



MARCH

L·B

| JCI _ SERIES |

| JC1_SERIES |

The JC series is the most time-honored piece of the MARCH LA.B collection.

The aesthetic of the JC1 style has an early sixties, Madison Avenue look and feel recaptured in an absolute modern sense. March LA.B's attention to detail and elegance create a timeless sense of style. The steel case silhouette is a perfect oval with the curve of the caseback elegantly mirroring the curve of the crystal dome. Detailing out the case and dial volume, our signature four piece constructed crown is positioned at four o'clock and complemented by a rich mix of different surface finishes. The JC1 Models are fitted with a choice of genuine lizard or stingray straps.



| JC1 BANKER |



The JC1 Banker timepiece, fitted with A Swiss ETA quartz analogic movement with analog alarm, is reminiscent of the emblematic 60's style of the sartorialist man who exudes a pronounced taste for fast life, beautiful women and exclusive luxury.







| JC1 BANKER SPECS |

- 40 mm round 316 L stainless steel case
- Swiss quartz analogic movement with alarm
- ETA 804.192 Date / hour / minute / alarm
- Black dial / silver indexes
- Genuine lizard strap
- Anti-reflective domed glass with sapphire coating
- Clapsed case back
- Waterproof 5 ATM / 50M

RETAIL: \$995.00 USD



| JC1 SHADOWPLAY |



The complete greyscale color of the watch is a silent homage to Joy Division, the JC1 Shadowplay timepiece is unique for its French handmade, stingray strap. The exotic skin of this signature strap is first cut by water pressure and then receives 8 layers of brush paint on its side edge before it is finally lined in green "MARCH" leather.







| JC1 SHADOWPLAY SPECS |

- 40 mm round 316 L stainless steel case
- Swiss quartz analogic movement with alarm
- ETA 804.192 Date / hour / minute / alarm
- Silver dial / silver indexes
- Stingray strap
- Anti-reflective domed glass with sapphire coating
- Clapsed case back
- Waterproof 5 ATM / 50M

RETAIL: \$1095.00 USD



| MARCH L.A.B |

Creates elegant yet bold accessories, refined in their simplicity asserting the philosophy that less is more.
Fusing the traditional aesthetic of Biarritz and the cool modern mood of Los Angeles...

MARCH: For the symbolism of the month, for the number 3, for its 3 founders.

MARCH: For the combination of the names - Marhic, Mage, and Chatel

L.A.B: For Los Angeles and Biarritz - Two cities ignoring the delineations of time and distance to create a new transversal time zone.

LOS ANGELES / *BIARRITZ*

www.march-lab.com