

# CLASSIC DRIVER

## Frederique Constant creates unique smartwatch for charity auction

**Lead**

Revealed earlier this year, Frederique Constant’s Horological Smartwatch represents a tasteful alternative to the Apple Watch. Now, the forward-thinking Swiss company has created a one-off version, to be auctioned by Phillips for charity at Only Watch 2015 in Geneva this November...

The appeal of the Apple Watch and its competitors is understandable but, due to their mass-produced nature and modern aesthetics, they’ll never be able to replace a traditional timepiece on the wrist of a more discerning gentleman. First to recognise the gap in the market for a classically styled smartwatch, Frederique Constant revealed its Horological Smartwatch in February 2015. Key features included smartphone integration, and the ability to measure both physical activity and sleep levels, with the dials at 6 o’clock providing a live analogue update on the wearer’s progress.

### Gold for a good cause



As one of several manufacturers producing a unique timepiece for Only Watch – the charity auction held by Phillips in aid of research into Duchenne Muscular Dystrophy – Frederique Constant has now revealed a one-off version of the Horological Smartwatch. With engraving on the caseback as a reminder of the cause, the 18 karat rose gold-plated watch has a unique dark green dial, and comes in a special presentation box that also includes an iPhone 6. A *smart* watch in both senses of the word... and all for a good cause, too.

*Photos: Frederique Constant*

**Gallery**

