

The Watch Lounge

The Luxury Watch Lover's Magazine

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MCT Watches S110 Titanium Hands On (Live Pics)

[Tom Mulraney](#) | May 20, 2013 | [Reply](#)



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Since the launch of the original Sequential One timepiece all the way back in 2009, tiny independent watchmaker Manufacture Contemporaine du Temps (aka MCT Watches) has had my attention. Determined to be different the young brand blazed its own trail, coming out with a unique jumping hour complication quite unlike anything I had seen before.

As [I wrote about a few weeks ago](#) though, in spite of this firecracker start things unfortunately went a little quiet over the intervening years, for various reasons. Now, new owners, new leadership and a talented new designer are determined to change all that, starting with Baselworld 2013. I spent some time with the brand during the fair, getting hands on with the new S110 collection and chatting with incoming CEO Francois Candolfi (formerly of Audemars Piguet and Swatch Group) about his plans for the future. Suffice to say, there are some exciting times ahead.

Building the Brand

It seems the general consensus these days is that in order to classify yourself as a ‘real’ watch brand you need to have at least three distinct collections on offer. The main reason for this is that whilst the initial collection – the Sequential One in the case of MCT – launches your brand and introduces you to the world, it is the follow-up two collections that reinforce your message and really establish you as a serious contender who is likely to be around for the years to come.

MCT so far have not really gotten past this first stage, although the new S110 collection launched at Baselworld is definitely a step in the right direction. More of a range extension than a new series it nevertheless gives some insight into the brand’s longer-term strategy and more importantly puts MCT back on people’s radar. Not to mention the fact that it looks great in the flesh.



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The S110 Titanium

Presented in a 45mm titanium case the futuristic looking S110 really stands apart from its predecessor thanks to updated, fresh-faced design. Everything has really been opened up on the dial, with all superfluous details stripped away. Despite the relatively simplistic monochrome styling however, the watch is striking on the wrist, really standing out a lot more than I expected. Legibility of the hour numbers has also been further enhanced (if that’s even possible) by making them slightly larger and using a different font style.

As with the original, the S110 is extremely comfortable on the wrist due to its lightweight construction and thanks to its relatively flat profile slides under the cuff with the minimum of fuss. Although to be honest I’m not sure I could bring myself to cover that beautifully skeletonized and hand-engraved dial, which, as I’ve said previously, kind of reminds me somewhat of a computer circuit board (albeit very much in a good way).

I must admit that I was more than a little surprised at how much I liked the titanium version on the wrist, as originally I was going in thinking that the black DLC variant with red numbers was the watch for me. And whilst I am still a big fan of the black DLC model, I think I could really see myself wearing the titanium version on a daily basis.



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The movement is more or less that same as the original, which I think is fine given the relatively short time-frame the new owners had to get themselves ready for Baselworld. That being said, Candolfi told (and also showed me) some of the brand's plans for the near future and let's just say we could have some very cool things to look forward to from this young watchmaker in the next 12 to 18 months.

What also makes the new S110 collection so attractive is the price. Starting from around CHF79,000 (US\$81,000) and ranging up to CHF85,000 (US\$87,300) this is quite a bit lower than the cost of the original S1 and reflects MCT's desire to bring a broader offering to the market. The lower prices are not a reflection on quality of course but rather on the brand's decision not to use precious metals such as white and red gold for the cases and dials.

From my point of view this makes it a very attractive option for those looking for something really different that will stand out on the wrist, whilst still offering a level of versatility and wearability not often associated with watches of this caliber (or price tag.)

The Final Word

It seems that MCT Watches are off to a great start with the new S110 collection. They have obviously been listening to the feedback from the market and their own clients and are now working towards building a more diversified offering that establishes them as a permanent member of the high-end, independent watchmaking elite. Only time will tell whether they will be successful or not but based on the initial results the future is looking bright.

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