



# The Watch Book – Oris

## ...and the Watchmaking History of Switzerland

### Oris

**Gisbert L. Brunner**

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- The next volume in the successful *Watch Book* series by bestselling author Gisbert L. Brunner
- The first coffee table book dedicated to the Swiss manufacturer Oris, makers of innovative mechanical watches for close to 120 years
- An amazing look behind the curtain at the Swiss watch industry and its history, shaped by contrasts

In this new volume of the *Watch Book* series, successful author Gisbert L. Brunner focuses on Swiss watch history and the watch industry, and in particular on the house of Oris, because what could be a more fitting connection than that of the leading expert when it comes to mechanical timepieces with the watch manufactory that is one of the few to produce exclusively mechanical watches. Founded in 1904, the company stands out in many ways in the luxury world of horology, it is run independently and not by a large corporation, it is valued as a down-to-earth brand and – in an industry that is not necessarily known for this – it focuses on sustainability, true to the motto: “Things have to make sense”.

Of course, technology should not be missing from this volume; after all, Oris has developed 280 different calibres in its company history and manufactured them in its own factories. Companions have their say and the best watch models of the company’s almost 120-year history are presented in this usual high-quality volume.

Born in 1947, **Gisbert L. Brunner** has been working with precision timepieces of all kinds, especially wristwatches, since the 1960s. During the quartz crisis of the 1970s, his love for the seemingly vanishing mechanical timepieces grew even stronger. His ardent enthusiasm for collecting inspired him to publish his first articles in the early 1980s. Gisbert L. Brunner has published more than 15 books on this subject to date, and he is in demand as a speaker all over the world.

