



MARCU, THE NEW GENEVA WATCHMAKING HOUSE REINVENTING THE WATCH HAND

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Checking the time should never be an ordinary gesture. That is the wager made by MARCU, a young independent manufacture based in Geneva, unveiling its very first watch around a detail that, until now, no one had truly dared to rethink: the watch hand.



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every movement is conceived, designed and assembled in-house, with production deliberately kept limited: precision of execution and mechanical legibility matter more than volume.

The house's most striking innovation lies where one would least expect it: in the watch hand. MARCU has developed an invisible gem-setting system, a technical feat rarely explored in depth in contemporary watchmaking. A discreet signature, yet one that expresses a clearly defined brand philosophy: function before ornament, coherence between design and finishing, and a constant focus on durability. Every MARCU watch is designed to be serviced, restored and passed on long beyond its first life on the wrist.

Initial: an architecture designed to be seen

The house's first model, Initial embodies this philosophy in every detail. Its entirely original movement is built around a symmetrical architecture, with the balance positioned at 6 o'clock and a gear train specially designed to occupy a space that is usually left empty. The winding click, placed as a mirror image of the crown wheel, reinforces this dynamic reading of the mechanism.

The dial, made up of thirteen distinct elements, features an in-house grained finish called "pine needles", playing with depth and legibility. But the hands themselves carry the piece's major innovation: made from Diamond-Like Carbon-coated steel, they are set at their tips with a baguette-cut diamond, each stone individually adjusted and balanced by a solid white-gold counterweight to ensure stability and consistent rate performance.

The 40 mm grade 5 titanium case combines lightness with strength, while the anti-reflective sapphire crystal and caseback are designed for easy long-term care. The straps, handcrafted in Geneva, add an extra degree of comfort and refinement.

Produced in just three series of eleven pieces, each model is individually

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