

M.A.D.2 R&B & M.A.D.2 REDemption

Frequently Asked Questions

April 2026

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1. Quick Guide

This FAQ is designed to make the two launch flows immediately clear: **M.A.D.2 R&B** is available via raffle, while **M.A.D.2 REDEMPTION** is available by direct order only for eligible loyal fans who are contacted by email.

Topic	M.A.D.2 R&B	M.A.D.2 REDEMPTION
Access	Random raffle open to everyone	Direct order reserved for eligible loyal fans
Who can buy it?	Anyone may enter the raffle; one entry per person	People who have entered at least four previous raffles without winning
Window	Raffle opens April 14, 2026, at 2:00 PM CEST and closes April 20, 2026, at 3:00 PM CEST.	Ordering window runs from April 9, 2026, at 2:00 PM CEST to April 20, 2026, at 3:00 PM CEST.
Price	CHF 2,900 excluding VAT	CHF 2,900 excluding VAT
Payment	Pre-authorization during raffle entry; charged only if selected	Standard order; charged directly at checkout
Delivery	Planned between April and October 2026	Planned between April and October 2026
Colorway	Black dial plate, red hour and minute discs, black leather strap	Red dial plate, black hour and minute discs, black leather strap

Visuals

M.A.D.2 R&B



M.A.D.2 REDEMPTION



Key dates

- April 9, 2026, 2:00 PM CEST — Eligible clients receive M.A.D.2 REDemption order access by email.
- April 14, 2026, 2:00 PM CEST — M.A.D.2 R&B raffle opens.
- April 20, 2026, 3:00 PM CEST — M.A.D.2 REDemption ordering window closes and M.A.D.2 R&B raffle closes.
- April 21, 2026 — M.A.D.2 R&B raffle results are communicated.

2. The Watches

What is M.A.D.2 R&B?

M.A.D.2 R&B is a new M.A.D.2 edition designed by Eric Giroud and inspired by the '90s club scene. It features a smooth pebble-like case, a spinning vinyl-like dial, and jumping hours. It follows the M.A.D.2 Green and Orange editions.

What is M.A.D.2 REDemption?

M.A.D.2 REDemption is a special edition of the same creative universe, also designed by Eric Giroud and inspired by club culture. It shares the same overall mechanical concept and case architecture, but is reserved exclusively for loyal fans who have entered at least four previous raffles without winning.

What is the main difference between the two watches?

The main difference is the access method. M.A.D.2 R&B is available through a raffle open to everyone, while M.A.D.2 REDemption is available only by direct order for eligible loyal fans who are contacted by email. The colorway also differs: R&B features a black dial plate with red hour and minute discs, while REDemption features a red dial plate with black hour and minute discs.

Do the two watches share the same technical base?

Yes. M.A.D.2 R&B and M.A.D.2 REDemption share the same movement base, case dimensions, display concept, water-resistance rating, and general construction. The launch difference lies mainly in the access method and colorway.

Shared technical specifications

Specification	Details
Movement base	Swiss-made Manufacture La Joux-Perret calibre G101
Display module	Bi-directional jumping hour and trailing minutes module developed by MB&F
Case fitting diameter	25.6 mm
Movement height	4.45 mm
Frequency	4 Hz
Jewels	24
Power reserve	64 hours

Specification	Details
Winding	Automatic
Case material	Stainless steel 316L
Dimensions	42 mm diameter × 12.3 mm height
Water resistance	30 m / 3 ATM / 90 ft
Crystals	Top sapphire crystal with anti-reflective coating on both faces; bottom sapphire crystal with anti-reflective coating on the inside face

Are M.A.D.2 R&B and M.A.D.2 REDemption sports watches?

They are robust daily-wear watches and are fine for daily life, rain, and hand washing, but they are not designed for sports or water activities.

Can I still buy previous models such as M.A.D.1, M.A.D.1S, or the earlier M.A.D.2 editions?

Those editions were sold through past raffles and are fully allocated. They may return in future editions, but in a different form.

3. How to Buy, Enter, and Check Eligibility

M.A.D.2 R&B: raffle flow

How can I acquire M.A.D.2 R&B?

M.A.D.2 R&B is available only through the [raffle](#) system. Registrations remain open for one week, from April 14, 2026, at 2:00 PM CEST until April 20, 2026, at 3:00 PM CEST.

Why are you using a raffle?

The raffle is designed to be the fairest way to offer the watch: everyone has the same entry window, the draw is random, and the selection process is conducted under the supervision of a bailiff.

How does the raffle work?

You enter during the raffle window, complete the required checkout steps and the raffle pre-authorization, and then wait for the random draw. If you are selected, the pre-authorization is automatically converted to a charge at the time of the draw, so there is no separate payment deadline.

When will the raffle results be communicated?

Results are communicated on April 21, 2026. Both selected and non-selected entrants will be notified. Please monitor your inbox and spam folder carefully.

How many watches are available?

Approximately 1,500 M.A.D.2 R&B pieces will be allocated through the raffle.

Can I enter if I am not already an MB&F or M.A.D. client?

Yes. The raffle is open to everyone.

Can I enter more than once?

No. Only one entry per person is allowed.

How many M.A.D.2 R&B watches can I buy?

A maximum of one M.A.D.2 R&B per client.

Does entering early improve my chances?

No. Entering earlier does not improve your chances. The raffle remains open for the full window so everyone has time to participate, and the selection is made only after the raffle closes.

Do previous clients get priority?

No special priority is required to enter. The raffle is open to everyone. The only automatic boost described for this launch is the double chance for previous non-selected M.A.D. Editions raffle participants.

I entered a previous raffle and was not selected. Do I get a boost?

Yes. If your email address was used in any previous M.A.D. Editions raffle and you were not selected, our system automatically gives you a double chance in this raffle. You do not need to register twice or contact us for this.

I used a different email address in past raffles. What should I do?

The automatic double chance is linked to your previous raffle history. If you believe your history may not be recognized because you used a different email address, please contact info@madeditions.com.

Can I cancel my participation after entering?

No. If your name is drawn, the sale is final. The raffle pre-authorization confirms your intent to purchase, and the watch cannot be reallocated.

M.A.D.2 REDemption: eligibility and direct order flow

Who is eligible to buy M.A.D.2 REDemption?

M.A.D.2 REDemption is reserved exclusively for loyal fans who have entered at least four previous raffles without winning.

Do I need to register separately for M.A.D.2 REDemption?

No. If you are eligible, the M.A.D.Editions team will contact you directly by email. There is no separate raffle and no separate registration form.

How will I know if I am eligible?

Eligible clients receive an email from the M.A.D.Editions team on April 9, 2026 at 2:00 PM CEST, with an order link and a personal password.

How do I order my M.A.D.2 REDemption?

You place your order directly through the link sent by email, using the personal password provided by the M.A.D.Editions team.

Is my M.A.D.2 REDemption order link and password transferable?

No. The invitation, order link, and password are personal and non-transferable.

What is the ordering period for M.A.D.2 REDemption?

The ordering window runs from April 9, 2026, at 2:00 PM CEST until April 20, 2026, at 3:00 PM CEST.

How many M.A.D.2 REDemption watches can I order?

A maximum of one M.A.D.2 REDemption per eligible client.

What should I do if I believe I am eligible, but I did not receive the email?

Please check your spam or junk folder first. If you still have not received anything, contact info@madeditions.com, and the team will verify your eligibility in the system.

What counts toward my eligibility?

Each previous raffle entry is counted individually. To be eligible, you must have entered at least four previous raffles and not been selected in any of them.

If I lost four times but accessed the M.A.D.1S Green Lucky Clover, am I eligible?

No. Access to the M.A.D.1S Green Lucky Clover counts as an allocation, so it does not qualify as four losses without a win.

I participated in the M.A.D.1S Grow Your Dreams launch. Does that count as one participation or three?

If you participated in all three raffles for the Water, Nature, and Sun models, that counts as three separate participations because each raffle is independent. If you were not selected in any of the three, it counts as three losses.

Can I swap my M.A.D.2 REDemption allocation for a M.A.D.2 R&B?

No. It is not possible to exchange a M.A.D.2 REDemption allocation for a M.A.D.2 R&B.

If I am eligible for M.A.D.2 REDemption, can I still enter the M.A.D.2 R&B raffle?

Yes. Eligibility for M.A.D.2 REDemption does not prevent you from entering the M.A.D.2 R&B raffle as well.

Can I buy both M.A.D.2 REDemption and M.A.D.2 R&B?

Yes. If you are eligible for M.A.D.2 REDemption and selected for M.A.D.2 R&B, you may buy one of each version.

4. Payment and Checkout

Important: the payment flow differs between the two launches. Pre-authorization applies only to the M.A.D.2 R&B raffle. M.A.D.2 REDemption is a normal order flow and is charged directly at checkout.

M.A.D.2 R&B: raffle pre-authorization

What is a pre-authorization?

A pre-authorization is a temporary hold on your payment method. You are not charged unless you are selected in the raffle.

What amount is pre-authorized for M.A.D.2 R&B?

The exact pre-authorized amount is CHF 2,900.

Why is a pre-authorization used for M.A.D.2 R&B?

It helps ensure fairness, prevents bots, and confirms that entrants genuinely intend to purchase the watch if selected.

When does the pre-authorization apply?

It applies only during the M.A.D.2 R&B raffle entry process.

What payment methods are accepted for the raffle entry?

Credit cards and PayPal are accepted.

I see a deduction from my bank account. Have I been charged?

Not necessarily. In the raffle flow, what you typically see is a temporary hold linked to the pre-authorization. If you are not selected, your bank releases it instantly or within up to 14 days, depending on the bank or card issuer. If you are selected, the hold converts into the charge.

If I am selected for M.A.D.2 R&B, do I need to do anything else to complete payment?

No. If you are selected, the pre-authorization is automatically converted to a charge at the time of the draw. There is no separate payment deadline.

My card was declined or expired. What should I do?

If the pre-authorization fails, your raffle entry is not valid. Please make sure your payment method is up to date before participating.

The pre-authorization failed. Why?

This can happen if there are insufficient funds, the card is not eligible, or the payment method cannot complete the hold. If in doubt, check with your bank or use another accepted payment method next time.

How do I know whether my raffle entry went through?

You receive a confirmation email once your pre-authorization and raffle entry are complete. If you do not see it, please check your spam or junk folder and then contact info@madeditions.com if needed.

I cannot complete checkout. What should I do?

Try right-clicking the checkout button and opening it in a new tab. You should also check your browser pop-up settings.

What happens if I win but no longer want the watch?

The pre-authorization exists to protect the fairness of the raffle. If you are selected, the sale is final, and the watch will not be reallocated.

M.A.D.2 REDemption: direct order payment**Is there a pre-authorization for M.A.D.2 REDemption?**

No. M.A.D.2 REDemption is not part of the raffle flow, so there is no pre-authorization step.

When am I charged for M.A.D.2 REDemption?

You are charged immediately when you place your order through the order link sent to eligible clients.

Why is the REDemption payment flow different?

M.A.D.2 REDemption is a reserved direct-order product for eligible fans. Because there is no random draw, there is no need for a raffle pre-authorization system.

5. Price, Taxes, Shipping, and Pickup**How much do the watches cost?**

M.A.D.2 R&B and M.A.D.2 REDemption are both priced at CHF 2,900 excluding VAT.

In which currency will I be charged?

Charges are made in Swiss francs (CHF). Your bank or card issuer will convert the amount into your local currency at its own exchange rate and may add fees.

What taxes and duties apply?

For in-person pickup in Switzerland, Swiss VAT applies. For international shipping, Swiss VAT is removed at checkout, and local VAT and import duties remain the buyer's responsibility. DHL or your local customs authority will collect them.

What happens if I refuse to pay local VAT, import duties, or customs charges?

If these charges are refused, the parcel will be returned to us at the customer's expense.

When will the watches ship?

Deliveries are planned between April and October 2026.

Can I request early delivery or express shipping?

No. Dispatch timing follows the production and delivery schedule. DHL International Priority is used for shipping, but faster transit does not change the dispatch sequence.

Which countries do you ship to?

We ship worldwide except for Mainland China, Crimea, North Korea, India, Russia, and Ukraine.

What shipping service do you use?

All orders are shipped via DHL International Priority, free of charge.

Will I receive a tracking number?

Yes. A tracking number is provided once your order has been dispatched.

What happens if customs hold my shipment?

If customs hold a shipment, our teams will work with the carrier to help unblock it.

Can I change my shipping address before the watch is shipped?

Yes. Please get in touch with info@madeditions.com before the watch is shipped.

Can I pick up my watch in person?

Yes, but only at the M.A.D.Gallery in Geneva, Switzerland. Swiss VAT will be applied to pickup orders. Other MB&F retailers or Labs do not carry M.A.D.Editions cannot be used for pickup.

Can someone else collect my watch in Geneva on my behalf?

Yes. This is possible, but you must notify us in advance and send us that person's ID before pickup.

How long do I have to collect my watch in Geneva?

There is no fixed time limit, but please coordinate the pickup with our team in advance.

Can I switch from shipping to in-person pickup?

Please get in touch with info@madeditions.com before shipment. Pickup is available only in Geneva, and Swiss VAT applies. For raffle orders, changing the fulfillment method may require canceling the original order, waiting for the pre-authorization to be released, and then placing a new order with Swiss VAT applied.

6. Straps, Warranty, Support, and Communication

What strap is included with each watch?

Both M.A.D.2 R&B and M.A.D.2 REDemption come with a black leather strap with a red lining and a stainless-steel folding buckle.

What strap sizes are available?

Short: 105 mm / 60 mm for wrists of 16.5 cm and under. Medium: 115 mm / 70 mm for wrists between 16.5 cm and 18.5 cm. Large: 125 mm / 80 mm for wrists of 18.5 cm and above.

Can I order extra straps or buckles?

Yes. Replacement strap sets are available for CHF 80 excluding VAT and are sold only in pairs, not as single strap sides. Stainless steel folding buckles may also be available separately; please get in touch with us for availability and pricing.

Are there other strap options?

Yes. Additional strap options include the green strap from the M.A.D.2 Green and a tone-on-tone anthracite grey strap. A rubber strap is also in development. For strap orders, please contact info@madeditions.com.

What is the warranty?

Your M.A.D.2 R&B or M.A.D.2 REDemption are covered by a 24-month international warranty starting from the date of delivery.

How often should I service my watch?

A complete service is recommended every 4 to 6 years. Only M.A.D. Editions is authorized to perform the service.

What should I do if my watch arrives damaged?

Please get in touch with info@madeditions.com as soon as possible. While such cases are infrequent, the team will help repair or replace the watch if needed.

Can I return my watch after delivery?

Yes. You may return the watch within 14 days of delivery for a refund.

Can I visit the M.A.D. Editions workshop?

The assembly site is not open to the public, but you can visit the M.A.D. House in Geneva. Please get in touch with the team if you would like to arrange a visit.

Will there be future raffles or editions?

Yes. Additional M.A.D. Editions launches are planned.

How can I stay informed?

Follow [@m.a.d.editions](https://www.instagram.com/m.a.d.editions) on Instagram and subscribe to the [newsletter](#) on the website.

Where can I see detailed photos or videos of M.A.D.2 R&B and M.A.D.2 REDemption?

Detailed visuals are available on the website and on Instagram at [@m.a.d.editions](https://www.instagram.com/m.a.d.editions).

How do you use my data?

Your data is used only to manage the raffle, your order, and related customer service. Please refer to the Privacy Policy and the Raffle Terms for full details.