

BR-03 SKELETON

Bell & Ross





BR-03 SKELETON: A WATCHMAKING TRILOGY

After 20 years of creativity around the BR-03 collection, Bell & Ross adds a level of sophistication to its icon with the BR-03 Skeleton. This launch is accompanied by the "20 YEARS BOLD" campaign, which chronicles the history of this iconic square watch. A concept watch with a powerful design and subtle details, the new BR-03 Skeleton is available in three complementary versions, showcasing Bell & Ross' expertise in skeletonization and luminescence. Whether in Black Ceramic, Lum Ceramic, or Grey Steel, the BR-03 Skeleton houses a newly developed movement specifically designed by Bell & Ross and produced for Bell & Ross.



A MODERN INTERPRETATION OF SKELETONIZATION

For many watch enthusiasts, skeletonization should be considered a complication in its own right. This finishing technique involves hollowing out and cutting components to reveal their intricate mechanics. These delicate operations require precise craftsmanship, as this "stripping down" must not compromise the intrinsic technical qualities of the movement. This is why a skeletonized piece is always extraordinary. The three new BR-03 Skeleton models are powered by the same skeleton movement, designed and exclusively manufactured for Bell & Ross. "By skeletonizing our BR-03, one of the pillars of our collections, we have brought an additional watchmaking dimension to an everyday timepiece. We have reworked the bridges and upper plates of the movement to bring maximum sophistication to the BR-03. To reinforce this concept, we redesigned the entire watch around a specific X-shaped structure, a symbol of sophistication and avant-garde. By enhancing luminescence, we aimed to add an extra level of horological sophistication. By simultaneously offering three versions with very different approaches, we allow this watch to reinvent itself, embracing three original and innovative designs," explains Bruno Belamich, Creative Director and co-founder of Bell & Ross. Complementary yet unique in their style and story, each of these three watches highlights the brand's creativity and watchmaking expertise. The BR-03 Skeleton trilogy fills a gap in Bell & Ross' professional collection.



A NEW, DEDICATED MOVEMENT

The choice of a finely skeletonized movement served as a source of inspiration for Bell & Ross' watchmakers. Their ambition to fully reveal the watch's mechanics naturally led to the creation of a dedicated movement. Featuring a 54-hour power reserve, the new BR-CAL.328 caliber—an automatic, three-hand movement without a date—ensures the reliability and precision of all three BR-03 Skeleton versions. The upper bridges form an X with their four double arms, each connecting to one of the four bezel screws. Architectural and technical, this X-shaped design enhances the modernist expressiveness of the three BR-03 Skeleton models.



THREE POWERFUL INTERPRETATIONS

The three versions of the new BR-03 Skeleton, introduced simultaneously by Bell & Ross, go beyond a mere design exercise or dial animation. This watchmaking trilogy explores three complementary creative directions: The first focused on transparency, the second transforming the professional watch into a bold jewel, and the third emphasizing luminescence. These three variations showcase Bell & Ross' skill in material craftsmanship and creative watch design.



BR-03 SKELETON BLACK CERAMIC: AN AERONAUTICAL DNA

The BR-03 Skeleton Black Ceramic brings together the concepts of skeletonization and transparency. The dial and movement form a cohesive whole. Heavily inspired by the technical purity and functionality of aviation, this iconic Bell & Ross model—a flagship in the black ceramic version—has been reinvented with skeletonization, a hallmark of modern fine watchmaking. Black, a color deeply familiar to aviation and aerospace enthusiasts due to its presence in cockpit instruments and stealth aircraft fuselages, is also closely linked to the world of design. The 41mm black ceramic case of the BR-03 Skeleton Black Ceramic acts as a modernist frame for a contemporary masterpiece. Constructed from smoked sapphire crystal, the dial features applied black “baignoire style” applique indexes filled with green-emitting white Super-LumiNova (SLN), fully revealing the X-shaped skeletonized movement. Legibility remains a priority for Bell & Ross, a brand known for designing professional instruments. This is ensured through instrument-style hands: the hour and minute hands are skeletonized and filled with green-emitting white SLN, while the seconds hand is black with a white tip for enhanced visibility. For technical and aesthetic consistency, the Black Ceramic version comes with a black rubber strap secured by a micro-blasted black PVD-coated steel pin buckle, as well as an additional aviation-inspired black Velcro strap.



BR-03 SKELETON GREY STEEL: A METALLIC AND MECHANICAL JEWEL

With the steel version of the BR-03 Skeleton, Bell & Ross envisions a sports watch transforming into a contemporary jewel. This instrument reveals its inherent sophistication by exposing the automatic skeletonized BR-CAL.328 movement through its open-worked dial. The dial and movement form a cohesive whole. "The BR-03 Skeleton Grey Steel is a high-tech jewel. This horological machine is presented as a sculpture in steel. It proudly displays its precious and sophisticated nature, as evidenced by numerous details: the polished and satin-finished case, the faceted indexes—everything is designed to capture and reflect light. The reflections have been carefully studied. The finely cut patterns on the open-worked dial are faceted and treated with ruthenium for extra brilliance. The faceting of the skeletonized dial also echoes that of a stealth aircraft, the ultimate reference in uncompromising avant-garde design. Entirely metallic, this watch is both a horological sculpture and a brutalist machine with a disruptive design," explains Bruno Belamich. This more luxurious version of the BR-03 Skeleton is limited to 250 pieces. It also comes with two interchangeable straps: a black rubber strap with a polished and satin-finished steel pin buckle and a black Velcro strap.



BR-03 SKELETON LUM CERAMIC: THE SURPRISES OF LUMINESCENCE

Even bolder, the BR-03 Skeleton Lum Ceramic embraces a dual identity and conveys a strong visual narrative. A sophisticated futuristic watch by day with its black ceramic case, it transforms into an extraordinary horological piece at night, revealing its luminescent properties. In many ways, it could belong in a sci-fi film. Green luminescence, a key readability feature, is also one of Bell & Ross' signature design elements. This visual design hallmark has been pushed to the extreme, giving birth to the most daring and futuristic of the three BR-03 Skeleton models. For this, the openworked black dial is highlighted with luminescent SLN C3 on its edges and placed on a translucent smoked plate that tints the movement. "The neon-like photoluminescent effect allows us to X-ray the skeletonization, giving it a modernized aesthetic dimension. The skeletonized dial is cut following the contours of the movement's bridges, exposing blackened gears through the tinted sapphire crystal. A green Super-LumiNova outline traces the cutouts, reminiscent of the illuminated grille of a car. Here, luminescent material is used not just for optimal readability—something we usually focus on for professional watches—but as a decorative and horological finishing element" details Bruno Belamich. This highly exclusive watch is limited to just 250 pieces, available only at Bell & Ross boutiques and via the official website. Like the other versions, it comes with two interchangeable straps: with a black rubber strap secured by a micro-blasted black PVD-coated steel pin buckle and a black Velcro strap.

BR-03 SKELETON BLACK CERAMIC



BR03A-BL-SKCE/SRB	
Movement: Caliber BR-CAL.328. Automatic mechanical. 54-hour power reserve.	Crystal: Sapphire with anti-reflective coating.
Functions: Hours, minutes, and seconds.	Water resistance: 100 metres.
Case: 41 mm wide. 10.60 mm thick. Microblasted black ceramic.	Strap: Black rubber and ultra-resilient black synthetic fabric.
Dial: Skeletonised with tinted transparent panel. "Baignoire-style" applique numerals and indexes filled with white Super-LumiNova® X1 (green emission). Skeletonised hour and minute hands filled with white Super-LumiNova® X1 (green emission).	Buckle: Pin. Steel with matt black PVD (Physical Vapour Deposition) microblasted finish.

BR-03 SKELETON GREY STEEL

250 PCS LIMITED EDITION



BR03A-GR-SKST/SRB	
Movement: Caliber BR-CAL.328. Automatic mechanical. 54-hour power reserve.	Crystal: Sapphire with anti-reflective coating.
Functions: Hours, minutes, and seconds.	Water-resistance: 100 meters.
Case: 41 mm wide. 9.65 mm thick. Satin-polished steel.	Strap: Black rubber and ultra-resilient black synthetic fabric.
Dial: Skeletonised with a faceted and openworked plate. "Baignoire-style" applique index filled with white Super-LumiNova® X1 (green emission). Skeletonised rhodium-plated hour and minute hands filled with white Super-LumiNova® X1 (green emission). Rhodium-plated seconds hand.	Buckle: Pin. Satin-finished and polished steel.

BR-03 SKELETON LUM CERAMIC

250 PCS LIMITED EDITION



BR03A-LM-SKCE/SRB	
Movement: Caliber BR-CAL.328. Automatic mechanical. 54-hour power reserve.	Crystal: Sapphire with anti-reflective coating.
Functions: Hours, minutes, and seconds.	Water-resistance: 100 meters.
Case: 41 mm wide. 11.25 mm thick. Microblasted black ceramic.	Strap: Black rubber and ultra-resilient black synthetic fabric.
Dial: Skeletonised with an openworked black plate and Super-LumiNova® X1 C3 outlines. "Baignoire-style" applique index filled with Super-LumiNova® X1 C3 (green emission). Skeletonised hour and minute hands filled with Super-LumiNova® X1 C3 (green emission).	Buckle: Pin. Steel with matt black PVD (Physical Vapour Deposition) microblasted finish.



The history of Bell & Ross began in 1994, driven by two friends, Carlos-A. Rosillo and Bruno Belamich, both passionate about watchmaking and aviation. With a Franco-Swiss heritage, Bell & Ross quickly became a reference in the field of professional aviation watches.

In 2005, the company revolutionized watch design codes with the creation of the BR-01, inspired by aeronautical instruments. The iconic "circle within a square" was born, becoming its visual signature. Bell & Ross then established its distinctive design at the heart of every collection: the professional BR-03 collection, the urban BR-05 collection, and the avant-garde BR-X5 manufacture line.

Synthesizing innovation and watchmaking excellence, Bell & Ross embodies the motto "From the cockpit to the wrist," catering to extreme professionals as well as individuals seeking functional and distinctive watches.

The watchmaking company is present in over 80 countries through a carefully selected international network of 600 retailers and 25 exclusive boutiques. Its universe unfolds around prestigious partnerships with La Patrouille de France and the Tara Océans Foundation.