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PRESS RELEASE

Big Crown X Cervo Volante

A new collaboration with the Swiss sustainable deer leather manufacturer Cervo Volante brings fresh perspective, and fresh colour, to Oris's timeless classic, the inimitable Big Crown Pointer Date

ORIS
HÖLSTEIN 1904



A season of change

The collaboration between Oris and sustainable deer leather manufacturer Cervo Volante is a beautiful expression of the Swiss watch company's Change for the Better campaign

As we move deeper into this decade, the world has become increasingly aware of our collective responsibilities towards our planet and our environment. We know the way we live and the decisions we make have a critical impact on our future.

Oris's response began more than a decade ago when we started partnering with pioneering organisations and brands that shared our passion for cleaning, restoring and protecting our world. Collaborations, whether with conservation agencies such as Coral Restoration Foundation and the Common Wadden Sea Secretariat, or with global events such as World Clean-Up Day, have become a central pillar of our philosophy. A few years ago, we brought these environmental and sustainable projects under one banner – Change for the Better.

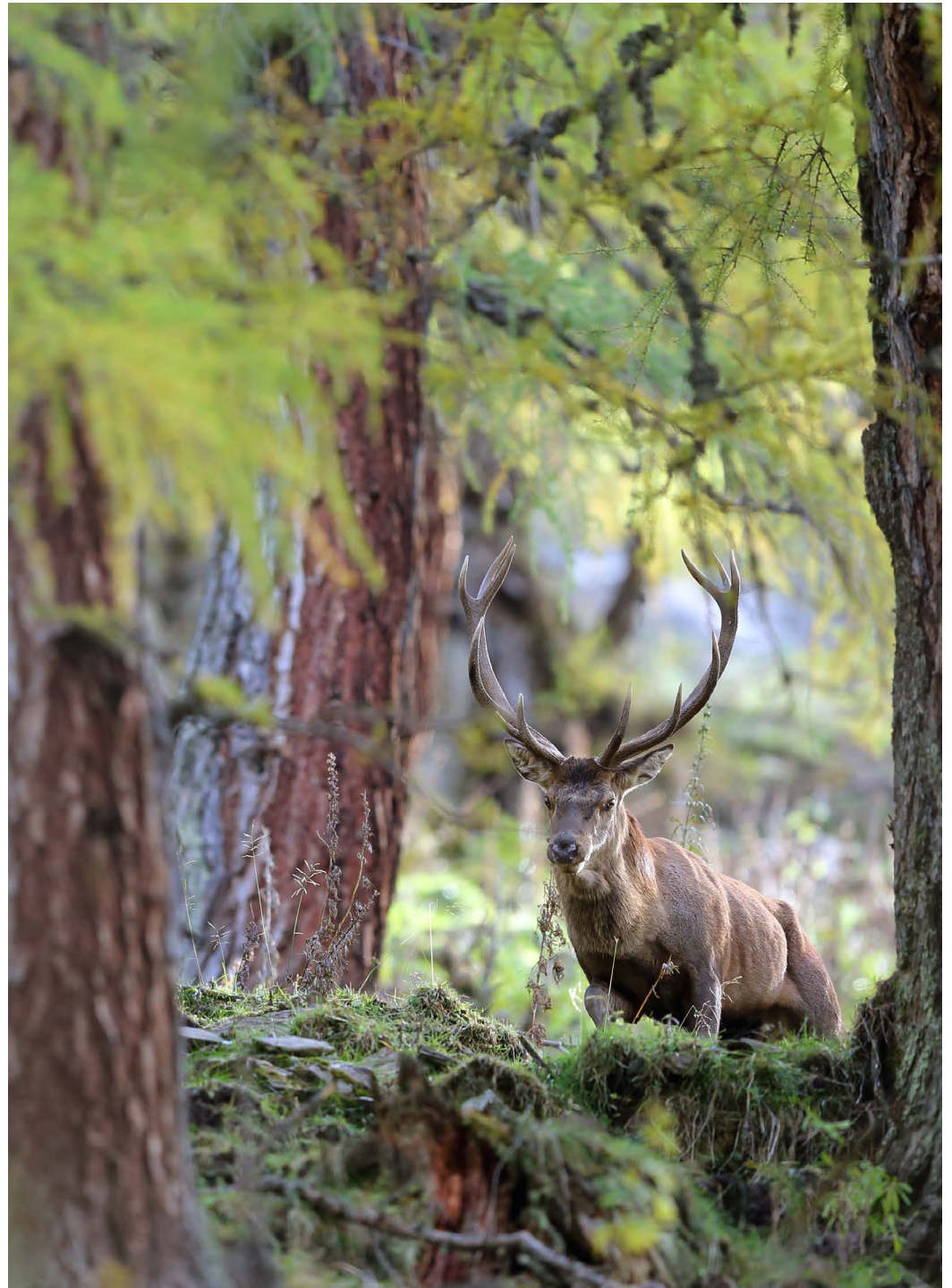
“Collaborations with conservation agencies and global clean-up events are central to our philosophy

Looking out is only half the story, though. We know that Change for the Better begins at home, which for us is in Hölstein, a Swiss village in the beautiful Waldenburg Valley. Our founders picked this place very deliberately. Back in 1904, they established Oris on the same site we still occupy today, recognising the value of nature to power their business and inspire everyone who worked for them. For more than a century, nature has played a pivotal role in Oris watchmaking.

Our duty therefore is to respect and sustain nature and the environment. We're working hard to produce watches more sustainably, improve the efficiency of our factory and our supply chain, and to reduce our emissions. Last year, we were certified as a climate neutral company by Climate Partner. But this is just the beginning – we've set ourselves far-reaching goals, which we'll outline in the Oris Sustainability Report, due out this spring.

One area where we're working to do better is in our watch straps. We're delighted to announce the next step in that process, a collaboration with the Swiss company Cervo Volante, which creates beautiful products using sustainable deer leather.

Photo: Fabian Riedi, Naturvision





Skin in the game

Cervo Volante's sustainable deer leather and traditional tanning methods are a natural joy

Every year, around 15,000 wild red deer are culled in Switzerland. The operation is entirely legal and necessary, highly regulated, and undertaken to manage deer populations and protect the Swiss countryside.

But for years, little was made of the natural by-products this process yielded. Four years ago, two entrepreneurs took it upon themselves to do something about this.

In 2017, friends Kadri Vunder Fontana, a biotechnology engineer and experienced businesswoman, and Conny Thiel-Egenter, a biologist specialising in nature protection and wildlife and habitat management, founded Cervo Volante. Their vision was to take the waste, specifically deer skins, and transform them into beautiful, hard-wearing



and ultimately sustainable footwear and accessories. Their business has grown quickly. A year ago and on learning of Oris's Change for the Better campaign, they approached us and asked if we'd like to collaborate on a sustainable deer leather strap project. We jumped at the opportunity.

Cervo Volante's hand-crafted products, low-impact methods and huge vision have brought us a great deal of joy. Not only are their leather shoes and accessories beautiful, they also tell stories in a way typical mass-produced equivalents never could.

For example, they keep imperfections that occur during the life of a deer in their skins, where many companies would discard them. Their skins are never the product of

farming, and they never require chemicals or fertilizers. And if the skins weren't used in this way, they'd simply be burned. Cervo Volante has also employed Switzerland's last two remaining tanneries, both of which use 100 per cent vegetable tanning processes.

The Oris x Cervo Volante collaboration begins with three Big Crown Pointer Date watches. Each has a gradient dial inspired by Alpine hues and a strap made of sustainable deer leather. They come with a pouch and a card holder made of the same material. But they're not limited, and nor is this a one-time deal. We'll be working more with Cervo Volante, bringing Change for the Better together.

From every angle, the story is a natural, sustainable joy. And that makes us smile.



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No time to waste

Cervo Volante founders and Oris collaborators Dr Kadri Vunder Fontana and Dr Conny Thiel-Egenter say there's no time like the present to work with waste material

Kadri, Conny, tell us about yourselves...

Kadri (KVF): I'm originally a biotechnology engineer, and then over the years I've studied management and economics. I have two young daughters, and we live on the south coast of Estonia, having moved here a year ago from Zürich. I'm passionate about nature, sustainability and creating a legacy for our kids. In my free time, I love reading with my kids, climbing and sailing.

Conny (CTE): I'm a biologist, specialising in the fields of nature protection, wildlife and habitat management. My flair for leather and shoemaking comes from my father, a fourth generation shoemaker. Like Kadri, I'm passionate about nature and driven by a desire to make eco-friendly, sustainable shoes from wild leather. At Cervo Volante, I work as a sustainability specialist and product developer. I live in the Swiss countryside with my husband and daughter.

And tell us about Cervo Volante...

KVF: Cervo Volante refines hunting waste from red deer and transforms it into beautiful,

long-lasting and ecological shoes and accessories. Our vision is inspired by our love of nature and wanting our children to be able to experience nature as we do. We want to inspire our customers to approach luxury with an appetite for sustainability, and to become role models for the fashion industry, encouraging them to see waste from other industries as raw material, and to take responsibility for the value chain from beginning to end, as if it were their own backyard. We also take great pride in showing the signs of life in our products, such as scars and scratches in leather, and want others to do the same.

What's the story behind the Cervo Volante name – and that beetle logo?

CTE: Our logo is the iconic stag beetle, or *cervo volante* in Latin. Just like red deer, the beetle has imposing antlers it uses to fight its competitors – a reflection of the philosophy behind our products! There is also a nice link between the beetle's long putation and the timeless traditional tanning process we use.

What motivated you to go this way?

CTE: Looking back, Cervo Volante was born in the climbing hall in Zürich where Kadri and I became friends. We used to talk about our love of nature, and how concerned we both were by how much valuable raw material, such as skins, was being wasted. That led to conversations about “natural luxury” products, and then to Cervo Volante...

What makes your raw material special?

CTE: Leather from wild red deer is not a mass product, and every leather is unique and tells its own story. Scratches, scrapes, stitches and bumps in the leather give our products this exciting imperfection. It's also one of the most sustainable leathers on the market: there's no animal breeding, no factory farming, no climate impact, and no over-fertilisation of meadows. All our leather is 100 per cent vegetable tanned by the two last remaining tanneries in Switzerland, without chrome and without synthetic pre-tanning agents. And if we didn't use these skins, they'd be burned – a terrible waste.

Your skins come from a deer cull, which could sound bad. How do you explain it?

CTE: I would call it population regulation

instead of culling, which sounds like pest control. It's about wildlife management. Red deer can damage forests that protect human settlements from natural hazards, for example. The process is strictly regulated and controlled, and we only use skins from animals that are hunted sustainably.

So how does Cervo Volante's work help bring Change for the Better?

KVF: We're paving the way to make natural imperfections in products mainstream. We want fashion and furniture industries to use more raw materials and create less waste. We're also minimising the use of chemicals and other harmful substances.

Tell us about your partnership with Oris...

KVF: Right from the start, it was such a natural fit. Together, we've developed the Big Crown X Cervo Volante collection, three watches with straps made of Cervo Volante deer leather. We've also developed some complementary accessories, with more to come. And this is the beginning of a long-term partnership, not a one-off.

What can wearers expect from a Cervo Volante deer-leather strap?

KVF: In short, these straps are allergy free, sustainable and unique. And they can be worn with a good conscience.

And what do you think of the watch?

CTE: It's a symbol of the urgent action we need to take to protect our environment. We love the design, the colours and Oris's vision of sustainability that sits behind it.



“There’s no animal breeding, no factory farming, no climate impact, and no over-fertilisation of meadows

Big Crown X Cervo Volante

This trio of watches features colourful dials inspired by the Alps, and straps, pouches and card holders produced from Cervo Volante sustainable deer leather



In detail

Case Multi-piece stainless steel case

Size 38.00 mm (1.496 inches)

Dial Grey, blue or green

Luminous material Indices, numbers and hands with Super-LumiNova®

Top glass Sapphire, domed on both sides, anti-reflective coating inside

Case back Stainless steel, screwed, see-through sapphire glass

Operating devices Stainless steel screw-in security crown

Strap Dark brown, oak brown or cognac Cervo Volante deer leather with quick strap change system

Water resistance 5 bar

Movement

Number Oris 754

Functions Centre hands for hours, minutes and seconds, date centre hand, instantaneous date, date corrector, fine timing device and stop-second

Winding Automatic winding, bi-directionally rotating red rotor

Power reserve 38 hours

Special edition Each watch is delivered with a travel pouch and card holder crafted in Cervo Volante deer leather

Swiss retail price CHF 1,850

Available January 2022



754 7779 4063-Set
07 5 19 12



754 7779 4065-Set
07 5 19 13



754 7779 4067-Set
07 5 19 14

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