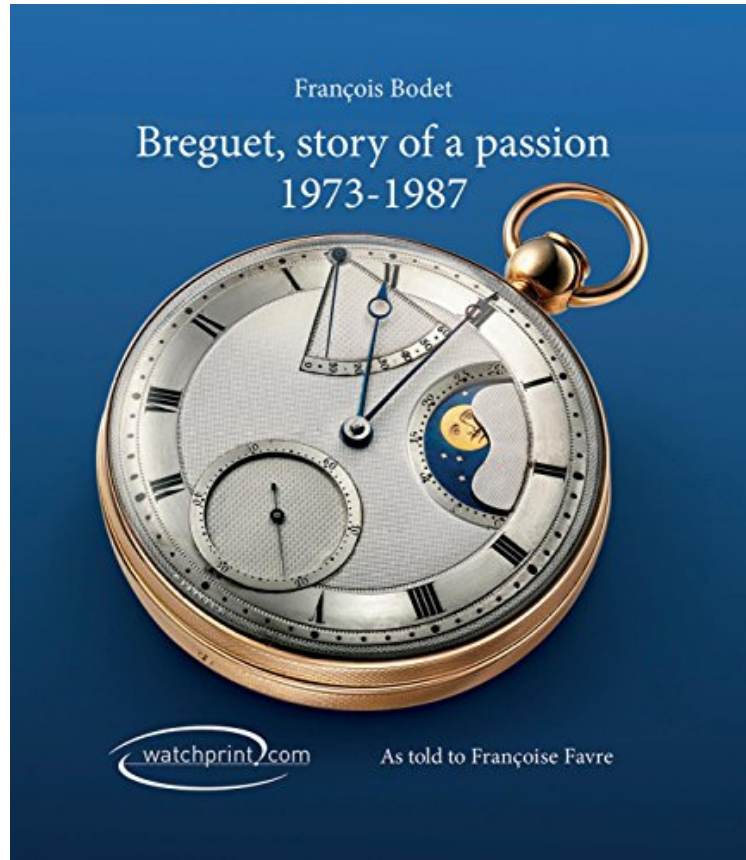


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Breguet, Story of a Passion: 1973-1987

Somogy

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Somogy : Breguet, Story of a Passion: 1973-1987 before purchasing it in order to gage whether or not it would be worth my time, and all praised Breguet, Story of a Passion: 1973-1987:

1 of 3 people found the following review helpful. My fundamental issue with this book is that the author ...By CustomerMy fundamental issue with this book is that the author seems a bit arrogant. In my opinion, Breguet suffered a lot between 73-87. It wasn't until Swatch took over under Hayek that the brand had any real spark of life. In many ways, the brand is still recovering from mistakes made during the era covered by this book.

Written as a type of intimate journal combining childhood memories with those of a young apprentice and all the experiences gained and born of encounters, firstly with the great names in jewelry and subsequently in watchmaking, this book is above all a testimony to the birth of a passion placed at the service of the brand. François Bodet makes plain, through his own story, the profound significance of time in the evolution of knowledge. This is all the more worth highlighting today, when our society is confronted with the constraints of standardization, computerization and dehumanization which result in the "quickly done" taking precedence over the "well done". It is appropriate to remember that success may only be achieved by following the various stages of a process that must allow time to take

its course. As well as devoting his life to the rebirth of historical pocket watches while safeguarding their essence, François Bodet succeeded in promoting Breguet internationally, while preserving the emotional substance of objects that have come to life through a process showing respect for the various phases of time. These pages are filled with a sense of humility, since knowledge - as the author aptly expresses it - is passed on by individuals serving as intermediaries in fostering the growth of talent. All his masters are named and due tribute is paid to them, since it is so clearly true that "the nostalgic sound of the soul" in each of these watches.