

A FRIENDLY AFFAIR

This year marks a decade since Maximilian Busser founded MB&F. He takes Ho Yun Kuan down memory lane.



2006

HMI THE GENESIS

"This is my foundation, the piece that created the MB&F story. It represents an enormous struggle between fright and the wish to create something beautiful."

2010

HM4 THUNDERBOLT

"I was so terrified that I would sell none of this because it seemed so extreme. But every single piece we delivered sold almost immediately. That's when I realised that people were following me into my little dream, that I can do whatever I want."



2013

LEGACY MACHINE 2

"This is a stunning piece that is completely misunderstood. People don't understand what the double flying balance wheels are – no they are not tourbillons! I think this watch will become an icon in 30 years."



2014

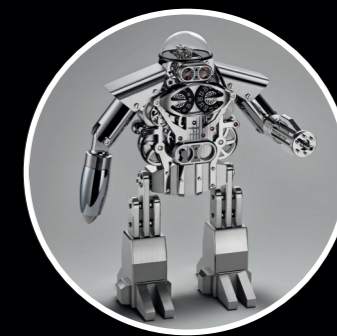
HM6 SPACE PIRATE

"Simply because it is the most technically difficult piece I have ever created."



2015
MELCHIOR

"In the Busser family since the 1400s, Melchior Busser's eldest son would be named Balthazar, whose eldest son would be named Melchior and so on."



My father broke the tradition with my name. I actually love the name Melchior but my wife hates it. She would never allow me to name my son Melchior – if we were to have a son – so I created my own mechanical son called Melchior."



To the 18-year-old Maximilian Busser, the CHF 700 timepiece his parents had offered to buy him as a present represented the pinnacle of watchmaking – until a university schoolmate, who wore a CHF 4700 Rolex on his wrist, shattered this misconception.

"What's a Rolex?" was Busser's first question, followed by "It's not a quartz?"

This is a far cry from the Busser of today, who dreams up timepieces (or – as he prefers to call them – kinetic art that happens to tell time) with six-figure price tags and sells out every one of them.

courageous not to. I was not happy and I was not doing anything I was proud of. Starting MB&F was a need," he says. The prototype of MB&F's first timepiece, Horological Machine 1 (HM1), was a piece of plastic painted with metallic paint and topped with a glued-on photocopy of the dial. "I showed that to retailers and told them it would cost SF1160,000." After four weeks spent travelling around the world, Busser convinced six retailers to put in orders. MB&F was officially in business.

Today, the company employs 20, and this is as big as it will get. "I'm not going to expand anymore," says Busser. "The reason I created MB&F was freedom: creative freedom, financial freedom and personal freedom, to work only with the people I want to work with." It is with this uncompromising attitude that MB&F will enter its next decade and if past records are anything to go by, it will bring equal success for the brand.

www.mbandf.com