

Extraneō, the new range by Pilo & Co Genève Three versions - steel, rose gold PVD and titanium black PVD

Timeless modernity meets no-frills sophistication. The new Extraneō automatic range is sure to quicken the heartbeat of any fine watchmaking enthusiast.

Extraneō watches are aimed at today's man, the modern nomad, a keen traveller and thrill-seeker with an exciting career, always connected, ever in search of new challenges.

Bold new aesthetics with an exclusive twist

The brand's new signature case measures a curvaceous 40 mm to offer supreme wearer comfort. Available in three different iterations: steel, rose gold PVD and titanium black PVD.

Purists sometimes seeking a little more discretion when it comes to fine workmanship will be delighted to discover that the Extraneō by Pilo & Co Genève is fitted with a screw-down case-back. The brand's coat of arms emblazoned across the medal-like surface in a resplendent mat finish teasingly disguise the back's gentle saucer-like profile. Dial-side, in a subtle response echoing the soft curves, is the domed sapphire crystal.

The new exclusive aesthetic design touch visible in the hands of the Extraneō, for the first time, boasts a patent of protection: the scooped openwork pointers vary in length accordingly as form follows the function of either minute or hour indication. The subtle meeting of geometries contained within the stylized arrows creates a startling colour-play to enhance legibility.

The new patent comes as a reminder that such special and unique designs, often signalling the next market trend, are part of what forms the very DNA of the Pilo & Co Genève watch brand.

With a sprinkling of urban modernity and a generous nod to the great classics to have emerged from Swiss soil, the Extraneō collection is undeniable evidence of the tremendous maturity of the watchmaker Pilo & Co Genève. It is one of the rare few Swiss watchmaking brands to have retained its headquarters in the legendary Saint-Gervais district, the birthplace of the original Cabinotiers.



Dual-level dial, independent caliber

The “Pilo & Co Genève” brand signature and “Automatic Limited Edition” label take the form of two miniature plaques adorning the innermost surface of the dial. They stand proud of the clou de Paris guilloché decoration, itself framed by a hollow-centred hour-ring punctuated with Roman numeral markers. A second double-circle enhances the three-dimensional effect of the **Extraneō** and the dial's reliefs. The newest timekeeper thus embodies the intrinsically Helvetian eye for good measure and a wholesome respect for classic Swiss watchmaking, especially noticeable in the traditional dial-up casing method employed for the caliber.

The **Extraneō**'s super-responsive oscillating weight springs into action at the slightest movement of the wearer's wrist. A sense of weightless balance is barely detectible as the rotor rotates freely in every possible direction. Thus replenished with energy and power reserve, the automatic P024 caliber, a product of the independent Swiss watch manufactory Soprod, gains renewed momentum. Boasting 25 jewels and beating at a rate of 28,800 vibrations per hour, or 4 Hertz, the movement towers like a beacon of certainty, offering solid value over time.

Meticulously finished case

Steel or rose gold PVD case

Premiering at Pilo & Co, a case crafted in titanium black PVD

Cunningly juxtaposed polished and satin-brushed surfaces

Mirror-polished double-bezel

Sloping horns with contours lovingly mirror-polished down to their tips



Onion-shaped ribbed screw-down crown struck with the “PW” logo.
Screw-down case-back displaying the brand's coat of arms in relief

Limited edition of 111 individually numbered pieces

Extraneō by Pilo & Co – HD photos

<https://bit.ly/3SyORpL>

Fully integrated bracelets

Two-tone straps coordinating with the different dials and corresponding options available
Crocodile print leather upper on rubber base backed with genuine leather in the brand's fetish colour, orange
Satin-brushed deployant buckle with double push-piece

Cordura strap or metal bracelet on special demand



Extraneõ by Pilo & Co - HD photos

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(((brief profile of brand)))

Pilo & Co Genève, the watchmaker of Saint-Gervais

Founded in 2001 by Amarildo Pilo in the heart of the legendary Saint-Gervais district, the Geneva watchmaking brand Pilo & Co continues to uphold the original ethos of "La Fabrique", the epithet that has embodied the excellence of Swiss independent watchmaking since the 18th century.

Featuring around fifteen collections for both men and women, Pilo & Co Genève is distinctive for its exclusive, highly colourful models, its particular affection for the tonneau shape and an innovative dial that leaves bridge and balance spring open to view.



Here in 2023, it is the only Swiss independent watchmaking brand in the mid-range segment to have two own-name stores in Geneva, one on the right bank, the other on the left. And thanks to the finely honed distribution skills of its founder, it is also one of the leaders on the international market, being especially renowned in Asia where it owns many franchises.