

## BIRTH OF A LEGEND – THE FIFTY FATHOMS

Driven by its pioneering spirit since its founding in 1735, Blancpain's historical connection with diving reaches back more than half a century to 1953, with the launch of the world's first modern diving watch: the Fifty Fathoms. This now iconic timepiece reflected a shared vision, that of Jean-Jacques Fiechter, Blancpain's then CEO, drawn from his own experiences and passion for scuba diving, and also that of the newly formed French combat diving corps, led by Captain Robert "Bob" Maloubier and Lieutenant Claude Riffaud. The ideas and concepts woven into that first Fifty Fathoms have defined diving watches for the entire industry ever since.

### 傳奇的誕生 – 五十噚

創始於 1735 不斷以先鋒者精神自驅的 Blancpain，從 1953 品牌發表世界上第一只現代化潛水錶：「五十噚」那刻起，品牌歷史跟「潛水」已有超越半世紀的連結。這一當代指標性的時計，反映了 Blancpain 時任 CEO Jean-Jacques Fiechter 個人對水肺潛水的經歷與熱情、以及 Robert "Bob" Maloubier 和 Lieutenant Claude Riffaud 領軍新立的法國戰鬥部隊，這兩造所交織出的遠瞻。當時的想法與概念所打造出的第一只五十噚，自此影響了業界對潛水錶的定義。