

LOUIS ERARD X KONSTANTIN CHAYKIN UNFROGETTABLE

READY TO KISS THE FROG?

Once upon a time... No, this is once upon a twist. Louis Erard and Konstantin Chaykin are back, to flip the script, twist traditions and leap over conventions with a grin. Yes, it really jumps out at you. Introducing the Unfrogettable. A Frog Princess like you've never seen before. Born of Slavic myth, suited in samurai armor, built in the Swiss Jura. A fully reworked case. A regulator turned creature. A spell you can wear. Powered by Chaykin's ingenious mind and Louis Erard's rebellious spirit. The result? Something no one asked for, but no one will forget. Beyond the fun, precision. Beyond the madness, mastery.

"With Konstantin, we're beyond a simple collaboration, it's a creative partnership and friendship. Two independent houses who aren't afraid to shake things up. Honoring tradition and adding a grin. We break the mold, stir the myth and make you smile while thinking twice. Our new character is the Unfrogettable. It's more than a face; we went beyond the dial, the hands, the crown. We've done tourbillons. We've done complications. So, this time, we reworked the case, shaped new surfaces in titanium and designed a strap made from the same lacquered leather once used in samurai armor. Every detail has meaning. The frog, in Russian tales, is a spell in disguise. In Japan, it symbolizes luck and resilience. Put them together and you get a hybrid, a frog with a warrior's heart. This watch is playful and a little crazy, yes, but behind the mischief is serious horology. It's a full story told through mechanical craft, with a twist."

Manuel Emch

Watch facts that matter

- **Horizontal regulator display** with rotating eye discs that follow time with a stare.
- **Reworked case:** slimmer, smaller and forged in Grade 5 titanium: 40mm wide, just 12.45mm thick.
- **Details with a wink:** crown at 12 o'clock (because it's a princess after all) and a hidden love note: Louis Erard ♡ Konstantin Chaykin.
- **Armor, not just a strap:** Made of Himeji Kurozan leather, hand-rubbed and Urushi-lacquered.
- **178-piece limited edition:** Available from November 2025

Why a Frog?

In Russian folklore, the frog hides a spell, a secret, a soul: humble outside, full of hidden power. In Japanese legend, the frog (kaeru) stands for luck and resilience, a small creature capable of great change. It's also a good-luck charm. The samurai? A symbol of discipline, strength and the relentless pursuit of perfection. Put them together and you get something wild: a hybrid creature, hopping between cultures, armed with wit and willpower. A regulator with wide eyes. A frog with a warrior's heart.

The Face of a Tale Reimagined

Eyes wide open. Pupils alert. Staring right at you. The iconic Louis Erard regulator display takes a turn, flipping horizontally. Hours at 9 o'clock, seconds at 3 o'clock and an arrow-shaped minutes hand cutting through the center as a nod to the Frog Princess tale. As time ticks, pupils spin. The watch face comes alive. The dial plays with contrasts: violet or forest green grained base, matching lacquered nostrils and a dual-tone minutes ring with a red section engraved with the inscription Louis Erard ♡ Konstantin Chaykin. A not-so-secret love note. Because what's a fairytale without a little love?

The Case for Transformation

The case has been entirely reworked in Grade 5 titanium, making it both light and robust. 40mm in diameter, just 12.45mm thick. Its surfaces alternate between polished and satin-brushed finishes. The crown? Shaped like a crown, because this frog rules. Ironic, iconic, it's meant to make you smile.

A Strap Worthy of a Legend

This is not a princess gown. This is an armor called black diamond leather. A strap forged from Himeji Kurozan leather, crafted using techniques once developed for samurai armor. This is black cowhide, hand-rubbed, naturally tanned and finished with traditional Urushi lacquer, giving it both matt and glossy depth. Violet or green stitching and an inner lining in vivid rabbit leather.

One Last Question

When you kiss the frog... what does it become?
Nobody knows!
Your call!

**Crafted in Noirmont. Built to enchant.
Regulators since 1929. Rebirthing legends with Chaykin since 2023.**



Louis Erard x Konstantin Chaykin Unfrogettable Green

Limited edition of 178 timepieces

Ref: 85340AA01.BVA191

Recommended retail price, excluding tax: CHF 4,500.-

Movement	Automatic regulator, Sellita SW266-1 calibre, 11½''', Ø25.60 mm, thickness: 5.60 mm, 31 jewels, 28,800 vph (4Hz), élaboré grade movement, special openworked oscillating weight with black lacquered Louis Erard symbol, approx. 38-hour power reserve.
Indications	HMS Hours hand in a counter at 9 o'clock, central minutes hand, seconds hand in a counter at 3 o'clock
Case	Satin-finished and polished Grade 5 titanium, Ø40 mm, lug to lug: 46.50 mm, thickness: 12.45 mm, 3 pieces, sapphire crystal with anti-reflective treatment on both sides, movement visible through the transparent case back, polished Grade 5 titanium crown inspired by a royal crown, caseback engraved "LOUIS ERARD KONSTANTIN CHAYKIN 1 OF 178", water-resistant to 5 bar (50 m / 165 ft).
Dial	Dark green and red hour ring with light green and light pink transfers, lower plate in light green with grained finish, dark green lacquered nostrils, dark green circular satin-finished hour and seconds rings with light green transfer markers, Louis Erard and Konstantin Chaykin logos in white transfers at 6 o'clock.
Hands	2N-plated hour and minute discs with matte and satin finishes, black-lacquered pupils, and SLN C5 green luminescent accents. 2N-plated arrow-shaped minute hand with SLN C5 green luminescent tip.
Strap	Black Himeji Kurozan leather, also known as black diamond leather. Hand-rubbed black calf leather, naturally tanned and finished with Urushi lacquer. Matte and glossy finishes, green stitching on the lugs, green rabbit leather lining, polished Grade 5 titanium pin buckle with satin-finished "LE" logo plate, quick-release spring bars for easy strap change. Dimensions: width 20/18mm, length 80/115mm
Collaboration	Watch developed in collaboration with Konstantin Chaykin in a 178-piece limited edition



Louis Erard x Konstantin Chaykin Unfrogettable Purple

Limited edition of 178 timepieces

Ref: 85340AA02.BVA192

Recommended retail price, excluding tax: CHF 4,500.-

Movement	Automatic regulator, Sellita SW266-1 calibre, 11½'', Ø25.60 mm, thickness: 5.60 mm, 31 jewels, 28,800 vph (4Hz), élaboré grade movement, special openworked oscillating weight with black lacquered Louis Erard symbol, approx. 38-hour power reserve.
Indications	HMS Hours hand in a counter at 9 o'clock, central minutes hand, second hand in a counter at 3 o'clock.
Case	Satin-finished and polished Grade 5 titanium, Ø40 mm, lug to lug: 46.50 mm, thickness: 12.45 mm, 3 pieces, sapphire crystal with anti-reflective treatment on both sides, movement visible through the transparent case back, polished Grade 5 titanium crown inspired by a royal crown, with 2N PVD treatment, caseback engraved "LOUIS ERARD KONSTANTIN CHAYKIN 1 OF 178", water-resistant to 5 bar (50 m / 165 ft).
Dial	Dark purple and red hour ring with white transfers, lower plate in light purple with grained finish, dark purple lacquered nostrils, dark purple circular satin-finished hour and seconds rings with white transfer markers, Louis Erard and Konstantin Chaykin logos in white transfers at 6 o'clock.
Hands	Rhodium-treated hour and minute discs with matte and satin finishes, black-lacquered pupils, and SLN C1 green luminescent accents. Rhodium-plated arrow-shaped minute hand with SLN C1 green luminescent tip.
Strap	Black Himeji Kurozan leather, also known as black diamond leather. Hand-rubbed black calf leather, naturally tanned and finished with Urushi lacquer. Matte and glossy finishes, purple stitching on the lugs, green rabbit leather lining, polished Grade 5 titanium pin buckle with satin-finished "LE" logo plate, quick-release spring bars for easy strap change. Dimensions: width 20/18mm, length 80/115mm
Collaboration	Watch developed in collaboration with Konstantin Chaykin in a 178-piece limited edition

LOUIS ERARD
SWISS WATCHMAKER
EST. 1929

Louis Erard disrupts traditional watchmaking by making horological craftsmanship accessible to a wider audience. Its exceptional timepieces, rooted in artistic crafts, boldly merge tradition and modernity, shaped by visionary artisans who push the boundaries of horology.

Since 1929, independence has been the brand's driving force, inspired by the wild spirit of the Swiss Jura, embodied in its iconic regulators and mechanical watches. Under Manuel Emch's leadership, Louis Erard prioritizes innovation over conformity, pursuing lasting excellence rather than rapid growth, forging its own path in watchmaking.

Through collaborations with avant-garde creators such as Alain Silberstein, Vianney Halter, and Konstantin Chaykin, Louis Erard transcends artistic boundaries, playing with new codes to craft watches that redefine and disrupt the very essence of time.

KONSTANTIN CHAYKIN
THE BRAIN BEHIND WRISTMONSTERS
1975

Chaykin isn't just a watchmaker. He's a mad scientist of time. A master of complications, obsessed with invention, powered by curiosity. Since 2003, he's been building his own world and his own Manufacture, one bizarre, brilliant timepiece at a time. Tourbillons? He made the first ones in Russia. A clock that calculates Orthodox Easter. An array of 94 patents and counting, more than any other watchmaker alive. The man doesn't stop. From Clown to Joker and from Minotaur to Harley Quinn, every model is a character, a collectible. He's the only Russian member of the AHCI and even ran the show as its president. His creations light up the Grand Prix d'Horlogerie de Genève. In 2018, he took home the Audacity Prize, because what else do you give a watch that smiles back at you? And in 2021, he broke records with the Martian Tourbillon, the most expensive Russian watch ever sold. Konstantin Chaykin doesn't make watches. He makes monsters. And luckily for us, he keeps letting them out.