



Maître Horloger - Les Genevez
depuis 1884

LABELNOIR



EDOX PRESS RELEASE
HYDRO-SUB CHRONOMETER AUTOMATIC
LABEL NOIR EDITION

DECEMBER 2024

HYDRO-SUB CHRONOMETER AUTOMATIC LABEL NOIR LIMITED EDITION

TECHNICAL FEATURES

Ø42MM

UNIQUE DEEP BLACK OXIDIZED DIAL

🕒 CALIBER 806 (SW200 COSC CERTIFIED)

🔩 STAINLESS STEEL CASE

👉 CERAMIC BEZEL

🔮 SAPPHIRE CRYSTAL

🌊 ANTI-REFLECTIVE COATING ON BOTH SIDES

🌊 WATER RESISTANCE 300M / 30 ATM

🌟 SUPERLUMINOVA ON HANDS AND INDICES

🔩 SCREW-DOWN CROWN

📏 12.5MM CASE HEIGHT

📦 153G



RECOMMENDED RETAIL PRICE : CHF 2'450.-
AVAILABILITY : FEBRUARY 2025

80128 37NLNM NLN

DIVE INTO BLACK

As the perfect conclusion to its 140th anniversary celebrations, Edox unveils the Edox Hydro-Sub Label Noir Limited Edition – an exclusive collaboration with Label Noir that combines bold design, chronometer-certified precision, and enduring durability. This limited edition stands out with its deep black oxidized dial, inspired by the natural oxidation of metals in marine environments. The result is a distinctive and unique surface that reinforces Edox's enduring connection to water and diving.

UNIQUE DIAL - Inspired by the depths

Created through a meticulous natural oxidation process, the dial undergoes six weeks of transformation, developing a unique patina that reflects the interplay between air and metal. This striking effect is sealed with a protective finish and enhanced by a deep black coating, ensuring both durability and a bold visual identity.

MONOCHROME DESIGN BY LABEL NOIR

The collaboration with Label Noir brings a daring interpretation to the iconic Hydro-Sub. The monochromatic all-black aesthetic extends from the oxidized dial to the ceramic bezel, hands, and indices, giving the watch a sleek, minimalist look. While the design embodies a contemporary spirit, the new Hydro-Sub remains true to Edox's reputation for durability. Featuring a robust ceramic bezel, dual anti-reflective sapphire crystal, and a screw-down crown, the watch combines style and resilience.

140 PIECES TO HONOR 140 YEARS

This limited edition of 140 pieces not only celebrates Edox's milestone anniversary but also serves as the perfect conclusion to this commemorative year. By blending modern design with lasting strength, this collaboration with Label Noir reaffirms Edox's ability to embrace bold ideas while honoring its legacy as the Water Champion.

EDOX - HYDRO-SUB CHRONOMETER AUTOMATIC LABEL NOIR EDITION

LABEL NOIR - More than a brand, an idea

Label Noir was founded in Geneva in 2011 by watchmaker Emmanuel Curti with a vision that style knows no limits. Initially focused on customizing iconic timepieces, the brand sees luxury as a beginning, not an end, to creativity. Expanding beyond watches, Label Noir reimagines everyday objects with luxury and artistry, blending different influences to create emotional experiences. Since 2020, the brand has embraced collaborations and diverse challenges to craft unique pieces—watches, jewelry, and tech accessories—that redefine unconventional luxury. At the core of Label Noir's identity is black, a color both powerful and subtle, symbolizing creativity and bringing all other colors to life.

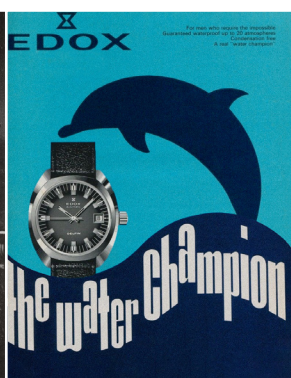
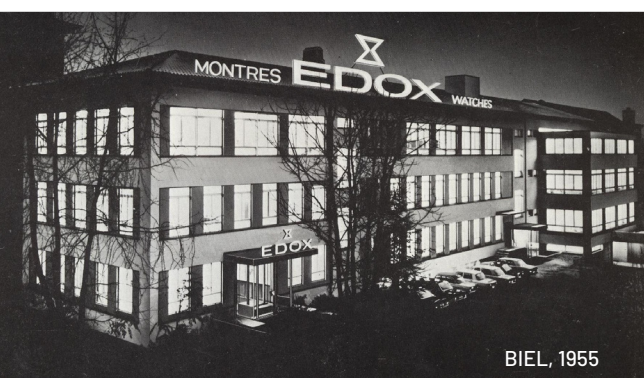
EDOX

Like time itself, Swiss boutique watchmaker Edox never stands still. Founder Christian Ruefli-Flury was driven by his heart when, in 1884, he made a pocket watch for his beloved wife Pauline's 25th birthday. Delighted, she convinced him to set up his own company - Edox.

Over the decades Edox has forged a reputation as the "Water Champion" of the watch world, creating world-leading divers' watches. Ruefli-Flury would no doubt be amazed and honoured how his legacy has flourished over the past 135 years.

One of the few remaining family owned Swiss watchmakers, Edox proudly acknowledges its heritage but also embraces innovation and imagination in its collections. Today, Edox is known for its highly water-resistant timepieces, complex hand-polished watch cases and traditional hand assembling.

Edox. A company shaped over time. A company shaping time.



CH - 2714 LES GENEVEZ

TEL +41 (0) 32 484 70 21

WWW.EDOX.CH

MEDIA CONTACT: SERGIO@EDOX.CH