

# MB&F

## Friendly Watches

**M**aximilian Büsser and Friends sounds more like the name of a pop group than a serious watch firm. But don't be fooled by the odd name—the reasons for it will soon become clear.

After beginning his horological journey at Jaeger-LeCoultre, Büsser became the managing director of Harry Winston Rare Timepieces at the tender age of thirty-one. He was in all reality more than just the company's leader: it was Büsser who lifted Harry Winston from a jewelry watch producer to a real contender in the arena of men's high watchmaking. This he primarily achieved by calling the exclusive Opus line to life in 2000, which featured the Winston company working together with one well-known and creative in-

dependent watchmaker per year to produce an extremely limited product the likes of which had never been seen before.

Büsser had a good nose for working with the right independents, and this talent has now helped him to found his own company, MB&F, with the help of all the "friends" he has made in watchmaking over the years. Büsser may not be a watchmaker or a designer, but he knows what is currently moving the *haute horlogerie* market, and this is what he is creating with the help of a team of talented independents and an honest transparency policy behind him.

"We are creating what has never been done," Büsser explains in his quietly self-assured manner. "This is an

amazing product that embodies the shared values of exceptional mechanical horology with innovative thinking." Horological Machine Number 1 is the name of the first product to emerge, a series of thirty limited edition watches that has collectors all over the world chomping at the bit. Peter Speake-Marin is just one of the famous names who have helped create this unusually styled tourbillon featuring four spring barrels for seven days of power reserve. Büsser plans on releasing one such masterpiece each year.

