparent reservoir in which the ink and piston are visible & with a propeller resembling the secondary propeller of the Titanic. At the object's base, a miniature replica of the ship's wheelhouse mechanism protected by a sapphire crystal.

TITANIC-DNA | FT.AA22
Anthracite & red gold fountain pen
[Limited edition: 888 pieces]



Fountain pen with complication

DESCRIPTION
Anthracite, red gold and stabilized Titanic rusted steel. Body comprised of 30 machined parts, with several portholes and fitted with a transparent reservoir in which the ink and piston are visible & with a propeller resembling the secondary propeller of the Titanic. At the object's base, a miniature replica of the ship's wheelhouse mechanism protected by a sapphire crystal.

TITANIC-DNA | R.T.7777
Palladium rollerball pen
[Limited edition: 888 pieces]



Rollerball pen

DESCRIPTION
Palladium and stabilized Titanic rusted steel. Top of the rollerball pen adorned with a transparent dome composed of 32 facets, simulating the dome of the celebrated liner's great staircase. Body comprised of 28 masterfully machined components and 65 screws resembling the rivets of the ship.

TITANIC-DNA | R.T.BB22
Black steel & red gold rollerball pen
[Limited edition: 888 pieces]



Rollerball pen

DESCRIPTION
Black PVD-coated steel, red gold & stabilized Titanic rusted steel. Top of the rollerball pen adorned with a transparent dome composed of 32 facets, simulating the dome of the celebrated liner's great staircase. Body comprised of 28 masterfully machined components and 65 screws resembling the rivets of the ship.

For more information and to find your nearest retailer, please visit www.romainjerome.ch

CATALOGUE 2010/2011