

Press Release – Baselworld 2014



claude bernard
swiss made watches

BIRDLAND[®]
EST. 1949

BIRDLAND LIMITED EDITION

Limited Edition of
650 pieces worldwide





ABOUT BIRDLAND

The inspiration for Birdland was Charlie Parker, familiarly known to his fans and fellow musicians as “Bird,” a contraction of Yardbird, his formal nickname, a dynamic creative personality and genius of the alto saxophone.

When the original Birdland opened sixty-five years ago in December 1949, Charlie Parker was the headliner and the club was located on Broadway, a block west of the 52nd Street scene, a hotbed of jazz in the 1930s and '40s.

Miraculously, just as the scene on 52nd Street caved in, Birdland was born and quickly came to prominence. For the next fifteen years, the club's survival formula was

built upon memorable double and triple bills, sometimes lasting into the early morning.

Birdland moved uptown in 1986 at 2745 Broadway, on the corner 105th Street where it was well renowned for its great acoustics and unique setup. Now, half a century later, the Birdland banner has been reborn in midtown when Birdland owner John Valenti decided to move the club back to Midtown.

BIRDLAND LIMITED EDITION

Elegant, beautifully engineered watches and the perfect functional fashion accessory - welcome to the world of Swiss watchmaker Claude Bernard.

Hand-assembled by a team of expert watchmakers in the company's Jura-based manufacturing facilities, Claude Bernard timepieces are the contemporary expression of centuries of finely honed watchmaking skills.

2014 marks the release of a new Claude Bernard timepiece: the Birdland Limited Edition Automatic, dedicated to the announced partnership with legendary New York jazz club Birdland. It is the first partnership of its kind for Claude Bernard. “Watch companies historically sponsor classical music; we felt

that the Claude Bernard brand identified more closely with jazz: classy and timeless, simple yet complex – very much like our watches” said Mr. Victor Strambini, CEO of Claude Bernard.

Limited to only 650 pieces, this elegant dress watch has a black dial featuring the Birdland logo above a saxophone imprint at 6 o'clock, silvertone hour indices and hands, with a small date window at the 3:00 position. The understated design is clean and stylish with the two logos discreetly taking center stage.

The reverse side reveals the movement, the Swiss-made Claude Bernard automatic Calibre 80, through a transparent case back. A silhouette of Charlie Parker playing his famed alto saxophone—inspired by the cover art of the renowned “Omnibook” collection—floats over the center of the mechanical underpinnings.

The efficient movement that provides the powerhouse for the hour, minutes, and seconds is housed in a stainless steel

case water-resistant to 50 meters (5 ATM, 150 feet); a black genuine leather strap with a stainless steel buckle displays the 42mm diameter timepiece on the wrist.

Each watch is delivered with a numbered certificate, and an engraved commemorative inscription reading “Birdland – The Jazz Corner of the World – Since 1949 – Claude Bernard – Limited Edition – nr./650” surrounds the crystal on the case back.

With the new Birdland Limited Edition Automatic, scheduled to be officially unveiled at the upcoming 65th anniversary celebration of Birdland in 2014, the headquarters in Les Genevez continue to surprise and innovate; the Claude Bernard legacy of providing fantastic yet affordable Swiss-made timepieces endures.



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80091 3 NIN2 Ø 42 mm

Calibre Claude Bernard 80 | **Functions** Display of hours, minutes, seconds and date | **Case** Stainless steel 316L case | **Dial** Black, silver indices, Birdland logo and alto saxo design | **Water resistance** 50 meters | **Strap** Genuine black leather strap with stainless steel buckle



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