

LB  
LUDOVIC BALLOUARD  
GENEVE



Two large, dark blue decorative swirls frame the central text. One swirl is on the left, curving upwards and to the right. The other is on the right, curving upwards and to the left. They meet at the top and bottom, creating a symmetrical frame.

Only the present moment has a meaning

*Ludwig*





# C O N T E N T S

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## B I O G R A P H Y

Ludovic Ballouard is complicated, witty and eccentric, one could say just like his watches.

Born in 1971 in Brittany, France to a Breton father and a Dutch mother, **Ludovic Ballouard** grew up close to the sea with a special interest in assembling and flying radio-controlled model aircrafts. Given his apparent abilities in assembling and disassembling these planes composed of infinitely small pieces, a teacher of his suggested he attend the school of watchmaking and so began a journey of passion.

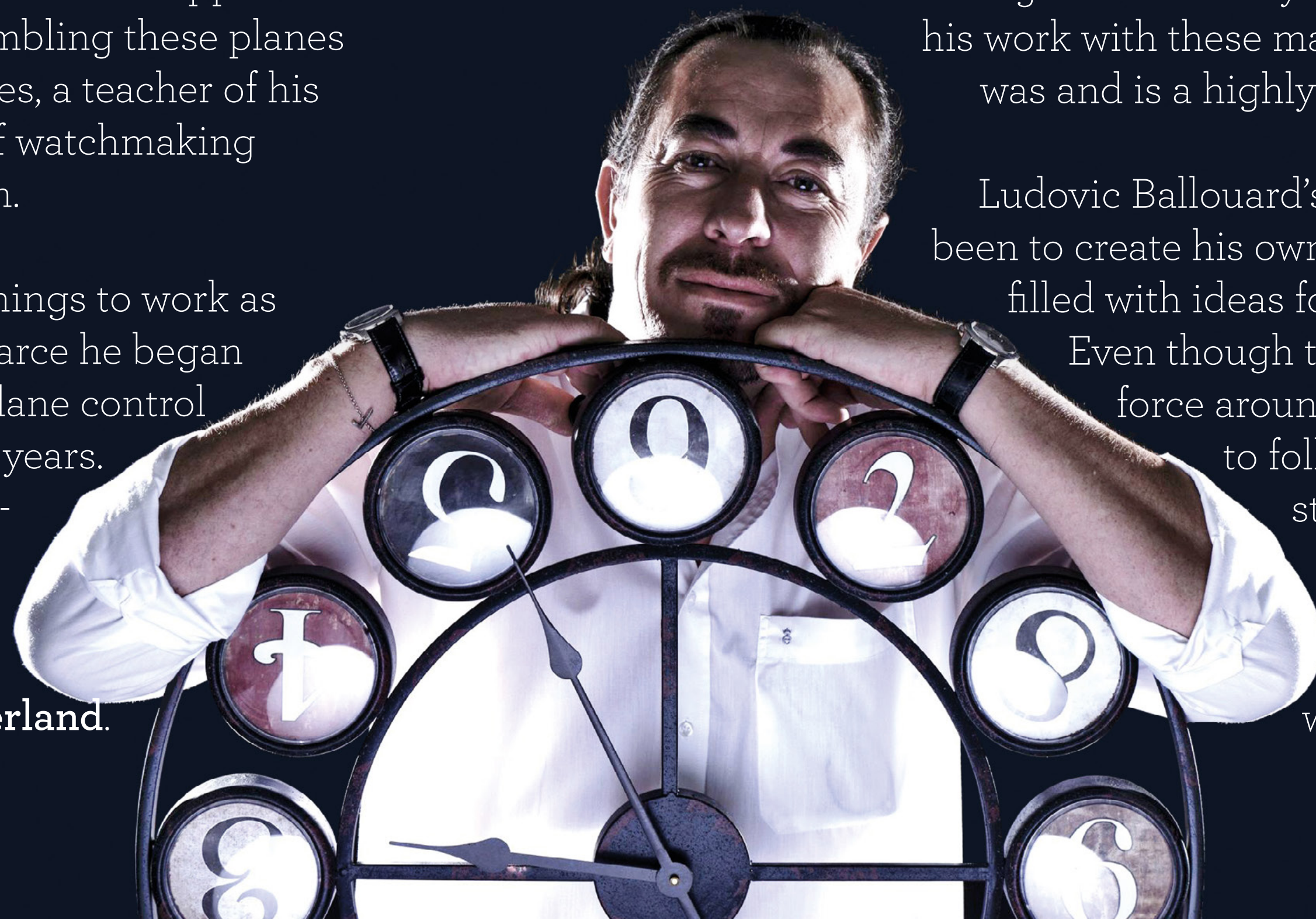
However due to the fact that openings to work as a watchmaker in Brittany were scarce he began his career as a technician for airplane control panels where he remained for six years. Fortunately, his passion for watchmaking was one he could not ignore and so his heart led him to work in one of the major hubs for watchmaking **Geneva, Switzerland**.

His work started with three years in the after-sale services department in **Franck Muller**. Following his departure from Franck Muller, one afternoon Ludovic telephoned a friend who was working at **F.P. Journe** and as fate it a highly sought-after position as a watchmaker would have had become vacant that very morning.

He was initially only going to work for six months but ended up staying for seven years. In his last three years with F.P. Journe, Ludovic was responsible for assembling the outstanding and extremely complicated **Sonnerie Souveraine**, his work with these marvels proved that Ludovic Ballouard was and is a highly talented watchmaker.

Ludovic Ballouard's greatest dream had always been to create his own watches as he had a head filled with ideas for different complications.

Even though the financial crisis was in full force around the globe, Ludovic decided to follow his dream. This bold journey started in May 2009. With collectors waiting impatiently and suppliers eager to work, Ludovic created his first timepiece, the **UPSIDE DOWN**, which was born in **December 2009**.





Ludovic Ballouard had the idea of creating a highly complicated and eccentric timepiece with the utmost simplicity in its presentation of time. Ludovic wanted to remind people that the most important time is the present and the Upside Down perfectly embodied that.

The way time is presented in the **UPSIDE DOWN**, should remind you how important it is to live in the moment. The past and the future time is, literally, presented upside down to tell you that there should be no regrets about the past which you cannot change and no qualms for the future which you don't know anything about.

The **UPSIDE DOWN**, was well received by critics and collectors alike and it was awarded the “**Special Prize of the Jury**” by the prestigious magazine “**Montres Passion**” during the “**Watch of the Year**” event in 2010. Driven by his original idea and philosophy Ludovic went on to create his next model, the **HALF TIME**, which was presented in **January of 2012**.

The **HALF TIME** is even more complicated, but it maintains the original philosophy by having a dial that presents time simply. The numeral that gives you the time is whole at the position of 12 o'clock while the rest of the numerals are cut in half, perpetually reminding you that the most important time is the present.

Ludovic Ballouard had the choice of including the minutes in the middle of the dial however he opted for making the movement even more complicated by integrating the retrograde minutes, staying true to his desire of continuously adding complications to his timepieces.

“**Only the present moment has a meaning**”, represents his philosophy.

For both **UPSIDE DOWN** and **HALF TIME**, Ludovic Ballouard focused on finding a method so that the back of his timepieces truly displayed all the aspects of the movement to the naked eye. His idea is that the dial should bring a smile to your face while the movement will fascinate you, as you can see the whole complications and moving through the sapphire crystal display back.

His reputation as a highly talented watchmaker was rewarded as **Harry Winston** entrusted him with the development of their **OPUS XII**, which he executed for **BASEL WORLD 2013**.

Today Ludovic Ballouard works from his workshop in the countryside of **Geneva in Switzerland**, a country which is now his own. His imagination continues to flourish leaving collectors and watch enthusiasts around the world patiently awaiting his next model.









## I N B R I E F

**1971**

Ludovic Ballouard was born and raised in Brittany, France.

**1998**

He moves to **Geneva** to pursue a career in watchmaking and started at **Franck Muller** where he was responsible for after sales services for three years.

**2001 • 2008**

Working for **F.P. Journe**. In his last three years he was responsible for assembling the groundbreaking and extremely complicated **Sonnerie Souveraine**.

**2009**

He decides to set up his own brand and delivers his first complication, **UPSIDE DOWN**, in December of that year he patents the complication under his own name.

**2012**

He comes out with his second complication, **HALF TIME**, which he patents under his own name Ludovic is asked, by **Harry Winston**, to create **OPUS XIII** for **BASELWORLD 2013** and so he spent less than a year (barely sleeping) and created another mechanical marvel.

**2013**

Ludovic obtains the **Swiss Nationality**.

**2018**

Becomes member of the **AHCI, Académie Horlogère des-Créateurs Indépendants** (a very prestigious academy for independent watchmakers).

**2020**

As he celebrates 10 years as a brand you should stay tuned for the next mechanical marvel which will then come out.





U P S I D E D O W N  
BY LUDOVIC BALLOUARD





**The UPSIDE DOWN was born in 2009.**

The financial crisis was rocking the world, and across the media, it seemed that the only topic of conversation was the stock market which was collapsing before our eyes, with all of **the figures turned upside down.** When the numbers go wrong, then the markets go wrong, yet in my mind I believed that if even just one single figure could stay true, then this solitary figure was enough to offer optimism and hope for the continuity of life. That is when I realised in a watch, as in life, we can live only one hour at a time. For the hours that have passed, we can never have back, and for those hours which lie ahead, who can really predict what unfolds? So for me, inspired by the unique symbolism and the endless possibilities of that single precious hour in which we all are living right now, a watch that made perfect sense in a world gone mad could only be my **UPSIDE DOWN.**

**Because only the present moment has a meaning.**









# U P S I D E D O W N

BY LUDOVIC BALLOUARD

A timepiece which epitomises the spirit of «**Carpe Diem**»  
**UPSIDE DOWN** is a symbol of the triumph of optimism over pessimism.





# U P S I D E D O W N

BY LUDOVIC BALLOUARD

C O N C E P T


Once the minute hand moves from one hour to the next, the past hour numeral **instantly turns 180 degrees**, while the new hour turns the right side up.





# U P S I D E D O W N

TECHNICAL SPECIFICATIONS



The elegant case is uniquely designed, with inverted convex sides, so when you look at it your reflection is **UPSIDE DOWN**.



# U P S I D E D O W N

TECHNICAL SPECIFICATIONS

C A S E



DIAMETER **41** mm



THICKNESS **11** mm



WATER RESISTANCE **30** (METERS/»ATM)





U P S I D E D O W N  
TECHNICAL SPECIFICATIONS

M O V E M E N T



NUMBER OF COMPONENTS **228** (movement only)



POWER RESERVE approximately **36** HOURS



BALANCE FREQUENCY **21,600** EPH/HZ



NUMBER OF JEWELS **51**



# U P S I D E D O W N

BY LUDOVIC BALLOUARD

In house movement **CALIBRE B01**  
patented **UPSIDE DOWN** complication  
developed by **Ludovic Ballouard**.  
By using crosses of Malta  
to control the rotation mechanisms,  
the precision of timing is perfect.









Two large, dark blue, stylized swirls flank the central text, creating a symmetrical, elegant frame.

Have us create the watch of your dreams



# CUSTOMIZATION

SOME EXAMPLES

For perfection in stone setting each diamond is set using only two grains instead of four, to accentuate the shape and beauty of **UPSIDE DOWN**'s round cut diamonds.





D I A L

M I L K Y   W A Y

UNIQUE PIECE

The **Galalith Milk** Stone dial is derived from real cow's milk and decorated with **14 white gold stars** which portray the **Ursa Minor** and **Ursa Major** constellations.





CASE & DIAL

# LA SCAPIGLIATA

UNIQUE PIECE

When art and mechanics  
come together. Hand-engraved case  
and hand-painted dial.





UNIQUE PIECE

Case and Crown hand-engraved  
**RED GOLD 18 KA.**





DIAL



LIMITED TO 12 PIECES

Mother of pearl marquetry





BLUE METEORITE

COLORS & ASPECT







CARON ORANGE DIAL

COLORS & ASPECT

CARON DIAL







## NUMERALS

HINDU ARABIC





STANDARD MODELS    UPSIDEDOWN    RED GOLD



94'000 CHF



PRICES • 2026 WITHOUT TAX



94'000 CHF

UPSIDEDOWN    PLATINUM





# HALF TIME

BY LUDOVIC BALLOUARD





When Ludovic Ballouard introduced his **HALF TIME** in **2012** each of the first **12** preordered masterpieces were conferred with a unique distinction.

The very first **HALF TIME** watch featured a red number **1**, the second one a red **2**, and so on to the twelfth watch, which of course had a red number **12**.

The **HALF TIME** perpetuates the philosophy which the watchmaker instilled in his **UPSIDE DOWN** which is to celebrate the present moment, so the hours which have passed are now memories, and the hours still to come have yet to reveal what they will bring, and only the current hour is readable.

On the other hand the **HALF TIME** is inspired by the concept of love, beautifully depicted in its revolving halves which must find each other to bond as one.

An expression of love and unity, the inspiration for this watch is an observation of the love story between two people who come together to become one, and embark on life's great journey together.

In this way, each hour is its own unique love story, and an encounter between two individual souls can last for a lifetime.  
Still the perpetual message remains  
**only the present moment has a meaning.**









# HALF TIME

TECHNICAL SPECIFICATIONS

A timepiece which embodies  
the « **Spirit of Love** »  
where 2 halves unite to become one.





# HALF TIME

BY LUDOVIC BALLOUARD

Jumbled numerals are split in two halves, and only the current hour forms a whole so the time can be read.

Two discs rotating in opposite directions reconstruct one index to indicate the time.

Half Time jumping hours require no hand. Minutes are displayed in classic retrograde fashion on the crescent arc at 6 o'clock.

CONCEPT





# HALFTIME

TECHNICAL SPECIFICATIONS

## CASE



Elegant and distinguished  
in solid **platinum** or in **red gold** ,  
the contoured lines flow gracefully  
from lug tip to lug tip.



# HALFTIME

TECHNICAL SPECIFICATIONS



DIAMETER **41** mm



THICKNESS **11** mm



WATER RESISTANCE **30** (METERS/»ATM)

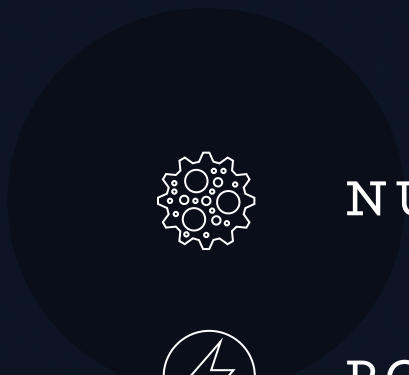




HALF TIME

TECHNICAL SPECIFICATIONS

MOVEMENT

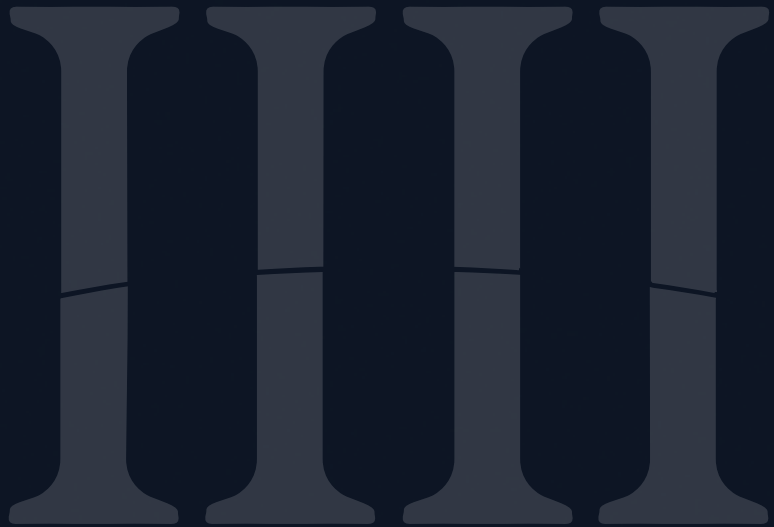


NUMBER OF COMPONENTS >**300** (movement only)

POWER RESERVE approximately **35** HOURS

BALANCE FREQUENCY **21,600** EPH/3HZ

NUMBER OF JEWELS **53**





# HALFTIME

TECHNICAL SPECIFICATIONS

Ludovic Ballouard has endowed his new creation with **CALIBRE B02**, an **in-house** movement featuring patented mechanism.









Two large, dark blue, stylized swirls flank the central text. Each swirl consists of a thick line that curves around a central circular area, creating a sense of motion and elegance.

Have us create the watch of your dreams



# CUSTOMIZATION

SOME EXAMPLES

The name of the creator is incorporated under the window indicating the current hour, and at the bottom you can see the number of series of pieces that you might own. We can incorporate the initial of the customer on the front.





THAILAND edition

UNIQUE PIECE

Inspired by Thailand flag  
and the **Coronation of the 10th King.**





DIAL







COLORS & ASPECT







## NUMERALS



## CHINESE





NUMERALS



HINDU ARABIC



STANDARD MODELS HALF TIME RED GOLD



104'000 CHF



PRICES • 2026 WITHOUT TAX



104'000 CHF

HALF TIME PLATINUM



S T R A P & B U C K L E





STRAP & BUCKLE

Blue Alligator strap with patented buckle  
hand engraved 950 PLATINUM.



## STRAP & BUCKLE

Brown Alligator strap  
with patented buckle  
hand engraved **YELLOW GOLD 18 KA.**



## STRAP & BUCKLE



Patented buckle  
hand engraved **950 PLATINUM**.



Patented buckle  
hand engraved **RED GOLD 18 KA**.



Patented buckle  
hand engraved **950 PLATINUM**  
set with diamonds.



 Ludovic Ballouard

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