





## PRESIDENT'S LETTER



After a challenging past year, we look forward to an exciting 2021 as we celebrate 90 years of continuous, independent Swiss Made watch manufacturing.

As a small family business, we are incredibly proud to have reached this milestone. Since our foundation in 1931, we have focused on

creating affordable yet luxurious timepieces. On this special occasion we draw inspiration from our past with the reintroduction of the Delbana Recordmaster.

First realized in the 1950s, the Recordmaster has been redesigned in two automatic variations to be released in spring 2021 with new features and proportions fit for modern women and men. Limited to only 90 pieces per edition, we are delighted about the positive reception we have already received from our loyal collectors and retailers.

Enthusiasts of the brand and our heritage have continuously motivated us to introduce new models and expand our mechanical collection. We are uniquely grateful for your support which has enabled us to reach this special moment in our history and it is my pleasure to present you with the highlights of our 2021 collection.

Fred Leibundgut  
CEO DELBANA

## DELBANA HISTORY

Founded by Goliardo Della Balda in Grenchen, Switzerland, who was determined to manufacture affordable yet high quality and innovative Swiss Made timepieces as they were growing in demand not just for professional applications but for their style and practicality in daily life.

**1931**

**The foundation**

A focus on sportier timepieces that were durable as well as fashionable. As chronographs became increasingly popular, the brand introduced a series of Bicompa models based on the Le Landeron movements capable of tracking precise increments for active lifestyles.

**1940s**

**Precision in all endeavors**



Ladies' wristwatches grew in popularity and the brand experimented with more elaborate materials that were equally affordable and well-constructed. Coordinating pairs for men and women were also popular in new waterproof varieties as well as dressier models.

**1960s**

**Durable timepieces**



The 80s welcomed the first Delbana "Classic" a model that would evolve throughout the next decades. Gold and chrome plated watches set a trend during this flamboyant period without compromising affordability.

**1980s**

**Flamboyant quality**



Reinvented styles which embrace the heritage of the past and demand for vintage inspired timepieces. Classic revival pieces such as the "Retro" and "Fiorentino" recall Delbana's earlier models in contemporary proportions.

**2010s**

**Revival of a classic**



**1950s**

**Time in motion**

Business thrived with watches available at numerous global retail locations. Innovations such as rotor-winding movements enabled the introduction of many innovative models including the Voltige and Recordmaster collections that were at the forefront of technology & design.



**1970s**

**Diving deeper**

Particular attention was paid to endurance timepieces that could withstand extreme depths. The introduction of quartz movements in the 70s led to the production of a new line of sports and dress watches and for a short time even digital watches.



**1990s**

**Stainless steel**

The 90s saw the launch of the Delbana San Marino, the brand's first stainless-steel watch collection. This would set a standard moving forward and all contemporary models have a foundation of solid stainless steel.

**2000s**

**Visible movement**

More new mechanical open balance watches for men were introduced as well as elaborate ladies' watches showcasing quality and creativity. In the latter part of the decade, the demand for bigger, bolder wristwatches marked the arrival of oversized sports watches.



**2021**

**90 years of affordable quality**

Delbana celebrates 90 years with the release of a new Recordmaster. A reintroduced 3-hand design derived from the 1950s original, this mechanically powered modern classic epitomizes the brand's commitment to affordable quality.





## WATCHMAKING HERITAGE & EXPERTISE

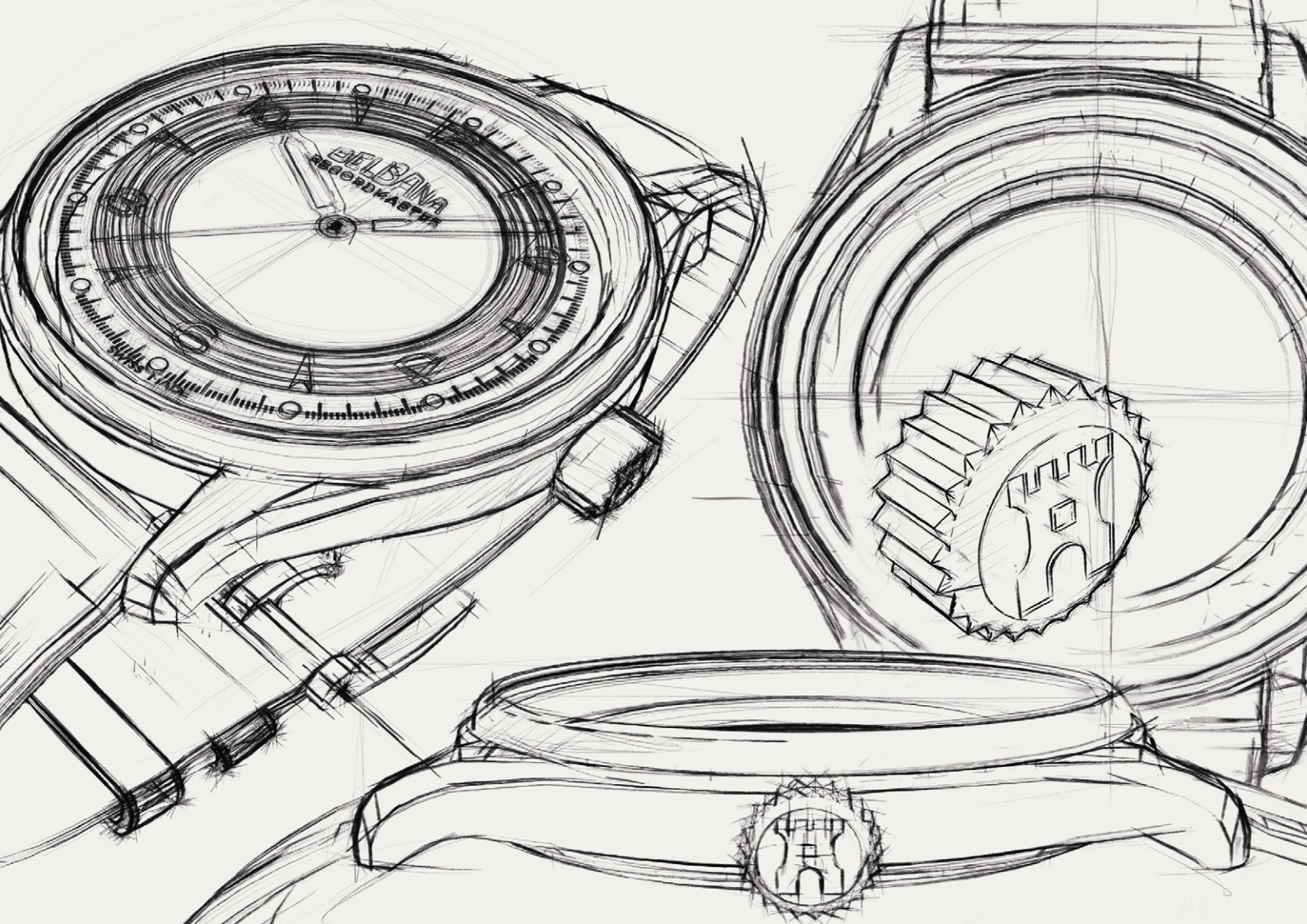
When our founder Goliardo Della Balda arrived in Switzerland in the 1920s, timepieces were reserved for specialists and the wealthy. As a young entrepreneur, he was determined to change that and set out to educate himself in horology. In 1931 he established Delbana to produce quality Swiss Made timepieces that were fashionable and affordable. In the spirit of our founder we are committed to creating quality timepieces as tools and fashion accessories for all lifestyles and we are passionate about building upon this meaningful foundation.

Since the beginning no detail is spared when designing and hand assembling each Delbana timepiece. We ensure affordability does not restrict creativity or quality. Exceptional

craftsmanship and value are indisputable when examining any Delbana timepiece. Every model in the collection has a foundation of solid stainless steel and has its own unique character, unified by superior quality for modest prices. Focus on design, functionality and accessibility serves as unwavering motivation for today's collection. Our commitment to creating watches for all individuals who value precision, quality and classic style proliferates Della Balda's legacy and we are proud to continue to deliver Swiss Made timepieces to be enjoyed around the world.







## THE RECORDMASTER COLLECTION

Launched in celebration of our 90-year anniversary, the Recordmaster is inspired by our history and carries the name of an enduring 1950s Delbana classic.

The new limited edition Recordmaster series embodies Delbana's heritage and DNA of superb quality and unique style at an affordable price. When the Recordmaster was originally released, advancements in vinyl records had a profound impact on the music industry and society. This method of recording and transmitting sound has been replaced by continuously evolving audio formats but remains a nostalgic and cherished part of history. Likewise, the fifties and sixties represent a prime moment in Delbana's history. Distribution was thriving globally, and some of the brand's most innovative models were introduced. The renewed collection represents our heritage and future as it sets a new standard for Delbana's affordable automatic timepieces of exceptional quality.







The vintage Delbana Recordmaster logo and domed sapphire crystal recall the classic inspiration.

The addition of the date at 3 o'clock adds a further design element and convenience. The mechanical movement which recalls Delbana's early pieces is visible through a transparent case back to allow the user to experience the unmistakable quality of an automatic Swiss Made timepiece.

## Recordmaster I

True to the original, the design of the new Recordmaster I is characterized by a series of stepped black microgrooves which mimic the texture of a vinyl record. It is further appointed with applied arrowhead indexes and Arabic numerals. The perimeter of the dial is detailed with a minute track containing oversized circular luminous hour markers while the center of the dial is detailed with a delicate silver guilloché pattern.



### RECORDMASTER I

Automatic movement  
Stainless steel  
Case size 40mm / 115mm  
Water-resistant to 50m / 165ft  
Limited edition to 90 pieces  
41601.722.6.064





At 40 mm in diameter, the new models are slightly larger than those of the past while practical and comfortable for daily wear for women and men.

The polished stainless steel surfaces of the case and clasp give it a modern yet classic appearance. The ridged crown is engraved with the Delbana Tower and solidifies the well-proportioned design.

## Recordmaster II

The Recordmaster II is also based upon the classic 1950s original, while the retro Arabic numerals are enhanced with striking C5 luminous set against a solid black background. A more subtle minute track composed of linear and numerical indexes completes the refined dial.



### RECORDMASTER II

Automatic movement  
Stainless steel  
Case size 40mm / 11.5mm  
Water-resistant to 50m / 165ft  
Limited edition to 90 pieces  
41602.7226.032

Collection Highlights





**RETRO**  
Quartz movement  
Stainless steel  
Case size 42mm / 12.3mm  
Water-resistant to 30m / 100ft  
42601646.6.064

## Retro Collection



**RETRO**  
Quartz movement  
Stainless steel  
Case size 42mm / 10.8mm  
Water-resistant to 30m / 100ft  
41601622.6.034



**RETRO CHRONOGRAPH**  
Quartz movement  
Stainless steel  
Case size 42mm / 12.3mm  
Water-resistant to 30m / 100ft  
42601672.6.064



**RETRO MOONPHASE**  
Quartz movement  
Stainless steel  
Case size 42mm / 12.3mm  
Water-resistant to 30m / 100ft  
41601646.6.044





**FIorentINO**  
 Quartz movement  
 Two-tone rose gold IPG  
 Case size 42mm / 9.5mm  
 Water-resistant to 50m / 165ft  
 53601.682.6.042

## Fiorentino Collection



**FIorentINO**  
 Quartz movement  
 Stainless steel  
 Case size 42mm / 9.5mm  
 Water-resistant to 50m / 165ft  
 41701.682.6.062



**FIorentINO**  
 Quartz movement  
 Stainless steel  
 Case size 42mm / 9.5mm  
 Water-resistant to 50m / 165ft  
 41601.682.6.042



**FIorentINO**  
 Quartz movement  
 Two-tone rose gold IPG  
 Case size 42mm / 9.5mm  
 Water-resistant to 50m / 165ft  
 53601.682.6.102





**LOCARNO**  
 Quartz movement  
 Stainless steel  
 Case size 41.5mm / 11.6mm  
 Water-resistant to 50m / 165ft  
 41601714.6.032

## Locarno Collection



**LOCARNO**  
 Quartz movement  
 Two-tone rose gold IPG  
 Case size 41.5mm / 11.6mm  
 Water-resistant to 50m / 165ft  
 53601714.6.032



**LOCARNO**  
 Quartz movement  
 Stainless steel  
 Case size 41.5mm / 11.6mm  
 Water-resistant to 50m / 165ft  
 41601714.6.042



**LOCARNO**  
 Quartz movement  
 Two-tone rose gold IPG  
 Case size 41.5mm / 11.6mm  
 Water-resistant to 50m / 165ft  
 53601714.6.142

## COMPENDIUM

Delbana's unwavering commitment to affordable luxury, superb craftsmanship and timeless style has been enjoyed by generations. Today's collection includes quality classic and fashionable watches for women and men. In the past, Delbana has supported exceptional achievers and athletes and we are committed to motivating future champions in all endeavors who "make every moment count".

Scan to discover the full Delbana collection.



  
**DELBANA**  
— SWISS MADE —





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