

# 130+ Year-Old Swiss Luxury Patented Watches Brand



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A renowned watchmaker since 1887, this brand set the standard for superior craftsmanship and innovation. They are credited with creating the first specialized watch of its kind and became well-known for their wrist army watches, particularly the officer's and trench models that were iconic during World War I. These timepieces were favored by officers on the frontlines, earning the brand a lasting place in history.

A pioneering figure in Swiss watchmaking, this innovator was at the forefront of the industry in the late 1800s, with major brands like Longines and IWC embracing their designs and innovation. The brand seamlessly blended the fashion of the time with groundbreaking watch designs, establishing a legacy that endures with accolades of awards for innovation.

With a rich heritage carried on by the founder's daughter, this brand continued to supply esteemed manufacturers, including legendary names like Patek Philippe and Vacheron Constantin. Today, they remain true to their origins, offering only the finest Swiss-made watches, maintaining a tradition of excellence.

From start to finish, each watch from this brand is crafted to honor its original design concept and meet exacting quality expectations. Built to precise specifications, the creation process includes part selection, assembly, quality assurance, and final packaging, ensuring every detail is meticulously handled.

Combining traditional skills with modern tools, the brand maintains a high-touch, artisanal approach, with much of the work completed by hand. Each watch undergoes a rigorous process to ensure exceptional craftsmanship, led by expert watchmakers.

The result is a modern, high-precision timepiece with deep roots in tradition. Every product reflects the passion and dedication of the brand's team, a hallmark of their legacy. Their commitment to excellence is further reinforced by full compliance with the official regulations set by the Swiss Federal Council, adhering to the highest standards in watchmaking.

### Background

1. Luxury watch brand known for its exquisite designs and craftsmanship.
2. Each watch is handmade in Switzerland using high-quality materials and precision techniques.
3. It offers a range of styles, from classic dress watches to bold sports watches.
4. The brand is known for its attention to detail, with intricate dial designs and intricate movements.
5. The brand's watches are highly sought after by collectors and enthusiasts for their unique designs and exceptional quality.
6. Those Watches has a limited production run, making each timepiece a rare and exclusive piece.
7. The brand also offers custom-made watches for clients looking for a truly unique timepiece.

### Keypoints

- Made in Switzerland
- Trademark Assigned

GROSS REVENUE  
CHF 0

EBITDA  
CHF 0

BUSINESS TYPE  
Retail Miscellaneous

COUNTRY  
Switzerland

BUSINESS ID  
L#20240644

- Patents Assigned
- Exclusive OEM Manufacturing Agreements with the best watches makers in Switzerland
- Available in many stores across the world (Monte-Carlo, Monaco, Beijing, China, Dubai, UAE, Maui, Hawaii, USA, Maldives, Saudi Arabia, Singapore, Switzerland, South Korea, Savoy, London, UK).
- Franchising Opportunity

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