

Tudor x Duke

“Its Time To End ALS”

For our project with Tudor in support of Duke University ALS Research we have created 4 designs that will each make up a portion of the total number of Tudor Black Bay 58 Watches. We currently have a target total of 100 watches for this great cause. Each design commemorates different segments of ALS Research being conducted by the wonderful individuals who work tirelessly to find a cure for ALS.

The proceeds will go to the Stewart, Demetre and Wendt microbiome study. Dr. Bedlack, the Valdivia lab, and the Duke Microbiome Center have found that people with rapidly progressing ALS tend to have an overabundance of 5 organisms in their gut while people with slow progressing ALS have increased amounts of 3 others. Putting these organisms into a mouse model of ALS confirms that they can speed up, or slow down, progression. They now want to build and trial a probiotic that boosts the beneficial organisms and suppresses the harmful ones. The funds raised by this event will empower this work.

ALS patients have an average life expectancy of two to five years. It is our hope that this study, with Tudor’s help, can extend that much further. Patients deserve more treatments and families deserve to make more memories.

Design 1 is called “The Journey”

The Journey was created by D. Loy Stewart who passed of ALS in 2020. The statue consists of three platforms. The first platform is easy to get to with a simple ladder. He represents comfort and is where most people live their days. The second platform is hard to get to and requires a team to arrive at. This is where you start to break out of your comfort zone. The last platform means accomplishing the nearly impossible. Loy did exactly that living with ALS for almost two decades when most don't even get a quarter of that.

Design 3 is called “Cornflower”

The cornflower is an international symbol of ALS and MND. It represents both the patients family members dealing with this tragic disease. The cornflower looks remarkably fragile, like an ALS patient can often look in late stages. It looks brittle and weak but those who deals with flowers to ALS patients know that nothing can be further from the truth. The flower is as strong as they come and wildly resilient. They face whatever headwinds come their way and grow even stronger because of it.

Design 4 is called “Chapel with Cornflowers”

The gothic building is meant to bring about memories of esteemed institutions deep with academic integrity and ingenuity. Drapes on either side is the cornflower. When you combine these two, you get a powerful symbol: Using our most important assets, our young people who are looking to forge a new path and learn as much as they can, looking to cure the incurable, including ALS. We have no doubt that the person who can turn ALS from universally fatal to manageable is out there right now and it's up to us and our efforts to make sure they have the funding and support they need.

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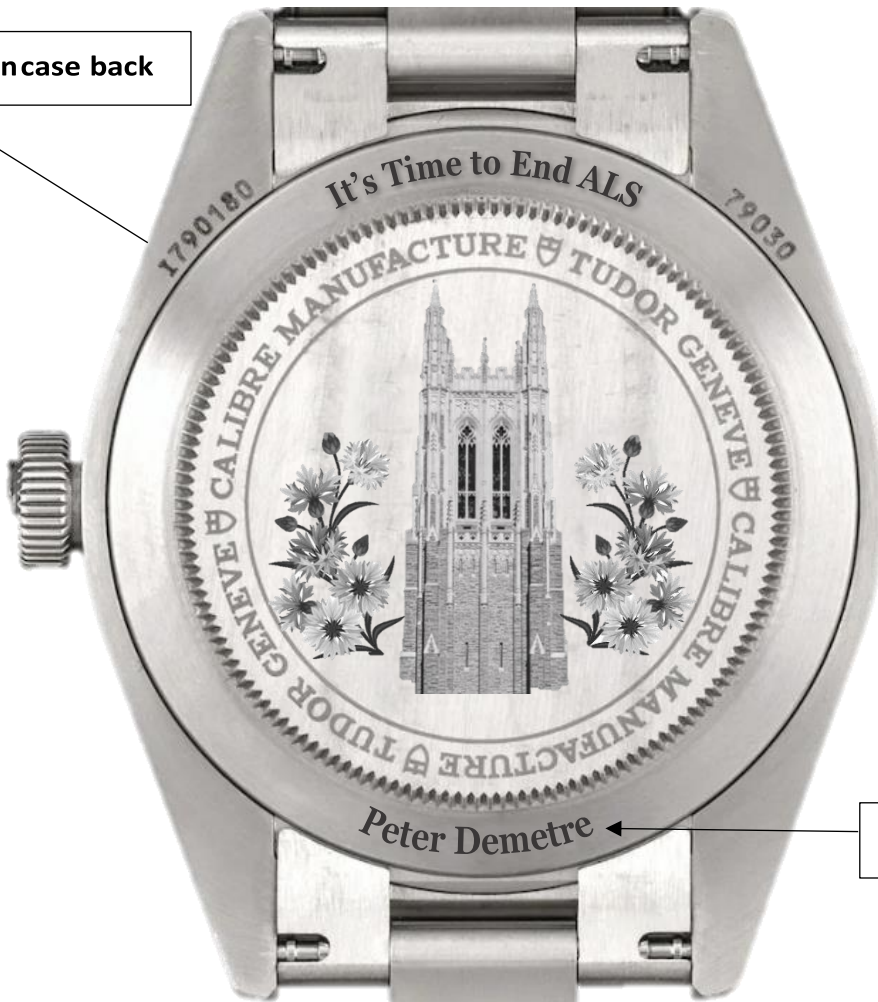
Personalized Name

M.P. DEMETRE
JEWELERS

Tudor Black Bay 58 Blue
on Bracelet



Logo engraved on case back



Personalized Name

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