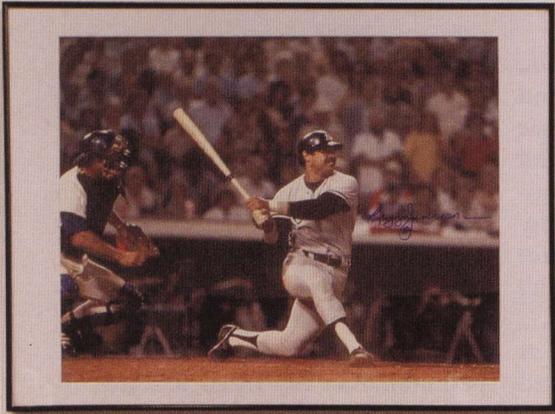


NEW MODELS



By Roberta Naas

GRAND slam

Franck Muller debuts The Reggie Jackson Collection

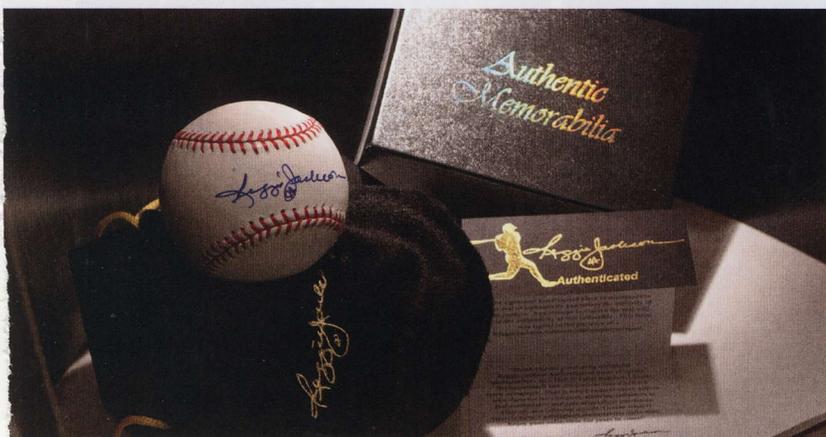
For the first time in its history, Franck Muller has teamed with a legendary icon to create a collection named specifically for that person—and who could be more fitting for such an honor than the renowned baseball Hall of Famer Reggie Jackson?

Born Reginald Martinez Jackson, “Reggie,” nicknamed “Mr. October” for his clutch hitting in the postseason with the New York Yankees, is easily one of the most famous former American Major League baseball players. He enjoyed a 21-year career, played for four different teams and accumulated a number of record-setting accomplishments. Jackson was inducted into the Hall of Fame in 1993, shortly after which the Yankees retired his uniform number (44). Today he serves as a special advisor to the New York Yankees.



Reggie Jackson's New York Yankees uniform. His number, 44, has since been retired. The number also replaces the 44 on the Franck Muller collection.

Reggie Jackson and Franck Muller North America President Ron Jackson at the Tourneau unveiling of The Reggie Jackson Collection by Franck Muller. Each watch comes with an autographed baseball and a portion of the proceeds of the sales of the Reggie Jackson Collection watches will go to the Mr. October Foundation.



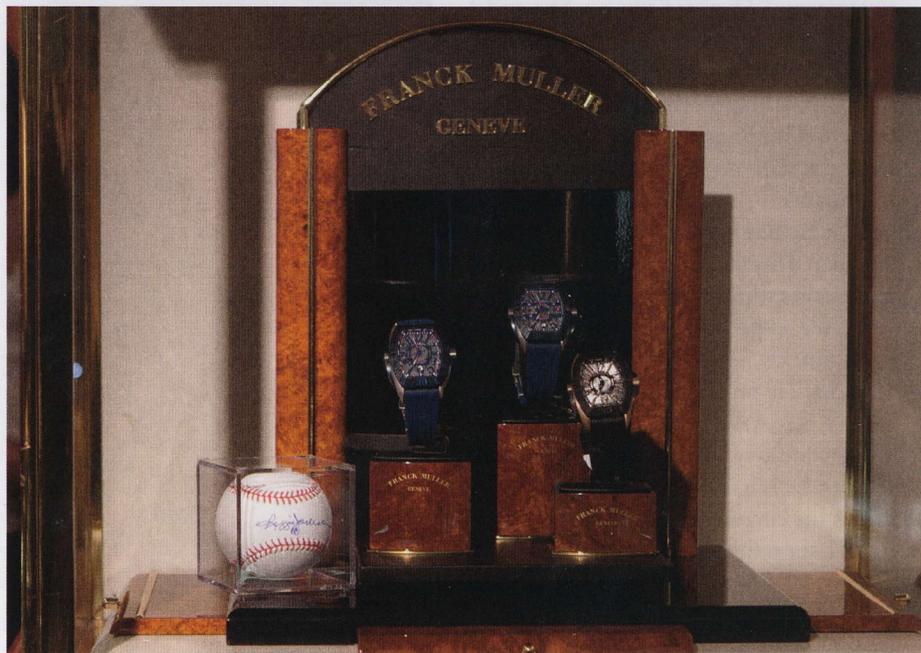
The decision to approach Jackson about the creation of a watch was the brainchild of Franck Muller's North American president, Ronald Jackson, who is also a long-time friend of the ex-Yankee.

"I've known Reggie Jackson for almost ten years," says Ronald Jackson. "I thought it would be amazing to create a watch in his honor and I was thrilled when he accepted."

Not only did Franck Muller create a collection named for Jackson, but the brand collaborated with him every step of the way on the design of the timepiece. In fact, within minutes of the opening event at Tourneau to launch the line, the first chronograph was sold (the #2 piece), with others not far behind.

"I never dreamed I had the cachet to have a watch of this level honor me; to have a watch with my name on it. I enjoyed working with everyone on designing the watches," says Jackson, whose design input ranged from adding the Yankees blue pin striping to selecting the look and color of the hands, to the decision to use the Conquistador shaped case.

"We even decided on adding a black and gold model because all the hip guys on the team [Yankees] said they would like to see one of the watches in black. Also, the watches are not over cooked. They're not dipped in glue and dipped in diamonds. They're really just cool: we



really discussed the concept and worked together. I am happy about this."

THE WATCHES

Sold exclusively at Tourneau, The Reggie Jackson Collection of limited edition timepieces consists of three models. Two versions are center seconds pieces and one is a chronograph. While one of the Center Seconds watches is black and rose gold, the other two watches are incredibly "Yankees" looking in their design—sporting a Yankees colored blue rubber strap and a blue

bezel against a titanium case. The white dial features the iconic Yankees blue pin striping of the uniform and the hands are specially made with red and blue accents. Reggie's number "44" has replaced the numeral 4.

The Reggie Jackson Chronograph is a titanium model created in twenty-five pieces only and retailing for \$20,300. It houses the 8900CC self-winding caliber with small seconds, date, a quick-correction crown and 30-minute counter at 3 o'clock. It's offset with a blue rubber strap, bezel and pinstriped dial.

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The Center Seconds watches include a 100-piece series in titanium with the Yankee colors (\$10,300) and a rose gold and black version with a guilloché dial created in a 25-piece set (\$16,000, at far right). These watches house a self-winding 8900SC mechanical movement with a date and a platinum rotor. The dial features a cellulose varnish with appliqué numerals. The bezel offers North and South indications as a decorative feature.

"I was collecting watches for a lot of years before making this deal and I know the quality that goes in to a Franck Muller watch. I know the movements," says Reggie Jackson about Franck Muller timepieces. "They are top quality, and I am really impressed that they came to me to make a watch."

A portion of the proceeds of the sales of The Reggie Jackson Collection watches will go to the Mr. October Foundation. According to Reggie Jackson, who has put claims on a certain numbered watch, there is much clamor for specific numbered timepieces.

"We expect the series to sell out fairly quickly," says Ronald Jackson, who wouldn't let on if other subsequent legendary pieces were in the works.

As for Reggie, he admits that even though he is a die-hard watch collector, this is his current watch of choice.

"I started collecting watches in the 1970's. My first watches were Rolex, Cartier and a Bulova Accutron. I remember the Bulova had a big 'Reggie' on the clasp—like I forgot my name. I loved watches from the beginning. Gene Autry had a western Rolex and I wanted that watch. Today I own seven or eight Rolexes, and quite a few Cartiers, and others," says Jackson.

Each of his watches has a story behind it. He easily recalls the year he got the watch, the story behind it, who he got it from, why he got it and if it was a gift or whether it was inspired by some home run, or special hit. "But right now, I'm happy to be wearing a Reggie Jackson by Franck Muller." ☺

