

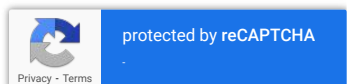


INTRODUCING Sartory-Billard SB04-E, The First Step into Serial Production

Starting with "Ruby Platinum" and "Tantalum Hand Engraved" Editions

 By Waqt • 3 days ago • 4 minutes read  Add To Favorite



The French watchmaker Armand Billard, since founding his company in 2015, has focused on creating unique, bespoke timepieces with hundreds of distinctive and original dial designs. These designs have established Sartory-Billard as one of the leading independent brands in the world of watchmaking.

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Now, the brand has taken a significant step by unveiling two new models in the SB04-E collection: the "Ruby Platinum" and "Tantalum Hand Engraved" watches. These represent the brand's first venture into serial production, marking a milestone for a watchmaker renowned for exclusive creations and limited editions.



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The Sartory-Billard SB04, introduced in 2020, was the model that redefined the brand's direction. Over the past nine years, Sartory-Billard has earned acclaim from watch enthusiasts for its bold dial designs, innovative materials, and exceptional finishing techniques. This high level of craftsmanship continues with the SB04-E collection, maintaining a focus on distinctive dials while offering more affordable and accessible timepieces.



Contrary to what the names "Platinum" and "Tantalum" suggest, the case is made from 316L stainless steel, measuring 39.5 mm in diameter, 10.3 mm in thickness, and 46 mm lug-to-lug. The case consists of three parts: a large polished bezel, a satin-finished case middle, and a case back adorned with intricate decorations.

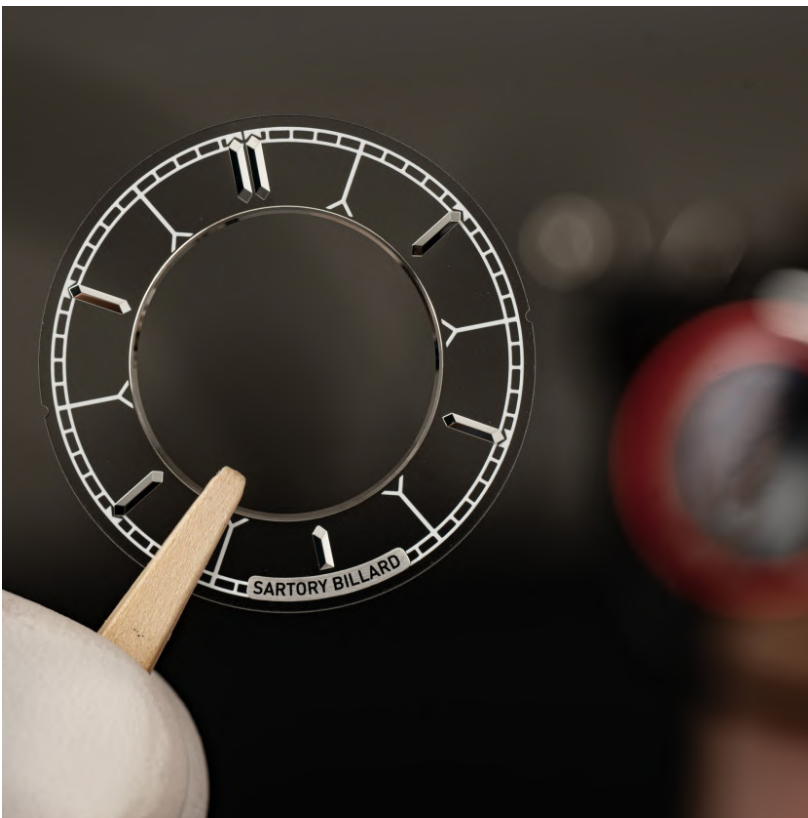


The case offers water resistance up to 100 meters. As a unique

touch, luminous coating has been applied to the crown as well as to components of the dial.



The dial design unmistakably reflects Sartory-Billard's identity. It consists of four main sections: a sapphire hour ring, a solid outer ring, a central disk, and an additional ring connecting these elements. The sapphire hour ring features precisely cut steel-applied markers, along with Y-shaped printed markers alternating with the applied indices, creating a dynamic visual effect.



The "Ruby Platinum" model, also known as the "Heart of Ruby," features a dial crafted from a single piece of ruby. Each dial is meticulously cut and shaped, highlighting the brilliance and depth of natural ruby, making every watch truly unique.



The "Tantalum Hand Engraved" model showcases intricate hand engravings executed by Armand Billard himself. The textured finish reflects the challenges of working with tantalum, a material known for its unique properties such as low thermal conductivity, high melting point, and machining difficulty. The result is a dial that exudes luxury and individuality.

Both models feature an outer ring made of platinum in the "Ruby Platinum" version and solid tantalum in the "Tantalum Hand Engraved" version. The designs are completed with precisely cut indices, enhancing the attention to detail and the high level of finishing.





These watches are powered by the automatic G101 caliber from Swiss manufacturer La Joux-Perret. The movement offers a power reserve of 68 hours and operates at a frequency of 4 Hz. Both the tungsten rotor and the bridges are decorated with Côtes de Genève patterns, adding an aesthetic touch to the movement.



Each watch comes with a curved rubber strap by Delugs CTS, paired with a folding clasp, and includes a voucher for an additional strap, allowing for greater customization. The "Ruby Platinum" edition is limited to 150 pieces, while the "Tantalum Hand Engraved" model is available as a permanent edition.

As for the prices, EUR 4,700 approximately AED 17,750 for the "Platinum" edition and EUR 3,500 approximately AED 13,200 for the "Tantalum" edition.

For more information, visit [Sartory Billard official website](#).

Technical specifications: Sartory Billard SB04-E Ruby Platinum & Tantalum Hand-Engraved

Case: 316L stainless steel case, Polished and satin-

finished, anti-reflective sapphire crystal from dial and case back, Screwdown & Lumed crown

Size: 39.5 mm

Thickness: 10.3 mm

Water resistance: 100 m

Dial: Full Tantalum dial. Handmade engraving center with a Fume coated outer ring
Cœur de Rubis (Heart of Ruby) surrounded by a Fume Platinum coated outer ring

Movement: La Joux-Perret G101, Automatic, **Tungsten rotor**, Jewels 24

Power reserve: 68 hours

Frequency: 28,800 vph (4 Hz)

Functions: hours, minutes, Moon phase indicator, complete chinese calendar

Bracelet / Strap: Delugs CTS rubber strap with deployant clasp

Availability: Ruby Platinum limited to 150 pieces; Tantalum Hand-Engraved is a regular production model

Price: EUR 4,700 (Platinum) / 17,750 AED
EUR 3,500 (Tantalum) / 13,200 AED

فولاذ Platinum Steel ياقوت تتالوم بلاتينوم 2025

Tantalum Ruby



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