

TRANSPARENCY

ORIGIN SERIES

COST STRUCTURE

CALIBER	280 CHF
SW288-1m (automatic)	180 CHF
Luxurious finishes D4 by Sellita (1)	15 CHF
Oscillating Weight <i>LA LUNE XVIII</i>	75 CHF
Rhodium-plated or gold-plated moon disc	10 CHF
COMPONENTS	120 CHF
Dial & hands	40 CHF
Case, bezel, sapphire crystal	55 CHF
French leather strap	25 CHF
Non-watch components (packaging, warranty card)	20 CHF

EXTERNAL SERVICES	55 CHF
Provision for after-sales service and manufacturing defect	30 CHF
Assembly and control	15 CHF
Elaborated settings (middle rate of +/-7s.day)	10 CHF
NON-MANUFACTURING FEES	90 CHF
Other costs (import taxes, insurance)	10 CHF
Bank fees (3%)	40 CHF
Worldwide delivery (outside EU)	40 CHF
TOTAL COST OF A MODEL	545 CHF
<i>Manufacturing cost (excl. external fees)</i>	<i>455 CHF</i>