

Maison Horlogère, RESERVOIR watch presents its first collaboration with the French Workshop ATELIER M.MARCEAU

Revealing a collection high-end watch bracelet made of rooster feathers, handmade in Paris.

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[RESERVOIR](#) continues to enrich the [watchmaking](#) vocabulary with a high-end watch bracelet made of rooster feathers. Braided in the Parisian workshops [ATELIER M.MARCEAU](#) by the "plumassier" Maxime Leroy, the new watch accessory is available in a full-fledged chromatic quintet.

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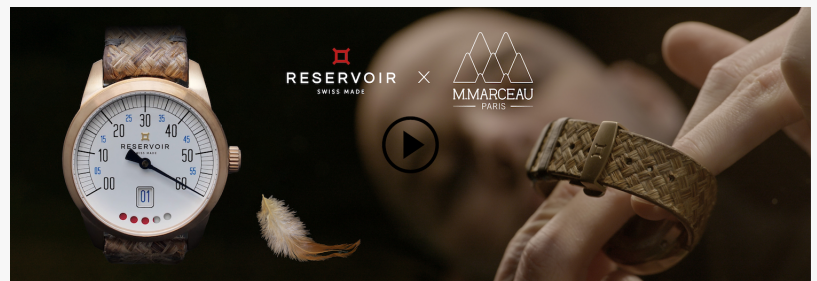
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François Moreau

François Moreau, CEO & President was passionate about cars and vintage measuring instruments, to the point of creating in their honor a watchmaking house. Merging French creativity and Swiss Made, RESERVOIR watches compete in innovation. The unique design invites a radical reading of time when retrograde minutes and jumping hours are the accomplices of the passing hour and looming.

Maxime Leroy, is a virtuoso Plumassier who diverts the feather from his traditional register - Chanel, Givenchy, and Jean-Paul Gaultier are regular customers. With him open up new fields of expression, from motorcycle helmets to fashionable sneakers.

The meeting between these two creatives gives birth to an unprecedented watchmaking chapter with a tailor-made watch strap, in woven rooster feathers on leather. Selected for their correct width, matched according to their nuances, then glued to block the beards, the feathers of the collar, or collars, are then braided diagonally, offering superb plays of light and shine.



RESERVOIR X M. MARCEAU

"During the seven years that I taught, I talked a lot with the watchmaking teacher. We made clock faces decorated with the bestiary with my students. For this adventure with RESERVOIR, the technique developed is like a partition. My fingers are raised, my tool slides, and I become a musician dialoguing with the material. This know-how allows the feather to be discreet. We read it, but it is forgotten," observes Maxim e Leroy from ATELIERS M.MARCEAU.

The feather bracelets are braided and assembled by a feather craftsman in a workshop in Paris, France. A feather craftsman or Plumassier prepares bird feathers for ornamental use or who produces feather works. The preparation of feather bracelets takes place in several stages, the whole operation taking ten hours. The "Plumassier" selects the feathers according to their qualities, namely the width and the color. The technique continues with the gluing and drying of the feathers chosen, thus ensuring their hold during the work. The craftsman calibrates them and initiates a ligature or braiding according to precise know-how, then cuts the braided element according to the bracelet's template. The braided and measured element is then assembled on pre-cut leather, then undergoes a pampering finish. A slice wax is then applied. Finally, the double-folding buckles, clasp, and pumps are then fitted according to the models. A manual and visual inspection is then applied, thus ensuring a high quality of the work.



Reservoir Tiefenmesser with Plume Bracelet



Reservoir takes its inspiration from vintage gauges

ATELIER M.MARCEAU continues to honor the feather craftsmanship in the tremendous respect of CITES regulations (Washington Convention). The feathers used to come exclusively from farmed birds, especially roosters, and it is essential to note that no bird is bred for its feathers. Conscious and concerned about the environment, ATELIER M.MARCEAU succeeds in working with molting feathers through close collaborations with passionate breeders. The calfskin comes from French tanneries.

About ATELIER M.MARCEAU

Artisan d'Art Plumassier

Maxime Leroy is an independent feather craftsman or "Plumassier". With ten years of experience in the feather world, he founded ATELIER M.MARCEAU and continues his freelance designer journey. He has signed numerous collaborations in fashion, art, photography, movie, and design. He stands out for his style, his requirement, and his inventiveness. Maxime got his start by executing highly technical creations for the fashion houses Chanel, Givenchy, Jean-Paul Gaultier, and Louis Vuitton. It has gained international recognition. Olivier Dupon Encore's book! The new Artisans (Thames & Hudson. 2015) hail him as one of his generation's most innovative artisans. Maxime's creations cover an ever-wider spectrum, from clothing to decorative arts. His knowledge of the feather is such that no support scares him and that he likes to exploit its plastic potentials to sublimate it better. "I created M.Marceau to educate a new generation about this endangered art while developing a very personal approach to this profession, with graphic and contemporary creations.

To know more: <http://www.m-marceau.com/>

About RESERVOIR watch

French watchmaking house with Swiss Made collections.

Taking its inspiration from vintage measuring instruments, RESERVOIR watches reflect the functionality and aesthetic appeal of counters, manometers, gauges from three universes: automobile races, military aviation, and diving/ submarines. RESERVOIR timepieces are innovative thanks to a radical time display by combining three horological complications. The retrograde minute at 240° recalls the R.P.M. counters; the jumping hour recalls mileage meters, and the power reserve display echoes the fuel gauges. The assortment is built around seven collections and 29 models, all equipped with a bespoke and patented module of 124 components associated with an ET A-2824 movement. All models are assembled in Switzerland by a renowned watchmaker and distributed in 24 countries - including the United States, Japan, France, China, and the United-Kingdom - and online, and through a prestigious network of 70 up-scale department stores and specialist dealers, the core range is set at a content price of €3,850. Presented annually at Baselworld, the new models received outstanding reviews from the world watch media and were already nominated twice for the GPHG (Geneva Grand Prix of Watchmaking) in 2018, 2019, and 2020.

Find out more : <https://www.reservoir-watch.com/en/>

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