



Alpina

1883 GENEVE



COLLECTION 2023

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Alpiners 4 Model



Watch Diameter



Heritage Model



Extra Strap Included



Limited Edition



Diamonds

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ABOUT
ALPINA

THE ORIGINAL **SPORTS WATCH SINCE 1883**

Founded in 1883 by Gottlieb Hauser, Alpina is a Swiss watchmaking house based in Geneva belonging to the Frederique Constant Group, itself part of the Citizen Group. Alpina, which is celebrating its 140th anniversary in 2023, is characterised by a spirit of adventure and innovation, and has emerged as a pioneer in the world of sport. In 1938, Alpina invented the concept of the sports watch with its Alpina 4: impact-resistant, non-magnetic, water-resistant, and made of stainless steel, it brought together the four key components of the genre.

Since its origins, Alpina's mission has been to design luxury sports watches delivering exceptional accuracy and reliability in extreme environments. Today, this commitment is upheld in three different realms: the air (the Startimer collection), the sea (the Seastrong collection) and the Earth, with the Alpiner collection. These sports timepieces stand out for their value, refined finishings, and careful pricing. This year, the Maison will be offering thrill-seekers everywhere new variations of its Extreme collection, ready to face the most challenging conditions.

Alpina has built up robust partnerships reflecting its enduring commitment to the mountain environment, as well as a team of athletes and other friends of the brand. They are united by a common ambition: scaling new heights in the most challenging conditions.



**OUR WORK IS DEEPLY INSPIRED
BY THE LEGACY OF OUR 
VISIONARY FOUNDER, GOTTLIEB
HAUSER. 
OUR MISSION IS NOW AND
 **HAS ALWAYS BEEN
TO MANUFACTURE EXTREMELY
 **RELIABLE PROFESSIONAL
SPORTS WATCHES, RESPECTING
AND IMPLEMENTING 
THE “ALPINIST PRINCIPLE” IN
THE  **DESIGNING AND
MANUFACTURING PROCESS,
ALONG TECHNICAL INNOVATION.********

THE MISSION **THE LEGACY OF A VISIONARY**

We are committed to producing extremely robust sport watches that perform to the highest precision and with the greatest reliability in the most demanding situations. Alpina manufactures watches specifically engineered and built to withstand extreme natural environments, especially at high altitudes and great depths. Their functions, materials and usability are purposely designed to ensure that you accomplish your climbing, flying, diving or sailing missions. Innovation, when combined with purpose, becomes progress. At Alpina, our innovations are exclusively devoted to serve the functional and design needs of those individuals challenging the hardest places on Earth. Such as the Alpine summits.

Our customers benefit from continuous technical advances that match the ever-increasing demands of modern sport challenges. Our manufacture combines both workshops and a hi-tech lab, and Alpina continuously invests in state-of-the-art machinery. Our watchmakers use modern and high-precision tools available in the world today, and every watch undergoes strict quality control tests and inspection before leaving our factory.

THE MANUFACTURE **WATCHMAKING & HIGH-TECH LAB**

In 2006, Alpina moved to a purpose built, high-tech manufacturing plant in Plan-les-Ouates, Geneva.

Covering 6'200 square meters, this building is now a second home to the dedicated craftsmen and women who produce and assemble our movements and watches. It is also the base from which all the other manual and automated processes are performed.

The history of watchmaking in Switzerland can be traced back hundreds of years, to when dairy farmers used their downtime in the winter months to assemble precision watches. While the legacy of these initial horological pioneers continues, progress has opened many new technological opportunities. Nowadays, computers, laser-guided machines, nano technology and state-of-the-art microscopes are all part of the armoury of the truly modern watchmaker. Continuous investments in hi-tech equipment and the development of new and innovative processes are at the core of Alpina's avant-garde professional sports watches manufacturing operations.

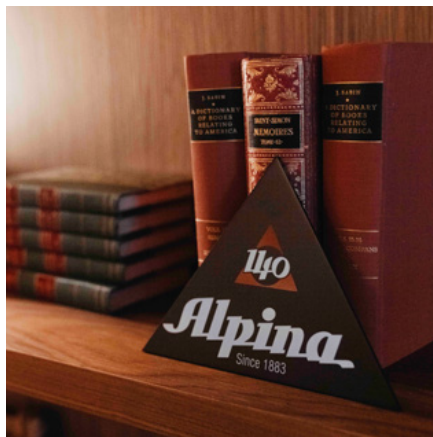
At Alpina, we fully embrace the progress made to date. We are determined to assure continued improvement in the performance, functionality and quality of our watches.





Alpina

Since 1883



THE BRAND **140TH** **ANNIVERSARY**

In 2023, Alpiña marks its 140th anniversary, kicking off a series of celebrations with a first appearance at the Watches and Wonders watchmaking show in Geneva. To commemorate this anniversary event, Alpiña is adding four new models for thrill-seekers to its Alpiña Extreme range. There are two new versions of the atypical Automatic Regulator, each in a limited edition of 888 watches. Alpiña is probably one of the last firms to still be making the rare complication showcased in this piece. For a more traditional reading of the time, there are also two new versions of the Automatic with three central hands.

As well as honouring the Alpiña Extreme line, 2023 will be putting the Brand's heritage in the spotlight with a new dedicated collection alongside additional mechanical movements, true to Alpiña's origins.

"If you don't know where you've come from, you don't know where you're going" is a saying that applies to most art forms – and all the more so in watchmaking, where progress has involved a process of accretion over a period of 250 years that continues to inform the watches we wear today.

In its 140th anniversary year, Alpiña has thus sought to provide a reminder of the contribution made by its Calibre 490 movement to contemporary watchmaking. It represents something of a crossroads: a shape and top-level finishing typical of the refined elegance befitting distinguished watches, intersecting with a number of innovations bearing witness to Alpiña's concomitant desire to launch into the world of sturdy and robust watches designed by the firm today. In sum, it's a rare and valuable calibre, unveiled at a key moment in Alpiña's history.

THE TIMELINE

KEY DATES

1883

Gottlieb Hauser founds the Alpina Union Horlogère S.A. (UH)

1913

The German Navy (K.M.) purchases alpina Chronometers.

1926

Alpina establishes an international watch guarantee.

The guarantee was first introduced for Switzerland in 1908 and in 1926 became valid throughout the world.

1933

Alpina presents its first sports watch, the 'Block Uhr'.

1938

Alpina introduces the legendary 'Alpina 4'. The number '4' alluded to the four essential qualities of a sports watch: 1/ Antimagnetic, 2/ Water-resistant, 3/ Shock-resistant 4/ A stainless steel highly robust case.

1959

Alpina introduces the 'Alpina 4' Chronograph. The dial featured a telemeter and a units-meter, making it ideal for sports and industrial applications.

2013

Alpina celebrates its 130th anniversary in sports watch manufacturing with the Alpina 130.

2014

Alpina introduces its legendary Alpiner4 respecting the same technical specifications as in 1938, featuring the 4 sports properties: 1/ Antimagnetic, 2/ Shock-resistant, 3/ Water-resistant, and 4/ Stainless steel highly robust case.

2015

Alpina introduces the first Swiss Made Smartwatch. The Brand also releases the AL-760 - an in-house Manufacture Automatic Flyback Chronograph Caliber with patented "direct flyback" technology.

2016

Almost half a century after its first appearance, the 1960s Alpina 'Seastrong 10' Super Compressor diving watch finds its way back into the Alpina collection as the 'Diver Heritage'. More than a replica, a modern interpretation of a Swiss watchmaking classic.

2017

Since 1921, Alpina is well established as a supplier of professional pilot watches. In 2017, the Brand pays homage to its aviation history and presents a series of new Startimer Pilot Automatic

timepieces for professionals and aeronautics aficionados alike.

2018

80 years after the first Alpiner 4, the Brand proudly introduces the AlpinerX. Tailored to please outdoor lovers, this connected watch offers a wide range of features placed in three different pillars; environment, body, time and notification. The AlpinerX marks a new milestone in the Brand's history and symbolises its innovative spirit perfectly.

2019

Following its overwhelming success in 2018, Alpina brings four new AlpinerX models in 2019. On top of that, Alpina is doubling the surface of its manufacture with the opening of a new building, preparing for future growth.

2020

2020 marks a new stepping stone for the Brand as it presents a new addition to its successful AlpinerX range; the AlpinerX Alive. This time aimed to please urban sports aficionados, the watch offers heart rate monitoring provided by Philips Wearable Sensing, an integrated GPS and a new high-resolution digital screen amongst many other well-being focused features.

2021

Alpina focuses on sustainable projects aiming to draw the attention of its community and the public to environmental issues, and reinforces the use of sustainable materials with the new Seastrong Diver Gyre Automatic Models. Designing the change, living in harmony with its time and with respect for its environment: these are the fundamental values inherent to all actions undertaken by the Brand to preserve the Earth, gathered under its new ecological motto: We Shape the Change.

2022

Alpina gave the Startimer collection a complete overhaul, inspired by its pilot watches from the 1920s. A new case, new bezel, new hands and a new 41mm diameter. The Brand also reintroduces the iconic Alpiner Extreme Automatic and Regulator timepieces into the Alpiner collection.

2023

Alpina celebrates its 140th anniversary. A key year, which is centred around three themes: the return of the Extreme design, the enhancement of the Brand's heritage, and the reinforcement of mechanical movements.



AL-980
Manufacture Tourbillon



AL-950
Manufacture Regulator



AL-760
Manufacture Flyback Chronograph



AL-718
Manufacture Worldtimer



AL-710
Manufacture Date



AL-709
Manufacture Heritage



AL-880
Automatic Regatta Countdown



AL-860
Automatic Bi-Compax
Chronograph



AL-650
Hand-Winding Regulator



AL-550/AL-555
Automatic GMT 24h



AL-750 / AL-725 / AL-727
Hand-Winding Chronograph



AL-535
Automatic Small Seconds
with Date



AL-530
Automatic Small Seconds
with Date



AL-525
Automatic Date



AL-490
Hand-Winding Small Seconds



AL-435
Hand-Winding Small Seconds



THE CALIBERS **IN-HOUSE MANUFACTURED**

Alpina has always been a manufacturer of calibers and complications. Among its remarkable twentieth century calibers, one can find industry references such as the 877, the “engine” of the “Alpina Techno,” and the hand-wound 592, one of the sturdiest watch movements of its generation and the one which changed the sports watch forever.

Since its comeback in 2002, Alpina has launched six in-house developed and engineered calibers into the market. With the introduction of the Tourbillon, Regulator, WorldTimer, Small Date, Flyback Chronograph and Heritage Manufacture calibers, Alpina has once again taken its rightful place among the small and select group of Swiss watch manufacturers that completely develop and produce their own calibers in-house.

Alpina in-house manufacture calibers

Alpina mechanical calibers with in-house modules

Alpina mechanical calibers

Alpina historical calibers

COLLECTION
HERITAGE





ALPINA 140TH ANNIVERSARY
Click to watch

HERITAGE
CARRÉ MECHANICAL

ORIGINAL AL-490 CALIBER FROM 1938 - NON ANTI-SHOCK



NEW

AL-490BA3C10

MANUAL WINDING MECHANICAL MOVEMENT, POLISHED SILVER CASE, OSTRICH LEATHER STRAP, 30M / 100FT WATER-RESISTANT



NEW

AL-490SA3C10

MANUAL WINDING MECHANICAL MOVEMENT, POLISHED SILVER CASE, OSTRICH LEATHER STRAP, 30M / 100FT WATER-RESISTANT



HERITAGE
CARREE AUTOMATIC



NEW

AL-530BA3C6

AUTOMATIC MOVEMENT, STAINLESS STEEL CASE,
 OSTRICH LEATHER STRAP, 30M / 100FT WATER-RESISTANT



NEW

AL-530SAC3C6

AUTOMATIC MOVEMENT, STAINLESS STEEL CASE,
 OSTRICH LEATHER STRAP, 30M / 100FT WATER-RESISTANT



HERITAGE
**STARTIMER PILOT
AUTOMATIC**



AL-525BBG4SH6

AUTOMATIC MOVEMENT, STAINLESS STEEL CASE, HINGED CASE-BACK, GENUINE LEATHER STRAP, 30M / 100FT WATER-RESISTANT



HERITAGE
SEASTRONG DIVER 300



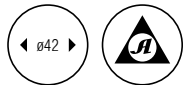
AL-525BRC4H4

AUTOMATIC MOVEMENT, BRONZE PVD COATED STAINLESS STEEL CASE, GENUINE LEATHER STRAP, 300M / 1000FT WATER-RESISTANT



AL-525S4H6

AUTOMATIC MOVEMENT, STAINLESS STEEL CASE, RUBBER STRAP, 300M / 1000FT WATER-RESISTANT





HERITAGE
SEASTRONG DIVER 300



AL-520BY4H6

AUTOMATIC MOVEMENT, BRONZE PVD COATED STAINLESS STEEL CASE, GENUINE LEATHER STRAP, 300M / 1000FT WATER-RESISTANT



AL-520GR4H6

AUTOMATIC MOVEMENT, STAINLESS STEEL CASE, RUBBER STRAP, 300M / 1000FT WATER-RESISTANT



COLLECTION

ALPINER

In 1938, Alpina set the standards of the modern sports watch by unveiling its Alpina 4 timepiece: antimagnetic, antishock, water-resistant and in stainless steel.

True to its DNA, the current Alpiner collection presents strong and sturdy watches that can resist the toughest conditions whilst remaining pure and easy to wear.



ALPINA EXTREME CHRONOGRAPH AUTOMATIC



NEW

AL-730SB4AE6B

AUTOMATIC MOVEMENT, STAINLESS STEEL CASE, BRUSHED STAINLESS STEEL BRACELET, 100M / 330FT WATER-RESISTANT



NEW

AL-730NS4AE6B

AUTOMATIC MOVEMENT, STAINLESS STEEL CASE, BRUSHED STAINLESS STEEL BRACELET, 100M / 330FT WATER-RESISTANT



ALPINE
EXTREME REGULATOR AUTOMATIC



NEW

AL-650NDG4AE6B

AUTOMATIC MOVEMENT, STAINLESS STEEL CASE, BRUSHED STAINLESS STEEL BRACELET, 200M / 600FT WATER-RESISTANT

◀ 41/42.5 ▶

LIMITED
888



NEW

AL-650B4AE6

AUTOMATIC MOVEMENT, STAINLESS STEEL CASE, RUBBER STRAP, 200M / 660FT WATER-RESISTANT

◀ 41/42.5 ▶

LIMITED
888



AL-650DGN4AE6

AUTOMATIC MOVEMENT, STAINLESS STEEL CASE, RUBBER STRAP, 200M / 660FT WATER-RESISTANT

◀ 41/42.5 ▶

LIMITED
888

ALPNER EXTREME AUTOMATIC



NEW

AL-525TB4AE6B

AUTOMATIC MOVEMENT, STAINLESS STEEL CASE, BRUSHED STAINLESS STEEL BRACELET, 200M / 600FT WATER-RESISTANT



NEW

AL-525G4AE6B

AUTOMATIC MOVEMENT, STAINLESS STEEL CASE, BRUSHED STAINLESS STEEL BRACELET, 200M / 600FT WATER-RESISTANT



ALPNER
EXTREME AUTOMATIC



AL-525B4AE6

AUTOMATIC MOVEMENT, STAINLESS STEEL CASE,
RUBBER STRAP, 200M / 600FT WATER-RESISTANT



AL-525GR4AE6

AUTOMATIC MOVEMENT, STAINLESS STEEL CASE,
RUBBER STRAP, 200M / 600FT WATER-RESISTANT



AL-525N4AE6

AUTOMATIC MOVEMENT, STAINLESS STEEL CASE,
RUBBER STRAP, 200M / 600FT WATER-RESISTANT



ALPNER
EXTREME AUTOMATIC
FWT SPECIAL EDITION



NEW

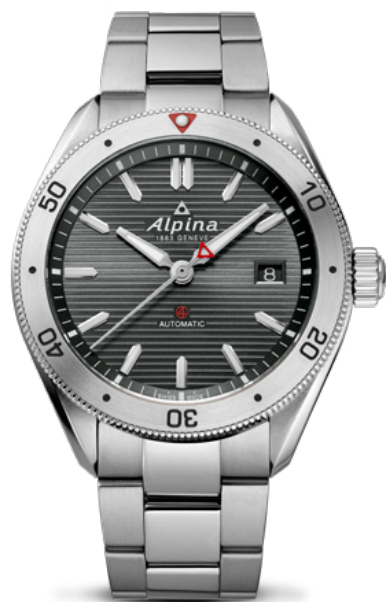
AL-525FWT4AE6

AUTOMATIC MOVEMENT, STAINLESS STEEL CASE,
RUBBER STRAP, 200M / 600FT WATER-RESISTANT



ALPNER
4 AUTOMATIC

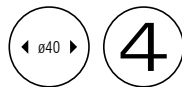
ANTIMAGNETIC - ANTISHOCK - WATER-RESISTANT -
STAINLESS STEEL



NEW

AL-525GS4AQ6B

AUTOMATIC MOVEMENT, STAINLESS STEEL CASE,
STAINLESS STEEL BRACELET, 100M / 330FT WATER-RESISTANT



ALPINA 4 AUTOMATIC

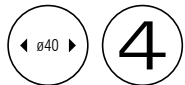
ANTIMAGNETIC - ANTISHOCK - WATER-RESISTANT - STAINLESS STEEL



NEW

AL-525NS4AQ6B

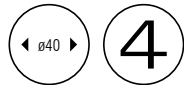
AUTOMATIC MOVEMENT, STAINLESS STEEL CASE,
STAINLESS STEEL BRACELET, 100M / 330FT WATER-RESISTANT



NEW

AL-525N4AQ6

AUTOMATIC MOVEMENT, STAINLESS STEEL CASE,
GENUINE LEATHER STRAP, 100M / 330FT WATER-RESISTANT



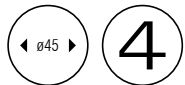
ALPNER 4 AUTOMATIC

ANTIMAGNETIC - ANTISHOCK - WATER-RESISTANT - STAINLESS STEEL



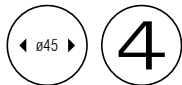
AL-525GR5AQ6B

AUTOMATIC MOVEMENT, STAINLESS STEEL CASE,
STAINLESS STEEL BRACELET, 100M / 330FT WATER-RESISTANT



AL-525G5AQ6

AUTOMATIC MOVEMENT, STAINLESS STEEL CASE,
GENUINE LEATHER STRAP, 100M / 330FT WATER-RESISTANT



AL-525NS5AQ6

AUTOMATIC MOVEMENT, STAINLESS STEEL CASE,
GENUINE LEATHER STRAP, 100M / 330FT WATER-RESISTANT





ALPNER QUARTZ CHRONOGRAPH



AL-373BS4E6B

QUARTZ MOVEMENT, STAINLESS STEEL CASE,
STAINLESS STEEL BRACELET, 100M / 330FT WATER-RESISTANT



AL-373SB4E6B

QUARTZ MOVEMENT, STAINLESS STEEL CASE,
STAINLESS STEEL BRACELET, 100M / 330FT WATER-RESISTANT



ALPINA QUARTZ GMT



AL-247GB4E6B

QUARTZ MOVEMENT, STAINLESS STEEL CASE,
STAINLESS STEEL BRACELET, 100M / 330FT WATER-RESISTANT



AL-247NB4E6

QUARTZ MOVEMENT, STAINLESS STEEL CASE,
GENUINE LEATHER STRAP, 100M / 330FT WATER-RESISTANT



ALPINA COMTESSE SPORT QUARTZ



AL-240S3NC6B

QUARTZ MOVEMENT, STAINLESS STEEL CASE,
STAINLESS STEEL BRACELET, 60M / 190FT WATER-RESISTANT



AL-240LN3C6B

QUARTZ MOVEMENT, STAINLESS STEEL CASE,
STAINLESS STEEL BRACELET, 60M / 190FT WATER-RESISTANT



ALPNER
**COMTESSE SPORT
QUARTZ RAINBOW**



AL-235NRB3C6B

QUARTZ MOVEMENT, STAINLESS STEEL CASE,
STAINLESS STEEL BRACELET, 60M / 190FT WATER-RESISTANT





ALPINA COMTESSE QUARTZ



NEW

AL-240LBR2C6B

QUARTZ MOVEMENT, STAINLESS STEEL CASE,
STAINLESS STEEL BRACELET, 100M / 330FT WATER-RESISTANT



NEW

AL-240LGR2C6B

QUARTZ MOVEMENT, STAINLESS STEEL CASE,
STAINLESS STEEL BRACELET, 100M / 330FT WATER-RESISTANT



ALPINA COMTESSE QUARTZ



NEW

AL-240LP2C6B

QUARTZ MOVEMENT, STAINLESS STEEL CASE,
STAINLESS STEEL BRACELET, 100M / 330FT WATER-RESISTANT



COLLECTION

STARTIMER

Since the 1920's, Alpina has been developing pilot watches to accompany aviators and help them navigate in those early days. The Startimer collection stays faithful to the spirit of its predecessors, and presents clean and legible dials.





STARTIMER AUTOMATIC
Click to watch

STARTIMER PILOT AUTOMATIC



AL-525BR4S24

AUTOMATIC MOVEMENT, ROSE GOLD PLATED STAINLESS STEEL CASE, RPET STRAP, 100M / 330FT WATER-RESISTANT



AL-525G4TS26

AUTOMATIC MOVEMENT, BLACK TITANIUM PVD COATED STAINLESS STEEL CASE, RPET STRAP, 100M / 330FT WATER-RESISTANT



STARTIMER PILOT AUTOMATIC



AL-525BW4S26B

AUTOMATIC MOVEMENT, STAINLESS STEEL CASE,
STAINLESS STEEL BRACELET, 100M / 330FT WATER-RESISTANT



AL-525NW4S26

AUTOMATIC MOVEMENT, STAINLESS STEEL CASE,
GENUINE LEATHER STRAP, 100M / 330FT WATER-RESISTANT



AL-525BBG4S26

AUTOMATIC MOVEMENT, STAINLESS STEEL CASE,
GENUINE LEATHER STRAP, 100M / 330FT WATER-RESISTANT





STARTIMER
PILOT AUTOMATIC



AL-525G4TS6

AUTOMATIC MOVEMENT, BLACK TITANIUM PVD COATED STAINLESS
 STEEL CASE, GENUINE LEATHER STRAP, 100M / 330FT WATER-
 RESISTANT



AL-525NN4S6

AUTOMATIC MOVEMENT, STAINLESS STEEL CASE,
 GENUINE LEATHER STRAP, 100M / 330FT WATER-RESISTANT



STARTIMER
**PILOT QUARTZ CHRONOGRAPH
BIG DATE**



NEW

AL-372GRS4S26B

QUARTZ MOVEMENT, STAINLESS STEEL CASE,
STAINLESS STEEL BRACELET, 100M / 330FT WATER-RESISTANT



NEW

AL-372WB4S26B

QUARTZ MOVEMENT, STAINLESS STEEL CASE,
STAINLESS STEEL BRACELET, 100M / 330FT WATER-RESISTANT



AL-372BW4S26B

QUARTZ MOVEMENT, STAINLESS STEEL CASE,
STAINLESS STEEL BRACELET, 100M / 330FT WATER-RESISTANT



STARTIMER
**PILOT QUARTZ CHRONOGRAPH
BIG DATE**



AL-372NW4S26

QUARTZ MOVEMENT, STAINLESS STEEL CASE,
GENUINE LEATHER STRAP, 100M / 330FT WATER-RESISTANT



AL-372GR4FBS26

QUARTZ MOVEMENT, BLACK PVD COATED STAINLESS STEEL CASE,
GENUINE LEATHER STRAP, 100M / 330FT WATER-RESISTANT



STARTIMER
**PILOT QUARTZ CHRONOGRAPH
 BIG DATE**



AL-372N4S6

QUARTZ MOVEMENT, STAINLESS STEEL CASE,
 GENUINE LEATHER STRAP, 100M / 330FT WATER-RESISTANT



AL-372NS4S6

QUARTZ MOVEMENT, STAINLESS STEEL CASE,
 GENUINE LEATHER STRAP, 100M / 330FT WATER-RESISTANT



STARTIMER
PILOT QUARTZ WORLDTIMER



NEW

AL-255N4S26B

QUARTZ MOVEMENT, STAINLESS STEEL CASE,
 STAINLESS STEEL BRACELET, 100M / 330FT WATER-RESISTANT



NEW

AL-255GR4S26B

QUARTZ MOVEMENT, STAINLESS STEEL CASE,
 STAINLESS STEEL BRACELET, 100M / 330FT WATER-RESISTANT



NEW

AL-255BRB4S26

QUARTZ MOVEMENT, STAINLESS STEEL CASE,
 GENUINE LEATHER STRAP, 100M / 330FT WATER-RESISTANT



COLLECTION

SEASTRONG

Alpina's diving watches are brought together in the Seastrong collection, presenting strong and readable features true to the Maison's legacy.

Designed to please water sports lovers, these models perpetuate the Brand's proud tradition established over the last century and can be used at depths up to 300m under water.

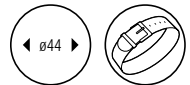


SEASTRONG
DIVER 300 AUTOMATIC



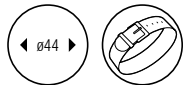
AL-525LGG4TV6

AUTOMATIC MOVEMENT, BLACK TITANIUM PVD COATED STAINLESS STEEL CASE, GENUINE LEATHER STRAP, 300M / 1000FT WATER-RESISTANT



AL-525LNN4TV6

AUTOMATIC MOVEMENT, BLACK TITANIUM PVD COATED STAINLESS STEEL CASE, GENUINE LEATHER STRAP, 300M / 1000FT WATER-RESISTANT



AL-525LBN4V6B

AUTOMATIC MOVEMENT, STAINLESS STEEL CASE, STAINLESS STEEL BRACELET, 300M / 1000FT WATER-RESISTANT





AELAN VAAST (FR) – SURFER

Aelan Vaast was born and raised on the island of Tahiti in the Pacific. A multiple French Polynesian champion, Aelan left her island to join the Pôle France de Surf in Biarritz in order to reconcile studies and international competitions.

Today a member of the French Surf team, Champion of Aquitaine, Vice-Champion of France, and 4th European junior, Aelan is one of the hopes of French surfing. Her goal : the Olympic Games that will take place at her home, in Teahupo'o, French Polynesia, in 2024.

SEASTRONG DIVER GYRE AUTOMATIC

If humanity is caught in a climatic whirlwind that is difficult to slow down, the same is true of the ocean, where between 8 and 10 million of tones of plastic waste are dumped every year.

Where does it go? Mainly into ocean gyres; vast vortices formed by different sea currents and distributed across the globe. They toss our plastic waste, propelling it over huge areas and into the abyss.

Now, Alpina is harnessing the power of these gyres in a new and actively engaged range within the Seastrong collection. Its name? Seastrong Diver Gyre Automatic. For the first time in the history of the Maison, the Seastrong Diver Gyre Automatic range features a case comprised of 70% plastic debris derived from fishing nets collected in the Indian Ocean. To ensure its durability, it has been strengthened with 30% fibreglass.

WOOD'NSHAPE

Born in conjunction with the Seastrong Diver Gyre Automatic dedicated to the preservation of the oceans, Alpina partnered with the Swiss company Wood'nShape, lead by architect Sébastien Meylan to unveil a series of surfboards covered with a mural representing plastic waste.

#SHAPE the CHANGE

91



ALPINA X WOOD'N SHAPE MANIFESTO
MOVIE

[Click to watch](#)

SEASTRONG
DIVER GYRE AUTOMATIC



AL-525LNSB4VG6

AUTOMATIC MOVEMENT, RECYCLED PLASTIC & FIBERGLASS CASE,
 RECYCLED PLASTIC NATO STRAP, 300M / 1000FT WATER-RESISTANT

◀ ø44 ▶  LIMITED 1883



AL-525LBN4VG6

AUTOMATIC MOVEMENT, RECYCLED PLASTIC & FIBERGLASS CASE,
 RECYCLED PLASTIC NATO STRAP, 300M / 1000FT WATER-RESISTANT

◀ ø44 ▶  LIMITED 288





SEASTRONG
**DIVER COMTESSE GYRE
 AUTOMATIC**



95

AL-525LNSB3VG6

AUTOMATIC MOVEMENT, RECYCLED PLASTIC CASE,
 RECYCLED PLASTIC NATO STRAP, 300M / 1000FT WATER-RESISTANT

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 1883

AL-525LBN3VG6

AUTOMATIC MOVEMENT, RECYCLED PLASTIC CASE,
 RECYCLED PLASTIC NATO STRAP, 300M / 1000FT WATER-RESISTANT

◀ #36 ▶ LIMITED
 288

OUR AMBASSADORS &
PARTNERS

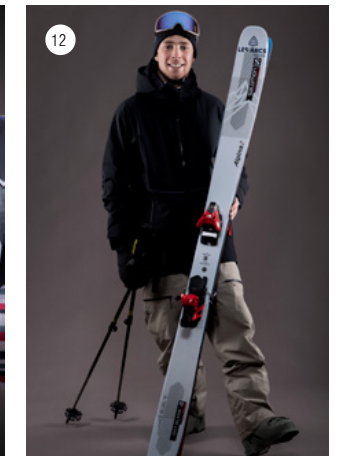
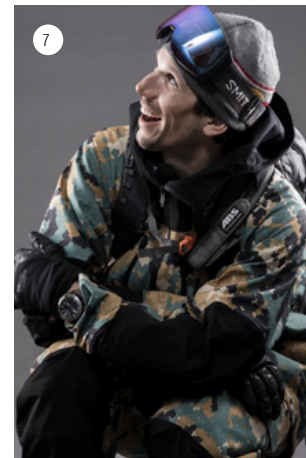
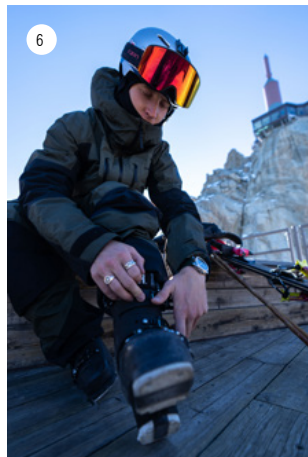




AMBASSADORS MOVIE

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AMBASSADORS "THE ALPINISTS"



- 1. ENAK GAVAGGIO (FR), FREESTYLE SKIER
- 2. GUILLAUME PIERREL (FR), FREESKIER & MOUNTAIN GUIDE
- 3. VICTOR MUFFAT-JEANDET (FR), FIS WORLD CUP ALPINE SKIER
- 4. LEO COPPEL (FR), ALPINE SKIER
- 5. SEBASTIEN VARLET (FR), FREERIDE SKIER & FILM MAKER
- 6. MAX PALM (SE), FREERIDE SKIER
- 7. MARKUS EDER (IT), FREERIDE SKIER

- 8. VICTOR DE LE RUE (FR), FREERIDE SNOWBOARDER
- 9. JULIETTE WILLMANN (FR), FREERIDE SKIER
- 10. KADITANE GOMIS (FR), FREESKIER
- 11. NILS ALLEGRE (FR), FIS WORLD CUP ALPINE SKIER
- 12. UGO TROUBAT (FR), FREERIDE SKIER
- 13. AELAN VAAST (FR), SURFER
- 14. GREG RUHOFF (CH), SKATEBOARDER



OUR INSTITUTIONAL **PARTNERSHIPS**



WOOD'n SHAPE



OUR EVENTS **PARTNERSHIPS**



OUR CHARITY **PARTNERSHIPS**





PARTNERSHIP
**FREERIDE
WORLD TOUR**

The Freeride World Tour is an annually toured series of events in which the best freeskiers and snowboard freeriders compete for individual event wins, as well as the overall title of Freeride World Champion in their respective genders and disciplines. The events take place on what's commonly referred to as "backcountry", "big mountain" or "extreme" terrain - essentially ungroomed powder snow on dangerously steep, mountainous slopes. The first event series under the Freeride World Tour moniker took place in 2008.

Prior to that it was known as the Xtreme Verbier, originally a snowboard only contest launched in 1996 - with skiers also invited to compete in 2004. For the 2013 season, the Freeride World Tour merged with the Freeskiing World Tour and The North Face Masters of Snowboarding, combining all three tours under one unified global 5-star championship series.



ALPINA X ARKEA ULTIM CHALLENGE

Alpina, a Swiss watch manufacturer whose ethos has been devoted to the exploration of nature since its creation in 1883, is joining forces with the Arkea Ultim Challenge-Brest, the first solo round-the-world race aboard Ultim trimarans. Inspired from the outset by its vocation to develop robust sports watches capable of accompanying explorers in the most demanding environments, Alpina is proud to be supporting the most extreme human and technological challenge ever undertaken in a race, in the capacity of Official Timekeeper. On 7 January 2024, the best Ultim trimarans will set off from Brest with a solo skipper on board in an attempt to complete a round-the-world voyage from west to east via the Cape of Good Hope, Cape Leeuwin and Cape Horn.



PARTNERSHIP ARKEA ULTIM CHALLENGE





PARTNERSHIP
RED BULL
THE EDGE

Red Bull the Edge - Matterhorn VR, created by Stefan Lauper and Consuelo Frauenfelder (Garidi Films) was born of a dream: to make the most inaccessible mountain peak in the Alps accessible to all.

This ambitious project was produced by the team of Red Bull Media World and Red Bull Switzerland, in cooperation with the Museum of Transport in Lucerne. Together, they continuously developed this project, bringing on board Geneva-based architecture firm 3BM3, Orlando-based VR Production and Creative team at X Studios, and Schwyz-based wood construction company Schmidlin-Steinen. The team at X Studios and its team of 3-D scenographers, animators and programmers have turned the scans into photorealistic and interactive scenery - including foot and hand tracking, and using high-end, brand new, Virtual Reality backpacks from HP, which act as a computer base, per climber.

A virtual Alpinex watch by Alpina even determines the altitude of the climber. In addition, 4-D effects such as wind, vibration, texture and props help close the gap between virtual and actual reality, giving climbers the feeling of having lived through something far beyond the usual Virtual Reality experience at home.



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