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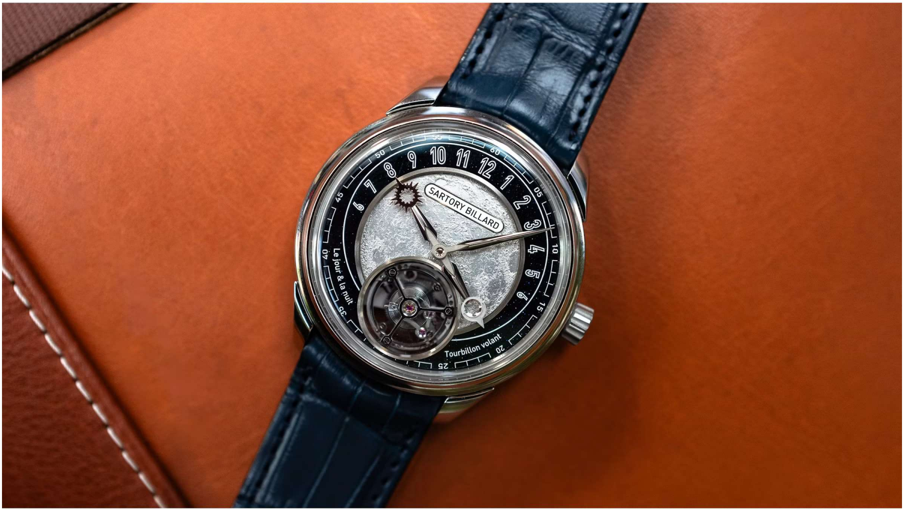

Introducing Sartory Billard's Flying Tourbillon SB06-12 And SB06-24

The brand's first in-house movement offers fine finishing and customized details born in the collector community.

JAMES STACEY
DECEMBER 02, 2023

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What We Know

One of the ancillary benefits of attending an event like Dubai Watch Week is that you cross paths with folks who operate in the watch space but might not be part of your (or my own) orbit back home. As I strolled around the fair, I was introduced to Armand Billard – the man behind the brand Sartory Billard. While we chatted, he mentioned that his brand, which has been around since 2015, was about to launch its first watch featuring an in-house movement, and he asked if I might want to take a look (and a few photos).

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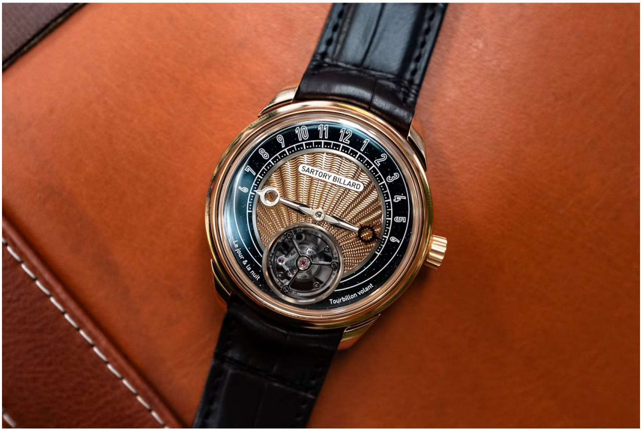
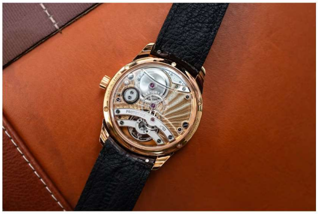


The new model comes in two functional specs, the SB06-12, and the SB06-24, with the latter offering a 24-hour layout for the time display. Additionally, while the case measures 41 x 9.5 x 47mm, buyers will have the ability to lean into customization of several elements, including (but not limited to) selecting the case material from a list that includes steel, titanium, tantalum, gold, and platinum – all produced by Voutilainen & Cattin.



The soul of this new model is a brand new in-house developed movement called the SBTV01. After several years of development and a subscription series of SB06-12 models for the CronotempV collectors group, the SBTV01 is a hand-wound movement that operates at 3 Hz with a power reserve of 96 hours. With a gorgeous flying tourbillon, the SBTV01 features sapphire bridges, a customizable center guilloche plate, and delicate hand finishing. For those wanting the SB06-24, the movement is fitted with an additional gear that doubles the time required for the hour hand(s) to traverse the dial, thus only one full rotation in 24 hours. Curious as to how to read the time? The hour hand with the sun displays daytime hours, while the hour hand with the moon displays the nighttime hours. Minutes are read as usual.

While perhaps not the most straightforward layout, it is a fun and interesting way to manage 24-hour time, and I figure that if you're after a diver-like display of the time, you're also not ready for a watch like the SB06-24.

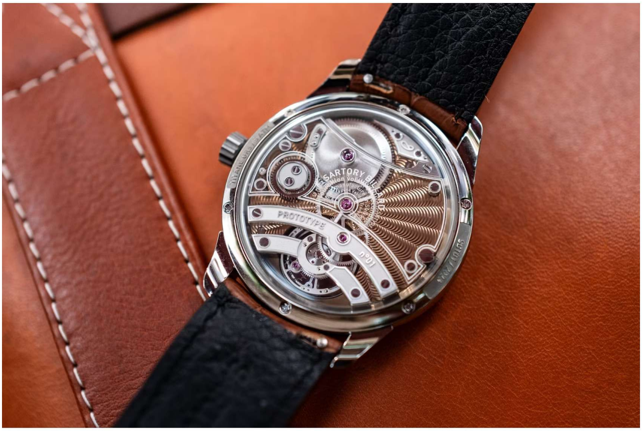
The dials are also largely customizable, but these photos show the breadth of what is available within the conventional sense, including aventurine outer elements or even the option of a scale-accurate Moon for the center dial (as seen in the photo above). Like the cases, the dials are done by a known element in high-end watchmaking, such as guilloche by Comblemine, stonework by Groh&Ripp, and so on.

The same format continues into the strap, which is made to suit the customized elements of the watch (i.e., whatever you want, conceivably), and the work is done by Scarlett Paris.

Being a largely customizable in-house flying tourbillon that was initiated by haute horology collectors, we're not talking about Sartory Billard's most accessible offering here. Pricing for the SB06-12 starts at €88,000, or €96,000 for the SB06-24 (not including VAT). Again, the idea here is high-end customizable watchmaking that brings together a wide collection of high-end specialists in support of a unique flying tourbillon movement. Nothing at all from that previous sentence is cheap... but it is cool.

What We Think

In the metal (and on my wrist), it's hard not to get excited about a brand like Sartory Billard. The watches are beautiful, widely customizable, and are produced by a list of manufacturers pulled from the black books of many wellheeled collectors. No, it's far from my usual fare – I had to remove my beaten-up 16570 from my wrist to try on Billard's samples – but as a guy who cut his teeth on first and second-generation microbrands, the philosophy is similar. Speak with collectors, tailor to what they aren't getting from larger or more constrained manufacturers, and make a product that feels specific and personal (if not downright insidery).



With sapphire bridges used to open up a view of the movement, the case back is something extra special and just what you want from a watch such as this. Oh, and the text for the upper bridge is entirely customizable. Name, date, inside joke, or a favorite quote – it's up to you.

And largely, I think that is the takeaway for a watch like this. Regardless of what you make, when your brand operates at this sort of a price point, there will be a somewhat limited market, and you have to assume that collectors have other options for their $100,000 (weirdly, they have a lot of options). So you have to offer something they can't get from the established players in the space. With an option like Sartory Billard, they are offering haute horology watchmaking (and all that it entails) that can reflect the taste of the owner in a way that isn't available to most folk going for their next Patek or Journe.

While I may not be a buyer of such a product, I do remain the type of enthusiast who enjoys the existence of small brands that find a non-casual value by connecting directly with the enthusiast. In my world, that might be Halios, Raven, Autodromo, Lorier, or Vertex. For a collector with a few more zeros in their portfolio – and the accrued experience that comes with that buying power – Sartory Billard and its contemporaries offer something less commercial and more specific.

It's a deep cut that was very fun to see in person.

The Basics

Brand: Sartory Billard
Model: SB06-12 and SB06-24

Diameter: 41mm
Thickness: 9.5mm
Lug-to-lug: 47mm
Case Material: Various, including titanium, steel, gold, platinum, and tantalum (produced by Voutilainen & Cattin)
Water Resistance: 50 meters
Strap/Bracelet: Bespoke to owners' requests and size, hand-made by Scarlett Paris.

The Movement

Caliber: Sartory Billard SBTV01
Functions: Hours, minutes, flying tourbillon
Diameter: 32.6mm
Power Reserve: 96 hours
Winding: Handwound
Frequency: 3 Hz
Jewels: 19
Additional Details: Can be had in 12 or 24-hour layouts.

Pricing & Availability

Price: SB06-12: €88,000 (excl VAT) in titanium or steel | SB06-24: €96,000 (excl VAT) in titanium, steel, gold, or platinum.
Limited Edition: Production is limited to 24 units of either spec per year.

For more, click here.

SARTORY-BILLARD

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24 COMMENTS

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TOP DISCUSSIONS

scottoz · 12 months ago · edited 12 months ago

I hope this brand continues for many years. However, I do wonder with microbrands that charge holy trinity pricing, will the long term servicibility and investment returns be there. A 1946 Patek ref 1436 that recently sold at auction needed a number of worn parts replaced and the auction details included a PP quote for repair that was under 20k. Amazing value and service dedication, but what about this watch's servicing in 75 years time?

jyceSF · 12 months ago

Beautiful watch. Way above my price range but I really admire the beauty of it and can only dream of my ideal customization. I hope to have the chance to see one in the flesh at some point

hottake · 12 months ago

It's ambitious, but I'm not rooting against them. I just think that the customization on the dial often results in terrible design. It happens sometimes with Kari's watches. When you cede so much control to clients, do they really truly know what they want and what is good?

1 Like

RightGuide · 12 months ago

Intrigued by the spectacular SB06-24. What choices are available to a client who wants to be able to determine the time at a glance in a dark environment?

BRichard · 12 months ago

This is incredible. I don't find the price too crazy at all(though still at least 10x more than I can afford.)

Awesome to see its creator on here, too!

vgc · 12 months ago

Ambitious price but undoubtedly a very beautiful watch. Wish the best for Armand and his brand, he seems like a lovely guy

saevyor3 · 12 months ago · edited 12 months ago

For relaxing times, make it Sartory time. That is some beautiful bespoke watchmaking.

TJH · 12 months ago · edited 12 months ago

Visually, the yellow gold piece is very arresting. Nice to see something that's aesthetically sumptuous without being overblown or garish. Just my opinion, obviously.

chiup01 · 12 months ago

It's one of those watches where if that's what you want then you can't get it anywhere else. It's a

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