DUKE

GRAND DUCHY OF
LUXEMBOURG

THE NEW ART OF TIME

Independent Luxembourg-based Haute Horlogerie Brand with an in-house manufacture – combining innovation, tradition and artisanal excellence into artworks that show the time.





THE BRAND

Discover DUKE Haute Horlogerie: Where tradition meets innovation in the art of fine watchmaking. Experience excellence, personalized service, and timeless elegance.



DUKE

Born from a passion for watchmaking and nourished by an intimate understanding of centuries-old traditions, the brand brings a fresh perspective, one that combines respect for tradition and innovation, with a meticulous attention to detail - and a personal service second to none in the world of fine horology.

The passion that sparked the brand's creation is at the heart of each gesture involved in making a watch, shining through in every facet due to exceptional craftsmanship.

One can follow the helix of DUKE's identity as it leads into the world of a genuine watch manufacture that, defying expectations, is based in the Grand Duchy of Luxembourg (hence the name DUKE).

TRUE

CRAFTSMEN

Within DUKE lives a humanist conviction, a notion dear to the brand - because it reflects an attitude. Tradition, legacy and respect, they all defy time. As with art, precision craftsmanship is a process, long in the learning.

True creators and designers draw on the forms of the past to translate them into their own language and pass them on to future generations. Past, present and future nourish DUKE's approach and attitude to watchmaking.



"To me, finding and creating experiences through everyday actions and drawing you into a realm defined by artistry, elegance, innovation, and peace is essential.

With a DUKE watch on your wrist, you enter an intimate universe that is uniquely yours. Ordinary moments become extraordinary, what seems banal is beautiful. At DUKE, the technology is at the disposal of the aesthetic.

Our ultimate goal is to inspire new emotions."

— ALESSIO MULLER, FOUNDER



THE IDENTITY

Unveil the essence of DUKE: Tradition meets contemporary innovation. Explore our distinctive design elements, meticulous craftsmanship and commitment to excellence.



ESSENCE

TRADITION MEETS INNOVATION

For DUKE, the art of watchmaking is simultaneously contemporary and forward- looking, yet rooted in respect for traditional art. A complex duality that identifies the brand and makes it particularly interesting.

A watch by DUKE first catches the eye with its strong, instantly recognizable character, then captures the imagination with its outer details and inner workings. Its singular design expresses a sleek, resolutely contemporary style.

Each meticulously crafted component, with traditional hand finishing, follows through on the passion that drives DUKE and ultimately animates the personality of each timepiece.

A DUKE transcends its function to awaken the senses and evoke emotions as only a true, deep love of watchmaking could.

CHARACTERISTICS THAT DEFINE US:

INSTANTLY RECOGNIZABLE CHARACTER

OCTAGONAL SHAPE

Distinctive design, with straight geometrical lines, sharp angles and hardly any curves.

TRANSPARENT BUT EYE-CATCHING

CLARITY TOURBILLON

Intriguing floating illusion of the tourbillon, still maintained with invisible sapphire bridges.

BEAUTY OF THE INVISIBLE

INVISIBLE ROTOR

Automatic movement with an invisible sapphire oscillating weight (winding mass), hold in place with the fix central DUKE screw.

CREATIVE TIME DISPLAY

REVERSITY

Retrograde complications are technical innovations that show the time on a different way: the hand does not make a complete turn of the dial, but instead - after covering its entire measurement segment - returns to its starting point and begins running again.

TRADITIONAL SAVOIR-FAIRE

ARTISANAL EXCELLENCE

All components of the movement, the dial including the hands and the case, are entirely hand decorated.

INNOVATION WITHOUT COMPROMISE

ULTIMATE R&D

Use of sapphire for the Invisible Rotor and the Clarity Tourbillon bridges. Creation of a unique Carbon Fiber infused with Titanium or 18k Gold.







100°

THE TOURBILLON

From the start, the goal was to design a watch with a strong, distinctive design. The brand standing for excellence and exclusiveness, a tourbillon needed to be the heart of each movement for its complexity. Nevertheless a new design needed to be brought to traditional tourbillons.

A contemporary vision of the tourbillon with the illusion of floating inside the case. No tourbillon bridges should be seen, they needed to be totally transparent.

Furthermore, the space for the tourbillon inside the movement was imagined with a 100° opening - to attract even more the attention of the watch heartbeat. The technical solution for this distinctive design was ultra polished sapphire bridges.

AS A RESULT WE HAVE CREATED THE CLARITY TOURBILLON.

A 3Hz Tourbillon, 21 600 vibrations per hour, rotating once every minute.



TRANSPARENCY

THE INVISIBLE ROTOR

The Invisible Rotor - which we developed and patented - enabled us to push the concept to the next level; a detail that enables the tourbillon to be fully revealed where a conventional rotor (winding mass) would have obstructed the transparency.

Furthermore, the Invisible Rotor allows to entirely showcase the beauty of the back of the movement and let appear the incredible hand finishing without any visual obstruction.

COMPLICATIONS

REVERSITY

Reversity Complications are the natural continuity of DUKE's identity.

Never stopping the R&D, DUKE imagined and created reversity display complications (retrograde). The idea behind was to push the transparency of the tourbillon to the limit. No hands should pass in front of the Clarity Tourbillon.





DUKE

THE MANUFACTURE

Welcome to Manufacture Grand-Ducale, the heart of DUKE's craftsmanship. Dive into our world of precision machining, meticulous hand-finishing, and dedication to unparalleled quality.



CRAFTSMANSHIP

THE MANUFACTURE

Manufacture Grand-Ducale is DUKE's in-house manufacture and the first and only to be established in the Grand Duchy of Luxembourg.

Each facet of each activity is studied and absorbed with the aim of manufacturing in-house, mastering each aspect and showcasing the proud work of dedicated craftsmen.

MGD is a close-knit team on a human scale, each member an accomplished expert in their field: high-precision machining; high-precision turning; watchmaking decorations; watchmaking…

Transparency towards its customers is a value the brand holds dear, not least because behind each watch there is a story woven of passion, determination and the pursuit of excellence.

MGD

In this quest for excellence, DUKE assiduously developed it's own label MGD (Manufacture Grand-Ducale).

This label ensuring the in-house Luxembourg authenticity of the timepieces and the quality of chronometry and craftsmanship.

It is also registered in Switzerland.

PERFECTING

MASTERY

Exceptional craftsmen and craftswomen in constant pursuit of perfection, who together create these exclusive artworks that show the time.

Incredible passionate high-precision machinist and turner, with amazing skills to turn raw material into usable mechanical micro-components.

High-precision machinist we also name Sculptor, as they use a cnc machines instead of the artist's brush, to create the artwork made of Titanium or Gold.





MASTERING

PERFECTION

Immensely talented watchmaking polishers, who overcome the challenge of polishing and brushing the contrasting straight and flat case surfaces with hardly any curves - made of Titanium Grade 5 or Carbon Fiber - without changing the geometry.

SKILLFUL

HAND FINISHING

Limitless watchmaking decorators, who illuminate the beauty of the mechanics by taking care of the hand finishing on all the components true different techniques:

- hand beveling / chamfering (anglage main)
- micro-components polishing
- straight graining and circular graining
- microblasting
- mirror polishing (black polished)

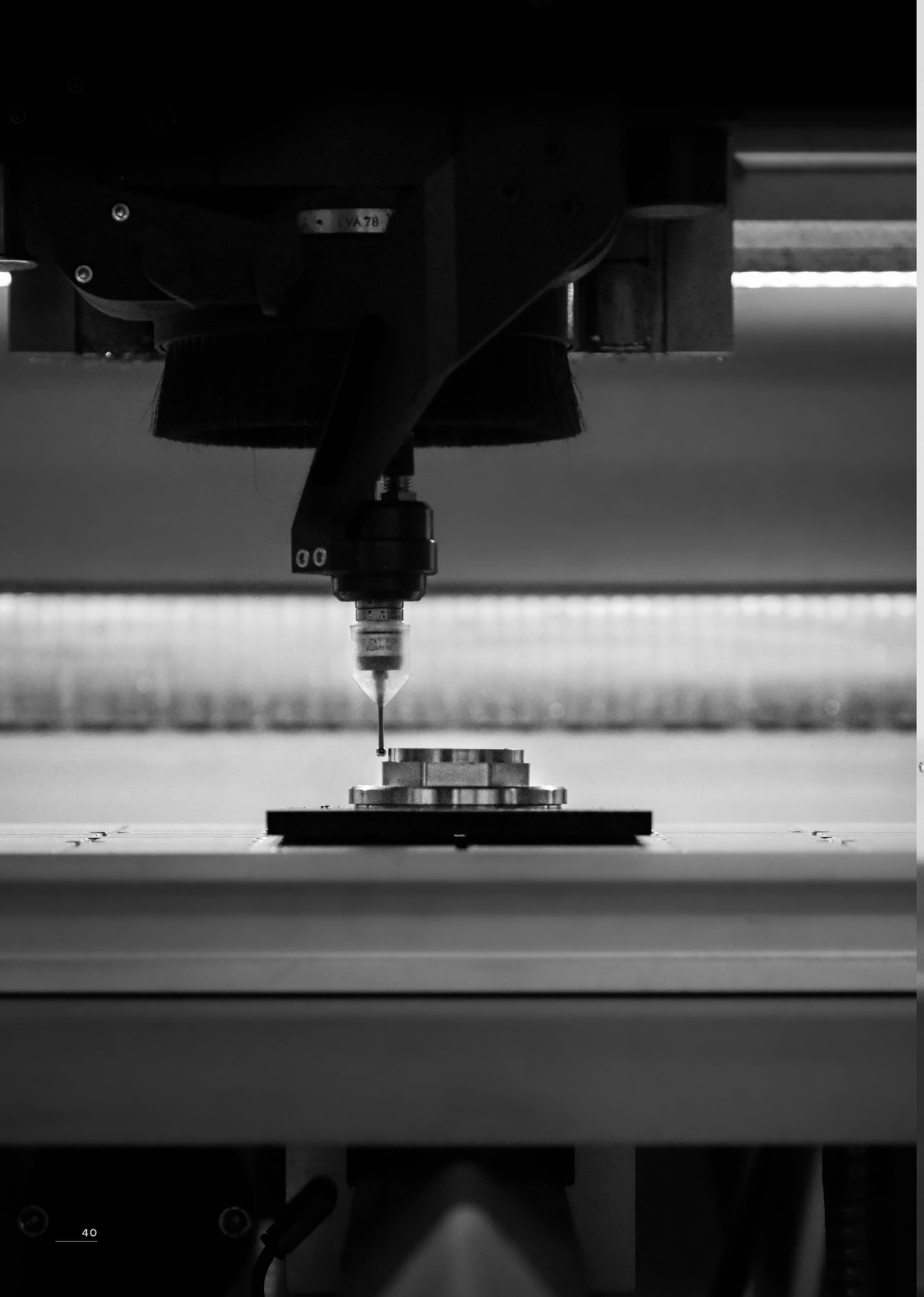




MASTERING

MASTER WATCHMAKERS

Meticulousness master watchmakers, who assemble each component to create the artwork. With the highest precision and attention to detail, they adjust and control the mechanical movement to achieve an excellent accuracy.



THE HISTORY

Dive into the history of DUKE Haute Horlogerie. Learn about our founder's journey. Explore our heritage, rooted in tradition and fueled by a relentless pursuit of excellence.

FOUNDATIONS

BORN OUT OF PASSION

An emerging presence in the watchmaking landscape, DUKE is above all a brand created by a passionate enthusiast steeped in watchmaking culture, Alessio Muller.

His intent: to bring a brick to the edifice of horology with a new proposition in the world of independent watchmaking.



BEGINNINGS

A DISTINCTIVE BRAND

Luxembourg native and upgrown, Alessio Muller naturally created the first watch brand, but also watchmaking manufacture, in the Grand Duchy.

The birth of DUKE and MANUFACTURE GRANDDUCALE.

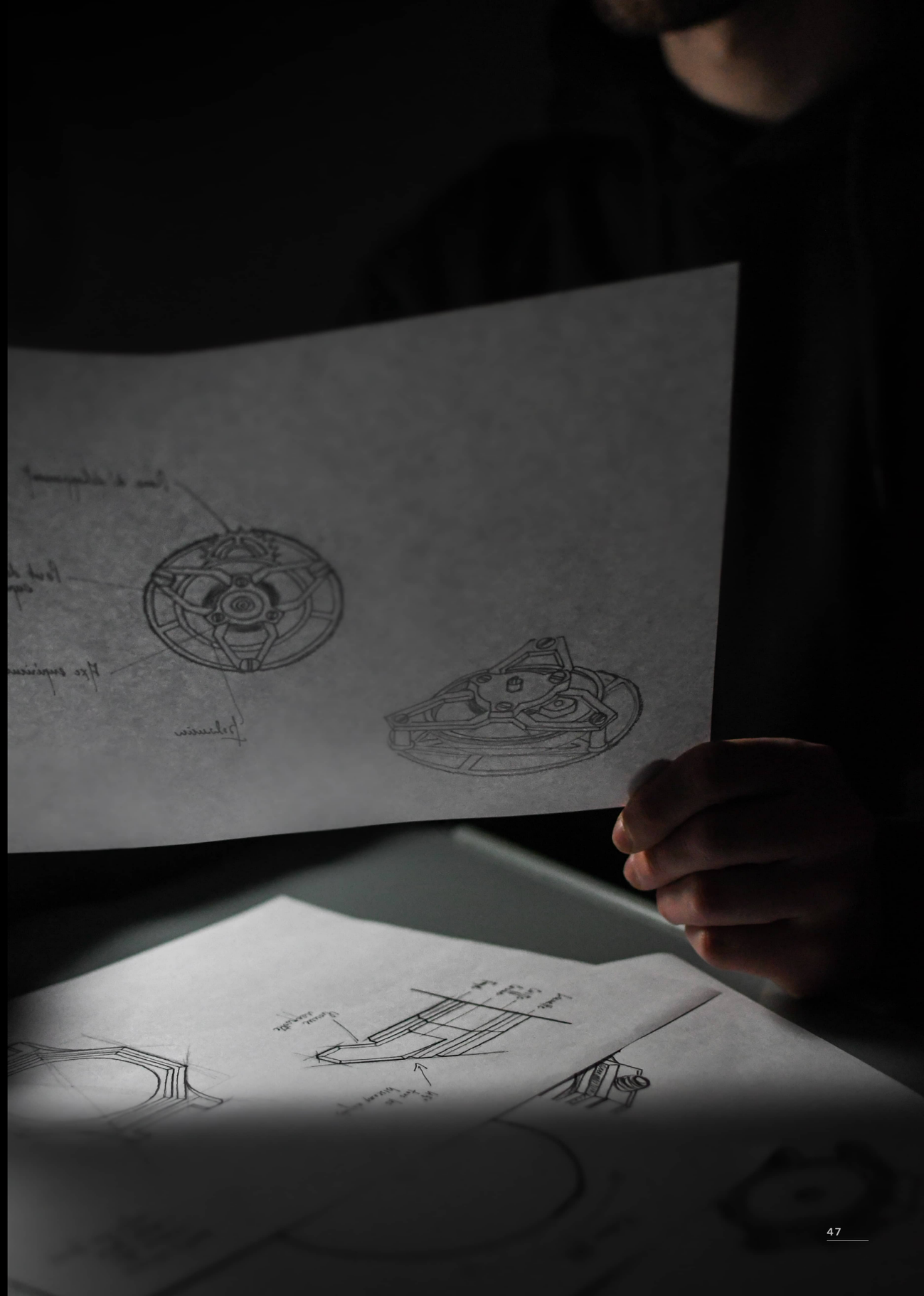


ARTISANAL APPRENTICESHIP

MENTORING

The brand was created in 2023, but its foundations were laid much earlier, in 2016, when, still immersed in the world of Haute Couture but increasingly fascinated with Haute Horlogerie, Alessio Muller crossed paths with independent craftsmen who fanned the flames of his budding passion for horology and promoting artisanal excellence.

An entrepreneur at heart, he learned about watches and watchmaking in the field, from the ground up - in particular from Vianney Halter, the famous independent watchmaker based in Sainte-Croix in the Swiss Jura. It was Vianney who initiated and guided him through each stage of the creation of the first watches.





CONSTANTLY IMPROVING

Having a Haute Couture background, the excellent service and personal meetings are a day-to-day routine to him and needed to be part of the DUKE experience.

He makes the Design and R&D (research and development) of the DUKE timepieces from sketch to production, together with his dedicated team.

Constantly been inspired for creating and developing, he still in addition manages and controls the entire manufacturing process to guarantee an ultimate quality.

He finally delivers each timepiece personally to its owner.

LET'S STAY IN TOUCH

WE ARE AT YOUR DISPOSAL

Please feel free to contact us for any purposes. If you require information about specific watches, or if you want to learn more about the brand and eventually meet personnally to discover even more about DUKE's universe, our team is at your entire disposal.

COMPANY

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