

ELITE LIVING

AFRICA

SUPERYACHT BUYERS' GUIDE
WITH LÜRSSEN

EXOTICS ON PARADE: DUBAI
INTERNATIONAL MOTOR SHOW PREVIEW

AFRICAN ART SETTING NEW
RECORDS AT AUCTION



AFRICA'S FINEST
A VERY SPECIAL POLO EVENT

FASHION. WATCHES & JEWELLERY. STYLE. TRAVEL. TECHNOLOGY. LEISURE. CONNOISSEUR.

BLOOD, SWEAT AND GEARS

Blending Italian craftsmanship with Swiss ingenuity, Meccaniche Veloci has built a timepiece empire inspired by fast cars and the smell of petrol.

BY EMMET MCGONAGLE



With the new SuperQuadro model in the works, *Elite Living Africa* spoke to Meccaniche Veloci CEO Cesare Cerrito about the blend of fortune and fate which led him to become CEO of his favourite watch brand.

According to Cesare, his meet-cute with Meccaniche Veloci happened a decade ago at the Superbike World Championship. However, their paths didn't truly intersect until 2015, when Cesare (the founder of his own private equity company), decided to sink his teeth into the elegant world of luxury watches. "I have always been passionate about engines and watches, so the acquisition of Meccaniche Veloci happened as a natural stellar alignment," began Cesare.

"The brand was born in Milan in 2006, and it broke the conventional rules of design by creating an unmistakable piston-shape watch case. Aesthetically, it embodied the Italian style, but

from a watchmaking point of view it was less appealing as it was encasing Swiss ETA movements.

"When I took over the brand in 2015 and I moved the headquarters to Geneva I decided it was time to bring the brand to the next level; we started developing our in-house calibre and we completely redesigned the case and dials.

Today, our timepieces are 100 per cent crafted in Switzerland and only equipped with in-house calibre. Finally, it is something I am very proud of."

Cesare spends months wearing the Meccaniche Veloci prototypes, fine-tuning the details for an structurally stellar watch built on the foundations of Italian style and Swiss mechanics.

"The sum of many little details make a quite tangible overall upscale quality in the final product. It is a form of respect that I feel I owe to my customers," he said. ♦

ABOVE: Cesare Cerrito maintains quality can be found in the small details of 'Meccaniche'.