

Watchmaking Jewellery

Luxury

Watchmaking

Arnold&Son
Alex Benlo
Asics
Audemars Piguet
Bertolucci
Bomberg
Bvlgari
Charles Bowtie
Candino
Certina
Chopard
Endura
Enigma
Festina Group
Fendi
Graham
Greubel Forsey
Groupe H5
Hublot
Jaguar
Jaquet Droz
Juvenia
L.Leroy
Louis Erard
Louis Vuitton Watches
Mango
MDM
Mido

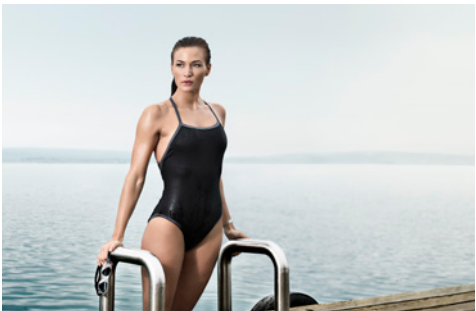
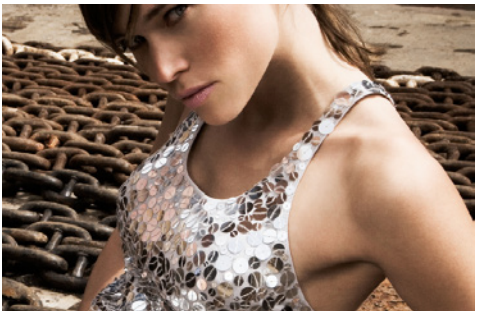
Milus
Perrelet
Rado
Rodolphe
Swatch Group Les boutiques
TAG Heuer
Timberland
Thomas Frieden
Tompion
Tourbillon Les Boutiques
Victorinox
Zenith

Jewellery

Bijouterie Michaud
Bijoux Bonnet
Bijoux Poget
Bvlgari
Chopard
Thomas Frieden



AD+SHOOTINGS



Certina Lifestyle sport, Le Cap **Chopard** Eva Herzigova, Anna Netrebko, Gong Li, Irina by Joël von Allmen, Paris. **Thomas Frieden** Lifestyle by Seb Michel **Nespresso** Chocolate Shooting by Armin Zogbaum, Zurich. Lungo shooting by Mierswa-Kluska, Munich. **Rado** Shooting life style Man and Woman by Chris Tribelhorn, Zurich. **Tag Heuer** Maria Sharapova by Marco Grob, Los Angeles. Brad Pitt by Steven Klein, Prague. Uma Thurman, New York. Lewis Hamilton, Fernando Alonso, Londres. Kimi Raikkonen, Zurich. Tiger Woods, Los Angeles. **Bombardier** Shooting lifestyle Man and Woman, PR and products, Seb Michel, Switzerland

Great minds think alike

Audemars Piguet



In 1875, Jules-Louis Audemars and Edward-Auguste Piguet joined forces to found what has become an outstanding journey of the Haute-Horlogerie. Still on the move, the great Swiss Manufacture has never cease to create the most audacious and innovative timekeepers.

AUDEMARS PIGUET

Brand Components

BRAND VALUES are the core values represented by a brand. They guide the way to do business, they build an emotional connection with both internal and external audiences, and profoundly influence how stakeholders perceive and interact with the brand.

BRAND ATTRIBUTES are key elements and attributes of the brand that help deliver the overall brand essence.

BRAND CHARACTER if you imagine a brand as a person, how would you describe its character? The customer should experience this character with every touch point.

BRAND ESSENCE what the brand wants to stand for in the hearts and minds of the target customer. Inspirational, memorable, concise...



ROYAL OAK COLLECTION

In 2012, to celebrate the 40th Anniversary of the Royal Oak, the manufacture in le brassus is offering eight new models entirely in harmony with the identity codes of the original collection and the daring minds that decided, 40 years ago, to set out to conquer the world with an entirely unprecedented sports watch.

40th Anniversary

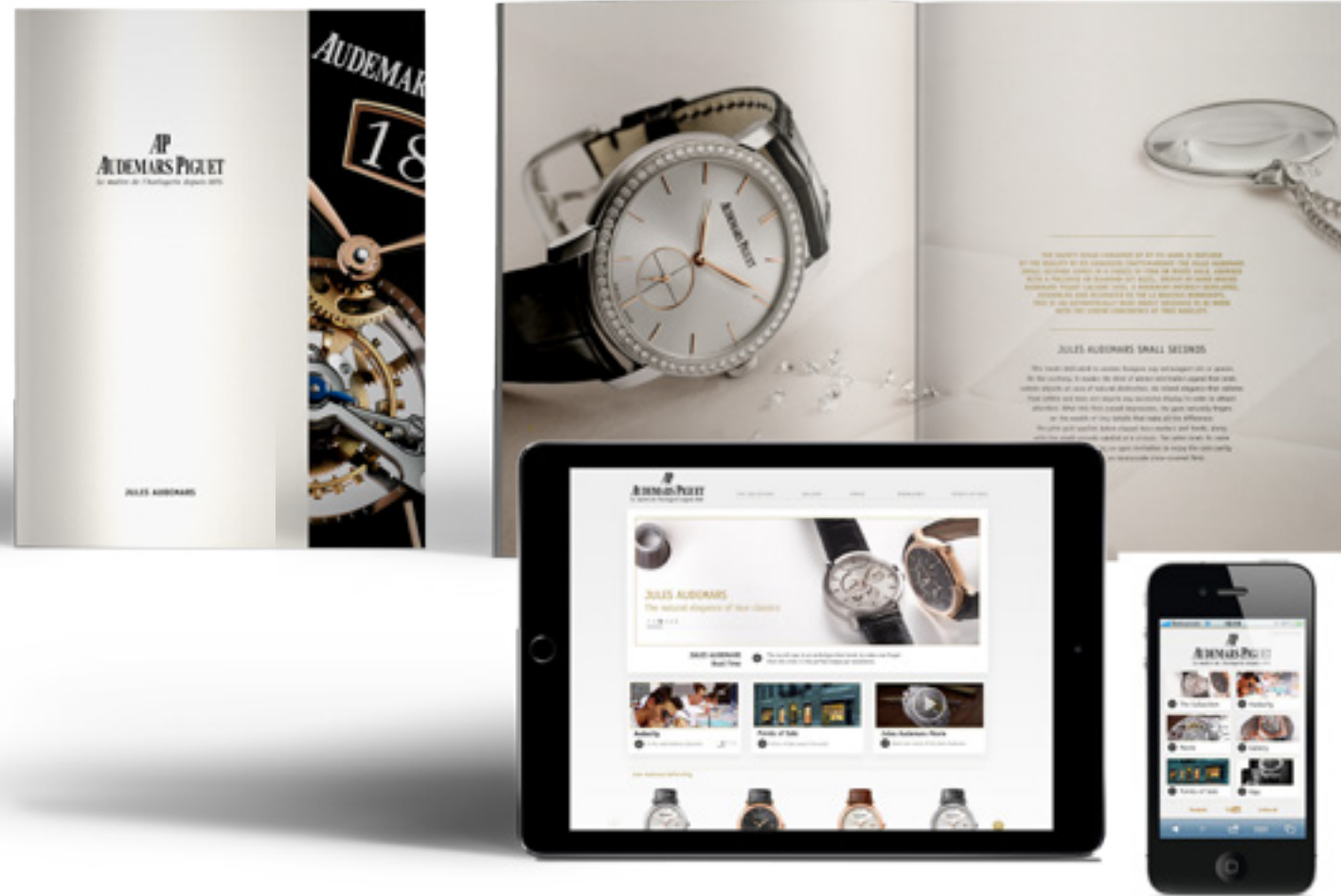


JULES AUDEMARS

Review the fundamentals

This highly symbolic collection bearing the name of one of the company founders reinterprets the past with a contemporary vision that remains one step ahead of its time. It focuses firmly on an understated simplicity that implies renouncing anything superfluous, showy or

artificial. Through the models of this revisited collection, dedicated connoisseurs will perceive the perfection of every single part, whether visible or hidden from view, each of them consistently conceived as a masterpiece in its own right.



AP
AUDEMARS PIGUET
Le maître de l'horlogerie depuis 1875





MILLENARY COLLECTION

The Millenary collection epitomises the brand identity by revealing a subtle blend of artistry and know-how. It surprises and appeals as much through its clever complex mechanisms as through its non-conformist models highlighting the three-dimensional aspect of their design. The four key assets of this collection are the sophisticated case, off-centred dial, variously sized hours and visible movement.



EXCEPTIONAL DECORATION AND FINISHING

In reading off the hours, minutes and seconds on dials, the gaze is inexorably drawn toward the subtle intricacies of the mechanism. Above and beyond their primordial functional role, each of the watch movement components contributes to the aesthetic beauty of the model, giving it an incomparable appearance radiating controlled strength. Each of the five levels that stand out when the watch is viewed in perspective reveals an exceptional quality of execution and finishing. Entirely assembled and decorated by hand, Calibre 4201 features twelve bridges that are snailled, circular-grained and adorned with a Côtes de Genève motif – all of which constitute authentic design elements. The mainplate also bears Côtes de Genève as well as circular graining in two different diameters serving to accentuate the overall three-dimensional effect.



FORM AND SUBSTANCE

RALLY TERRITORY

Certina is particularly committed to motor racing. The company also has long-standing ties to car rallying and in 2013, strengthened its commitment to the sport by becoming Official Partner and Timekeeper to the FIA World Rally Championship (WRC). In 2015, Certina also signed a new agreement as partner of the Citroën Total Abu Dhabi World Rally Team.

CERTINA
SWISS WATCHES SINCE 1888

**PRECISELY
YOUR MOMENT**



**PRECIOUS
MOMENTS**



SAUBER F1 TEAM

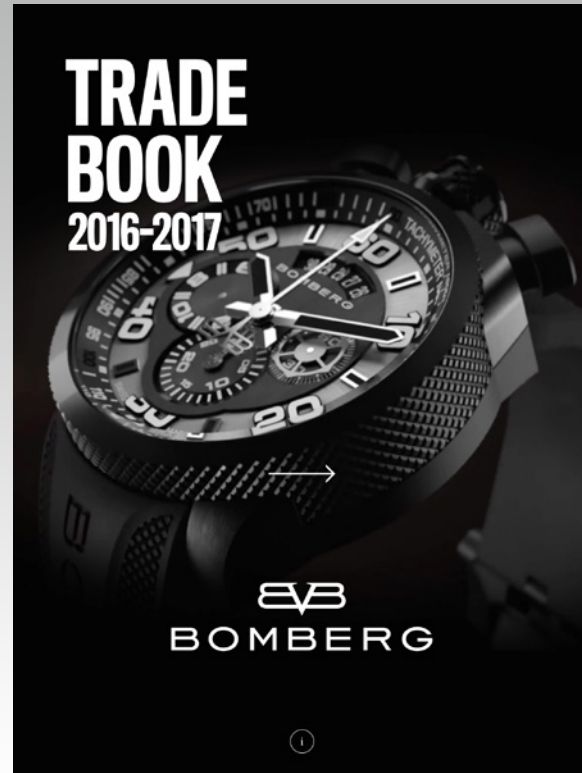
F1 TERRITORY

Loyalty, trust and the constant endeavour to be the best form the basis of the partnership between the Swiss sport watch manufacturer CERTINA and the Sauber F1 Team – a partnership that is now entering its eleventh year. Once again in 2015, the brand is supplying the entire racing team, including drivers Marcus Ericsson (Sweden) and Felipe Nasr (Brazil), with sporty precision timepieces.



AU RUBIS digital retail





BULL HEAD

WILD AT HEART.

There's nothing wrong with classic round Swiss dress watches, but sometimes they can be hard to tell apart. There's no mistaking a bullhead. First crafted in the late 1980s by Swiss watchmakers searching for a new, provocative style, the bullheads have the crown and chronograph pushers on top of the case, creating an iconic horned profile with unique vertical symmetry. Bullhead cases don't pretend to be thin. Why hide an object of beauty?





BRAND YOUR DIFFERENCE

Like each piece of art bravely tattooed on a body, Bombardier watches are unique, infused with unsurpassed precision and unsurpassed passion. Smarts and soul. Craftsmanship and courage.







THE COLLECTIONS

Full immersion

There is nothing frivolous, nothing weak about the three-brass creations. Bombardier watches make a bold statement.





FATAL ATTRACTION

The Day of the Dead provides us with the truth that life and death are one. The SKULL watches redefine the new subbing in industry and are a secret code to the beloved departed. They cast a hypnotic spell, of the right proportions to the most question.





SAMURAI COLLECTION

A Warrior's Tale

The way of the warrior is one of honour and determination. The samurai are born leaders, never followers. The Bushido code ruled Japan's warriors for generations, defining integrity and virtue.








Bombardier knows just what it means to defy convention, to create what we believe in, and the SAMURAI series of watches offers a constant reminder to those who minded individuals who know what they believe in and follow their own code. The samurai on the brass dial is joined by another sculpted visage on the pocket watch mechanism.

Bombardier knows just what it means to stand up for what is right against the prevailing tide and the SAMURAI series of watches are a constant strength to those who follow their own code. The SAMURAI is a masterpiece that reflects the purity, nobility, virtue and resolve that are essential for the urban warriors of today.

COBRA COLLECTION

FEARLESS STYLE

The Cobra is a collection of watches that are as bold as the man who wears them. It is a collection of watches that are as bold as the man who wears them. It is a collection of watches that are as bold as the man who wears them.



BIRDS OF PREY COLLECTION

RAPTORS IN RAPTURE

The ultimate born predators. Distinguished by intelligence and the ability to hunt, raptors are the most powerful of all. They have mastered the art of the hunt, and the art of the hunt is the art of the hunt. They have mastered the art of the hunt, and the art of the hunt is the art of the hunt.



BE THE HUNTER NOT THE PREY



ALEX BENLO

Minerals braught to live

Founded in 2014 by the Loth family and based in La Chaux-de-Fonds and in Hong-Kong, Alex Benlo strays from the well-trodden path of traditional watchmaking, choosing instead a world where nature takes centre stage.

Alex Benlo draws its inspiration from the power of nature and from human wisdom to fashion timepieces where minerals, and the interpretation we place on them, come to life through dials which are unique and captivating in equal measure.




ALEX BENLO

BROTHERS IN ARMS



VICTORINOX
SWISS ARMY

COMPANION FOR LIFE



CHRONO CLASSIC 1/100

FROM A 1/100TH OF A SECOND CHRONOGRAPH
TO A PERPETUAL CALENDAR



Model Eva Herzigova poses as she attends the launch of the new Chopard campaign 'Kind of Magic' during the Paris Fashion week on January 26, 2006 in Paris, France. (January 26, 2006 - Source: Pascal Le Segretain/Getty Images Entertainmentvia)

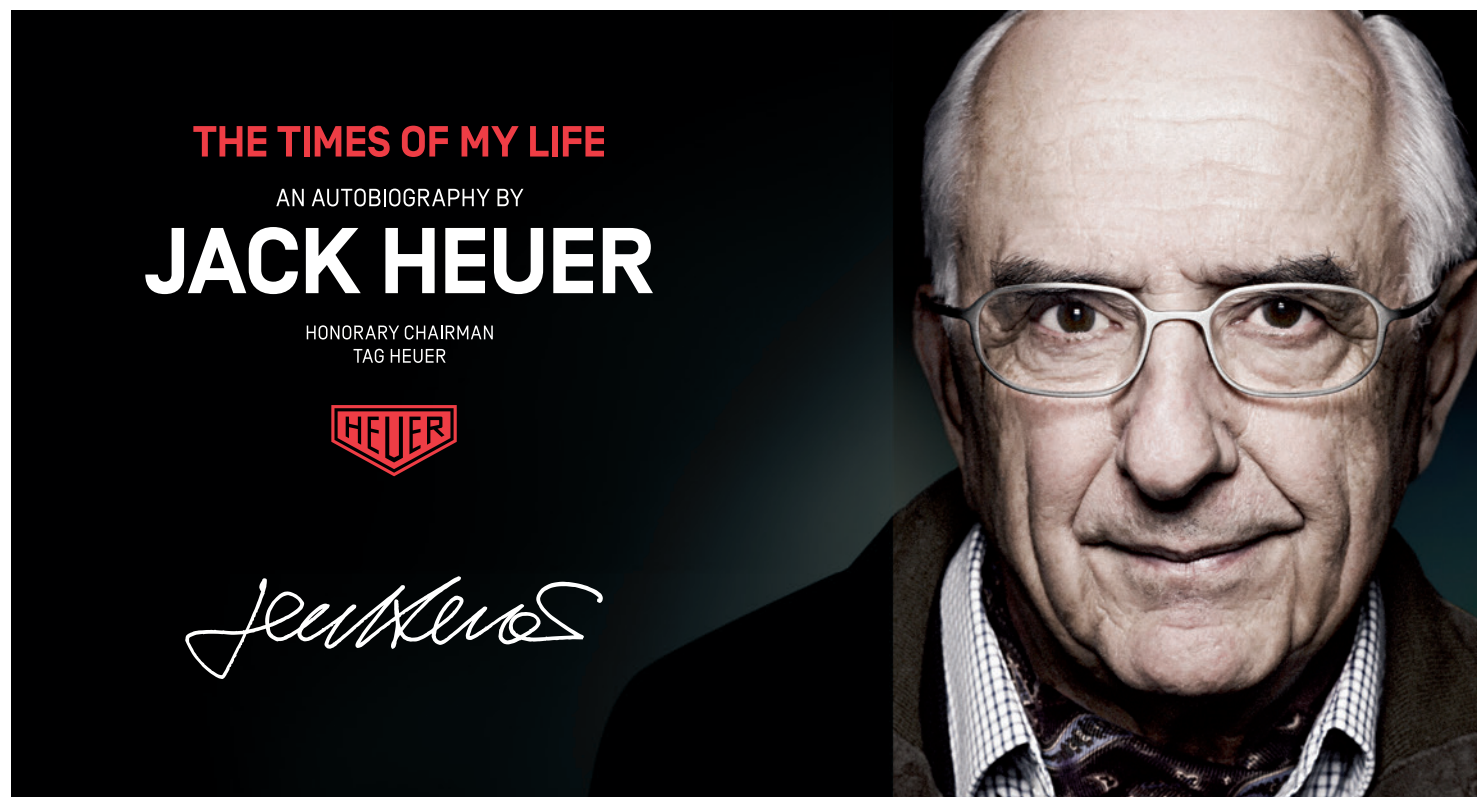
Stardust forever! A new stellar tribute to femininity finds its place in the Chopard universe. The fairies have been conjured up and are here to celebrate dreams in a sphere of magic and marvels. These dangerously seductive ambassadors have chosen to reveal the new collections with their unique voluptuous force, transforming elements as the fancy takes them.



CHOPARD GENTLE- MEN



L.U.C
MANUFACTURE DE HAUTE HORLOGERIE
LOUIS-ULYSSE CHOPARD



Jack Heuer is the great-grandson of Edouard Heuer who, in 1860, founded a small watchmaking workshop in Saint-Imier which he named Ed. Heuer & Co. One hundred and fifty-three years later, Jack – now in his 81st year – is retiring as Honorary Chairman of TAG Heuer, one of the most reputable and innovative Swiss manufacturers of luxury watches in the 21st century. Jack Heuer has been the last member of the founding family active in the industry. He not only personifies the company but is also its leading ambassador. Above all, he has been the inspiration behind its development of technical and aesthetic masterpieces, thanks to his forward thinking and pioneering spirit, which would be the envy of many a young entrepreneur.





TAG Heuer

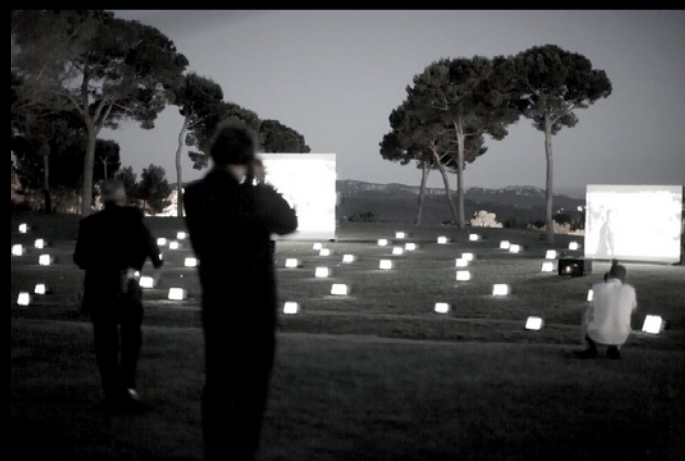
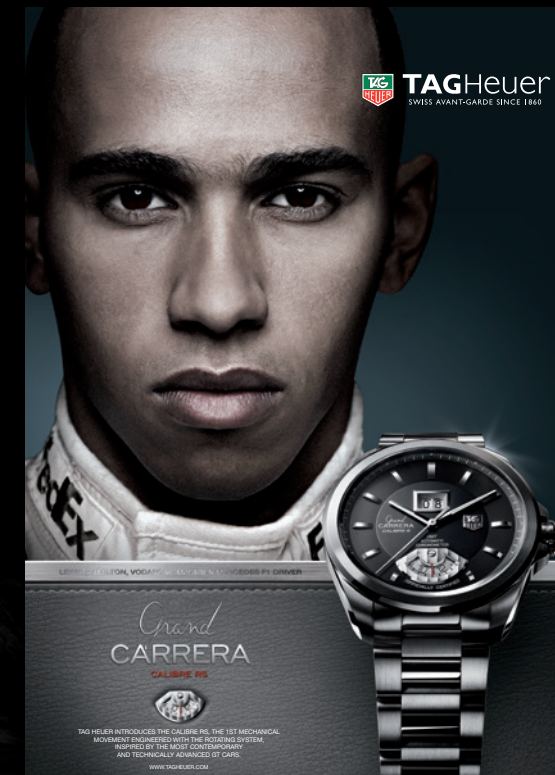
WHAT ARE YOU MADE OF

The development of the TAG Heuer 'What are you made of?' campaign takes the brand's message a step further and supports its new strategic directions by focussing on the strength and beauty of the brand's models, as reflected by the exceptional nature of its ambassadors: Brad Pitt, Uma Thurman, Tiger Woods, Maria Sharapova, Jeff Gordon, Kimi Raikkonen, Yao Ming, Shah Rukh Khan and Juan Pablo Montoya.



TAG HEUER

GRAND LAUNCH



DREAM MACHINES DRIVEN BY GENEROUS HEART

TAG Heuer introduces the TAG Heuer Grand CARRERA: a premium Avant-Garde new series inspired by the motor-racing heritage and featuring unprecedented sophistication, performance and precision. The TAG Heuer Grand CARRERA is a new premium collection of superlatively sophisticated timepieces inspired by the spirit of modern GT cars.

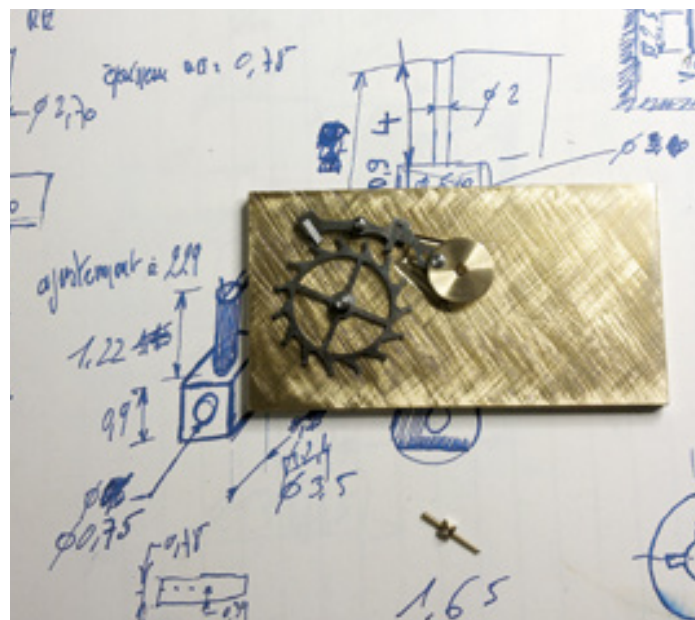


LE GARDE TEMPS



Preserving, perpetuating and sharing traditional watchmaking expertise for future generations: such is the challenge that Philippe Dufour, Stephen Forshey and Robert Greubel set for themselves when they decided to join together in the adventure of an unprecedented project, “Le garde temps, la Naissance d'une Montre”. Since Philippe Dufour, Stephen Forshey and Robert Greubel all share the same passion and vision of watchmaking, their paths were destined to cross. Realizing that the practice and knowledge of many watchmaking tech-

niques, and hand craftsmanship in general, was declining, inexorably sinking into oblivion and, systematically being replaced by industrial methods, they decided to take action by initiating a project involving the complete creation of a wristwatch – from the first sketches to the final timepiece. This adventure will involve two key angles: firstly, making an inventory of the watchmaking techniques that deserve to be safeguarded; and secondly, passing them on to a talented young watchmaker with the aim of perpetuating them.



LE GARDE TEMPS
Naissance
d'une Montre

LE GARDE-TEMPS SERA
LE TÉMOIN CONCRET DE
LA TRANSMISSION ET DE
L'ACQUISITION DU SAVOIR

GREUBEL FORSEY



*Preserving,
perpetuating and
sharing traditional
watchmaking expertise*

LOUIS ERARD

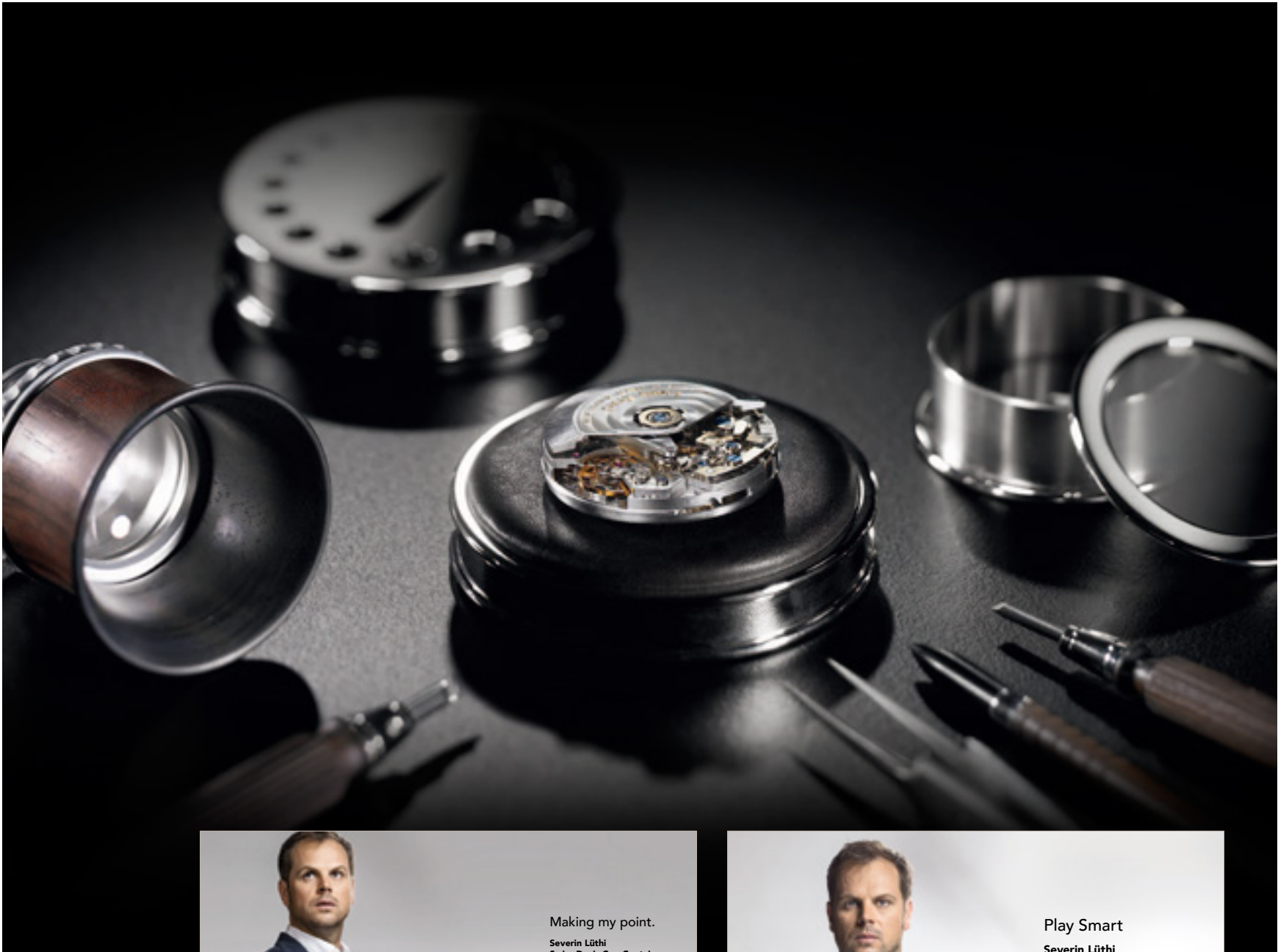
Play smart



When beauty goes
hand in hand with
affordability

Louis Erard is offering a unique limited edition - 84 pieces to illustrate the number of Davis Cup tournaments played by our national team. But it also celebrates the victory of the Swiss Team, coached by Capitain Lüthi! Severin Lüthi's signature enlightens the decoration dedicated to

precision. The case back displays the engraved limited edition number. And such a unique edition can only be delivered in a special presentation box, along with the official supporter's scarf!





TIMELESSNESS IS A MARK OF TRUE DESIGN

Chrysler Building, New York, USA

A mark of true design

Belluna
Automatic Chronometer movement (officially certified by the COSC), stainless steel case, sapphire crystal, crown and transparent caseback (screwed), water-resistant up to a pressure of 10 bar (100 m / 330 ft).

MIDO
SWISS WATCHES SINCE 1918

www.mido.ch

Colosseum, Rome, Italy

A mark of true design

All Day
Automatic Chronometer movement (officially certified by the COSC), stainless steel case, non-reflecting sapphire crystal, crown and transparent caseback (screwed), water-resistant up to a pressure of 10 bar (100 m / 330 ft).

MIDO
SWISS WATCHES SINCE 1918

www.mido.ch

Harbour Bridge, Sydney, Australia

A mark of true design

Multifort
Automatic movement, elaborate, stainless steel case with PVD coating, non-reflecting sapphire crystal, crown and transparent caseback (screwed), water-resistant up to a pressure of 10 bar (100 m / 330 ft).

MIDO
SWISS WATCHES SINCE 1918

www.mido.ch

Mido's philosophy combines aesthetics, authenticity and functionality. The refined, understated designs of Mido timepieces endow them with a resolutely timeless quality. Beyond fashion and passing trends, Mido watches are thus distinguished by their durability. Mido shares these essential values with ico-

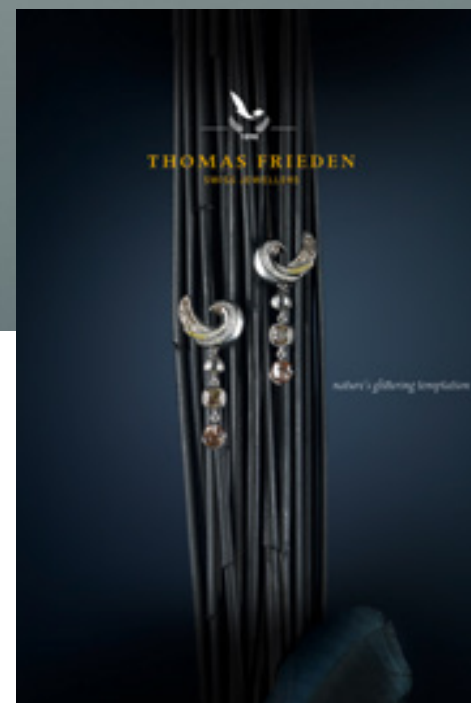
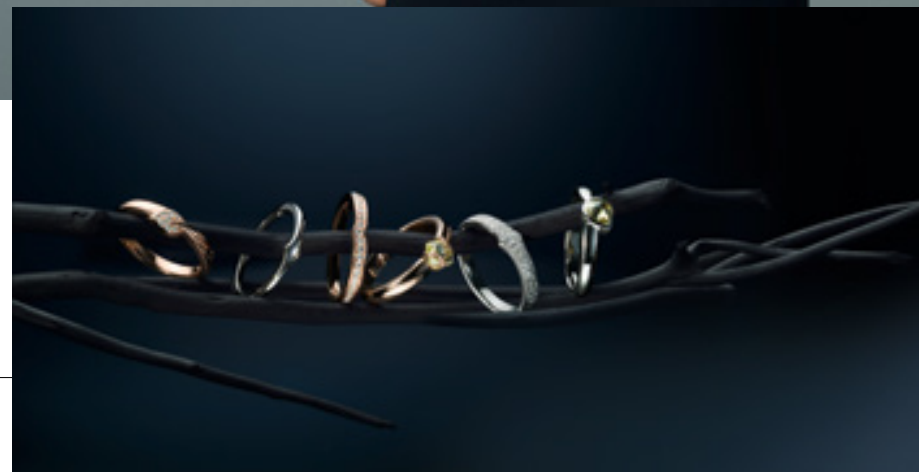
nic and historic architectural glories. Cutting edge technical innovations, mechanical movements known for their excellence and high quality materials are the three pillars on which the brand's unique expertise rests. For nearly a century, Mido has been a global benchmark in Swiss made mechanical watches.

THOMAS FRIEDEN

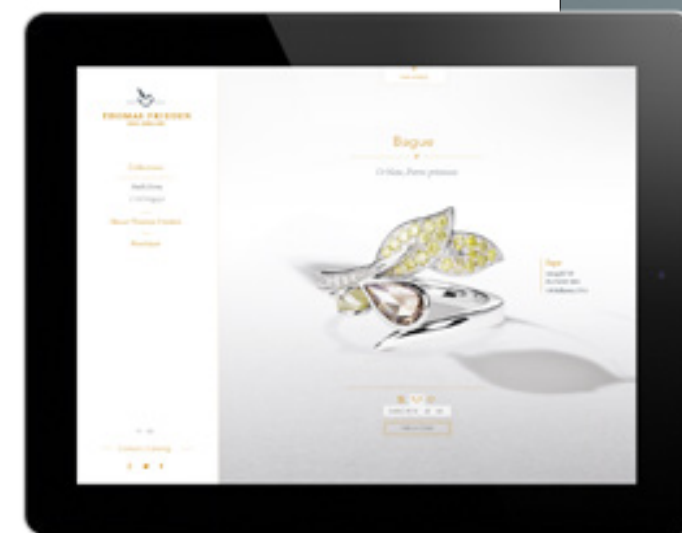
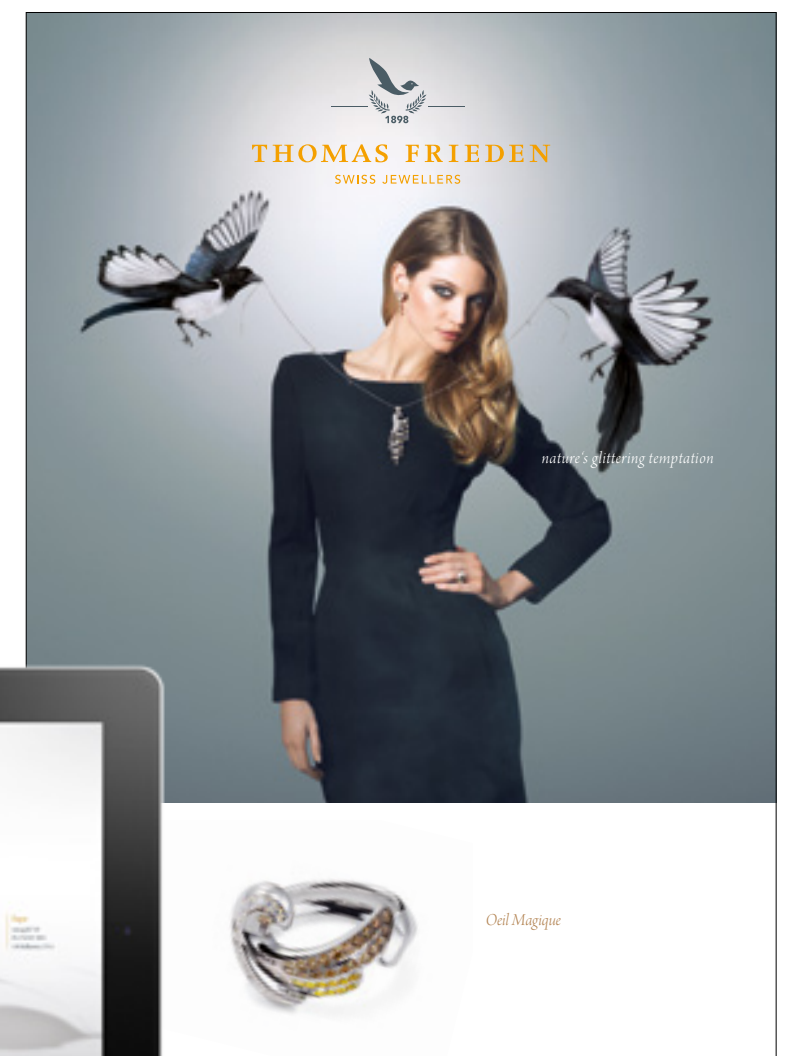
nature's glittering temptation

In early times, the bird was a symbol for freedom and it inspired the imagination of human beings. The ease and elegance of birds fascinated again and again. How they would sway and be carried in the air, apparently totally detached from everything down on earth. Still - as high as they fly, their eyes are always aware of what

is going on. The magpie was chosen over one hundred years ago as Frieden's trademark, on the one hand due to the fascination caused by its shimmering feathers, beauty and elegance and on the other hand to the fact that she loves all that glitters and shines.



«look for the
unique, the ex-
traordinary and the
genuine.»



L.LEROY

Le Temps de l'Excellence

Since summer 2004, the fundamentals of the prestigious firm have been studied in the finest detail and showcased to attract discerning watchmaking enthusiasts. The company's philosophy reflects a deep-felt respect for its exceptional past, which constantly nourishes its vision of the future. The brand aims to distil the skills it has acquired into avant-garde, carefully crafted products of timeless design.



PERRELET VISUAL EFFECT



Deriving their aesthetical inspiration from the field of aeronautics, engineers and watch designers have created a new adaptation of the Perrelet “ Double Rotor ”. The double rotor, transformed for the occasion into a turbine fitted with 12 blades made of titanium, covers the whole of the dial and slips beneath an interior black bezel. On the dial surface, stripes accentuate the optical effect and make the impact of this model all the more sensational.





CHAMPS-ÉLYSÉES

Behind the Seine

Whether she is strolling or cruising along the river, the Champs Elysées woman is fascinated by the elegant diamonds undulating along her wrist. Behind the « Seine », the afternoon spreads itself over the river's waters. She is charmed by the sweetness of this moment and her reflection is gently mirrored in the delicate glittering watery undulations. Her RIVE BLANCHE watch is illuminated by the sun's golden hues.

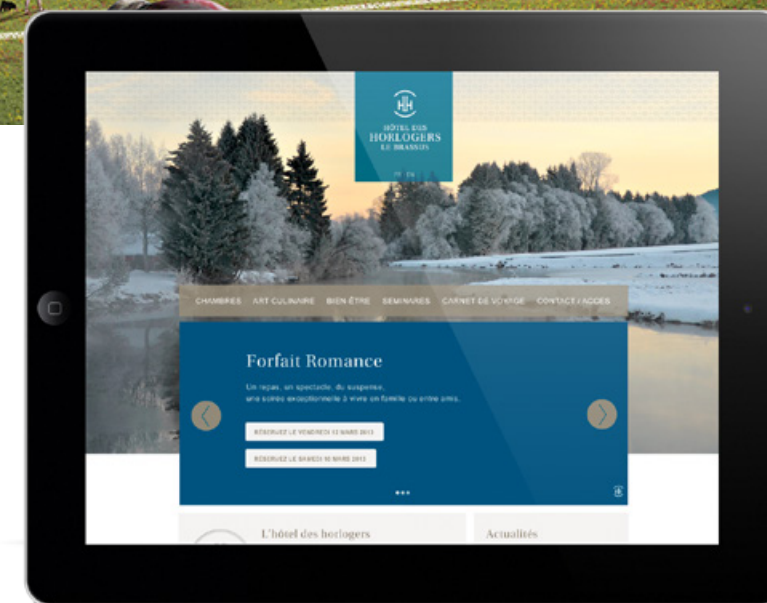


*Bold creativity and femininity,
the attraction of enchanting
aquatic reflections.*





HÔTEL DES HORLOGERS LE BRASSUS





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