



10 things you didn't know about Mondaine.

1. The average Mondaine wearer cries 5 times a day when parted from his watch for a battery replacement.
2. 8 out of 10 cats, when questioned, preferred their owners to wear a Mondaine watch – they were less stressed and the food arrived on time.
3. One company once ordered 200 Mondaine watches for their employees claiming that efficiency and productivity rose 10%.
4. The average Mondaine watch gets looked at 1000 times a day – the owner doesn't remember the time, they just like looking at perfection.
5. As a stranger at a party, forget about preparing 5 questions and 5 topics; use a Mondaine as the perfect icebreaker. Who knows where it will lead?
6. The original designer, Hans Hilfiker, was not understood by his mother who insisted that he abandoned his minimalist approach to design. "It will never catch on!" She was quoted as saying.
7. The original design brief called for a cuckoo to be inserted into the clock face. He was saved when SBB informed him that the resident species were too small and there were not enough large ones to go around.
8. When the first clock was unveiled at Zurich station, the black second hand dropped off. In an inspired moment, a passing train conductor stuck his red baton in its place. And there it remained.
9. The most expensive watch in the world is useless if you cannot see the time.
10. Saying "Oh My God!" on Sunday morning is not the same as going to church – get up on time!

