



THE
WATCHES
OF SWITZERLAND
GROUP

OUR BRAND
PARTNERSHIPS

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We have developed strong, long-standing and collaborative partnerships with the most prestigious luxury watch and jewellery brands over the years.

We constantly strive to represent our brand partners in the best possible way to our clients, working together to identify distribution opportunities, partner on demand forecasting and product development, and collaborating closely on all showroom projects, across our online platform, clienteling initiatives and marketing activities.

We also collaborate on training our colleagues with each of our brand partners to ensure we have experts across all brands within our business.



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OUR BRAND PARTNERSHIPS



Founded in 1905 in London by Hans Wilsdorf, Rolex watches are crafted from the finest raw materials and assembled with scrupulous attention to detail.

At a time when everyone else thought wristwatches for men were a passing fad, Hans Wilsdorf founded a business focused on them. It was an 11-ligne, highly precise movement, which allowed him to make his vision a reality and, once military personnel and sportsmen took to wearing a wristwatch, people soon fell in love with this discrete and practical way to tell the time and to signal good taste.

By 1910, the Company had produced the first-ever watch to receive the Swiss Certificate of Chronometric Precision, granted by the Official Watch Rating Centre in Bienne. This was followed four years later by a Class A precision certificate from Kew Observatory – a level previously reserved for marine chronometers. This certification proved that Rolex was capable of making timepieces that were stylish but did not compromise on accuracy. Then, in 1919, Rolex moved to Geneva, Switzerland, marking the beginning of a history that would see the brand inextricably linked with the watchmaking excellence of this country. Since then, it has been worn by everyone from explorers to presidents, and become one of the most sought-after watch brands in the world, not least for its ability to design iconic timepieces with similarly iconic names.

The Watches of Switzerland Group has retailed with Rolex for over a century. Back in 1919, we were selected to be one of the first to sell the brand, welcoming Rolex to our Northern Goldsmiths showroom in Newcastle, which first opened its doors in 1892. In 1935, we installed a vast four-sided golden Rolex clock above the showroom and that very same showroom remains on the same corner of Blakett Street today. Our two companies have worked closely together for over 100 years, with Rolex being woven through every aspect of our business from our impressive Rolex showrooms to our marketing, events, and media communications.

It was in April 2019 that we celebrated our centenary with Rolex with a series of client events. We partnered with the brand to unveil 100 specially engraved timepieces; a donation from each watch sold also raised money for the Prince's Trust to support disadvantaged young people across the UK.

As well as supporting cinema, the arts and exploration, Rolex is synonymous with sporting excellence. The partnerships extend to the highest level of elite sports, including equestrianism, golf, motor sport, skiing, tennis and yachting. Key events include Formula 1®, all four Grand Slam® tennis tournaments and The Open, golf's original championship, all of which have provided us with exceptional client hospitality experiences.

In the UK, 2022 saw our largest client event series to date with over 60 events hosted in exceptional venues such as the Cutty Sark, Kew Gardens, and the Concorde Hangar with well-known guest speakers like Bonita Norris and Alistair McGowan. During the year we hosted over 4,000 top VIP clients across seven months of events which also included access to exclusive hospitality.

The US partnered with Rolex on a 'Rolex Roadshow', debuting the brand's Spring releases of the new watch collection to enthusiastic collectors within four key markets: Atlanta, Las Vegas, New York City, and South Florida. The multi-day private appointments, paired with elevated hospitality and gifting, were held in two newly renovated boutiques: Mayors Aventura and the Wynn Resort, Las Vegas, along with Mayors, Lenox Square and Watches of Switzerland Soho, New York.

We continue to invest in traditional media, placing brand advertisements in luxury magazines and newspapers both nationally and locally, as well as carefully selecting impactful key out-of-home sites and producing engaging digital communication to drive clients to our website. These placements represent brand awareness of our partnership and drive footfall to our boutiques and showrooms.



Above: Rolex, Mayors, Aventura Mall, Aventura, Florida
Left: Rolex Client Event, Cutty Sark, London



Rolex, Goldsmiths, Meadowhall, Sheffield

OUR BRAND PARTNERSHIPS
continued



Utilising over 180 years of experience and perpetuating the tradition of Genevan watchmaking, Patek Philippe has always been at the forefront of the luxury watch industry.



Patek Philippe Museum, Geneva



Client Experience at the Patek Philippe Museum, Geneva

As the last family-owned independent watch manufacturer in Geneva, Switzerland, Patek Philippe enjoys total creative freedom. This position allows Patek Philippe to entirely design, produce, and assemble some of the finest timepieces in the world, which stay true to the spirit of innovation of its original founders, Antoine Norbert de Patek and Adrien Philippe, who started the brand that we know today. Patek Philippe is a brand that pushes the boundaries of watchmaking, whilst still keeping traditional crafts alive. It is a brand renowned for creating exceptionally beautiful timepieces with equally stunning complications, and for keeping collectors curious with its much sought-after timepieces.

Patek Philippe is also known for creating milestone watches, whether that is in the form of the sleek steel lines of its Nautilus, a limited Calatrava reference, or the wonderfully complex Grandmaster Chime, the most complicated Patek Philippe wristwatch. It is also discerning when it comes to women, with its 2009 Ladies First Chronograph, powered by its first entirely in-house manually-wound chronograph movement, being widely credited with kickstarting the trend for women's complicated mechanical timepieces.

It is this tradition of innovation that has seen Patek Philippe file more than 100 patents. Patek Philippe has its own team of engineers working in its Advanced Research Department, founded in 2005, where they have been tasked with pursuing research into materials, technologies, and conceptual ideologies, such as the Aquanaut Travel Time Ref. 5650G, which launched in 2017. Alongside this, there have been launches featuring its usual creative combinations of complications, minute repeaters, and chiming watches alongside exquisite examples of enamelling and guilloché work found in the Rare Handcrafts collection.

Our relationship with Patek Philippe goes back over half a century and we are privileged to partner with the brand in our showrooms in both the UK and the US, offering our clients the chance to fall in love with this remarkable brand. To strengthen and solidify our partnership, we also work with Patek Philippe on an extensive training onboarding process to ensure our colleagues are trained to the highest calibre, with the knowledge and tools at their disposal to communicate to our clients the rich history behind this brand and its timepieces.

We hosted a number of Patek Philippe events in 2022 across both the UK and US. A series of exhibitions and roadshows ran in our showrooms where clients had the opportunity to view the latest novelties from Watches and Wonders. The UK hosted a ladies event at a luxury restaurant in London, whilst the US hosted an intimate client cocktail and dinner at the ultra-exclusive PEAK restaurant with sprawling views of Manhattan.

Clients from both countries had the exclusive opportunity to visit and experience being flown by private jet to the Patek Philippe Manufacture in Geneva.

In addition to events, we continue to partner with Patek Philippe on advertising campaigns in traditional media, such as national and local newspapers and magazines, out-of-home and support through PR, social media and our Calibre channels.



OUR BRAND PARTNERSHIPS
continued

AUDEMARS PIGUET

Le Brassus

Audemars Piguet is the oldest fine watchmaking manufacturer still in the hands of its founding families (Audemars and Piguet).



Audemars Piguet mono-brand boutique, Mayors, Lenox Square, Atlanta

Audemars Piguet's unique blend of traditional watchmaking expertise and contemporary cultural references means its timepieces are sought after by watch enthusiasts and collectors, as well as by internationally renowned artists in music and film. Audemars Piguet has developed a reputation for being a brand that knows exactly what it is doing and where it is going, allowing it to position itself as one of the true market leaders.

Formed in 1875 by Jules Louis Audemars and Edward Auguste Piguet, both of whom had a talent for making complicated pocket watches, Audemars Piguet has always been at the forefront of haute horlogerie. It was one of Audemars Piguet's first forays into exceptionally complicated mechanisms that inspired the Maison's complicated pocket watches, and by the end of the 1800s, the brand was thriving and widening its international presence with branches in London, Paris, and New York.

Further innovations include the first jumping-hour wristwatch in 1921; the first skeleton in 1934; the first direct-impulse escapement in 2006; and its 2015 Michael Schumacher collaboration, the Royal Oak Concept Laptimer, the first mechanical chronograph with independent memory and three-column wheels.

It is in the Vallée de Joux, at the heart of the Swiss Jura in Le Brassus, where this still family-owned brand continues to Manufacture its horological masterpieces, including its flagship watch – the Gerald Genta designed Royal Oak – the world's

first luxury sports watch. 2022 marked an important year for the brand with them celebrating the 50th anniversary of their Royal Oak collection as a whole. First launched in 1972, it was the first luxury watch to be made from stainless steel, proving that a timepiece could be both robust and luxurious, revolutionising the thinking around materials with its integrated bracelet and screwed-down, octagonal bezel sparking a myriad of imitations.

Our partnership with Audemars Piguet has spanned more than five decades and, throughout this time, we have seen many of its pieces and collections shoot straight to the top of our watch enthusiasts' wish lists. To commemorate this milestone of five decades, the brand produced new colourways of the running Royal Oak collection along with the addition of an oscillating weight. We concentrated our marketing efforts on this notable collection, helping to tell the story of the history and heritage through our social media, email and Calibre. Another key piece we saw the most interest in was the Royal Oak Offshore Chronograph in black ceramic and 18ct yellow gold.

We are proud to have partnered with a mono-brand boutique at our Mayors showroom in Lenox Square, Atlanta, Georgia, in the US.

OUR BRAND PARTNERSHIPS
continued



Space, James Bond and the Olympics – when it comes to co-associations, OMEGA certainly beats most watch brands in terms of cool, but above that is their absolute mastery of technology and ability to produce some of the finest movements available today.

However, its beginning is more humble, namely a small workshop in the village of La Chaux de Fonds, Switzerland, in 1848, where watchmaker Louis Brandt set up his business, La Generale Watch Co., specialising in assembling pocket watches from parts sourced from local craftsmen. Passionate about precision, he spent his life developing the most accurate watches he could, and, when Louis passed away in 1879, his sons Louis-Paul and César took over the business determined to carry on their father's legacy, laying the foundations of this iconic watch brand. Paul-Emile Brandt assumed control in 1903 and renamed the brand OMEGA after the success of the 'OMEGA Calibre' from 1894.

Always at the forefront of technology, OMEGA recognised the genius of the George Daniels Co-Axial escapement, patented the design and went into production in 1999 with what is arguably the most significant development in horology for 200 years. This type of escapement provided the stability and accuracy to develop the rigorous testing criteria that allows them to pass both the COSC and METAS testing and describe their watches as Master Chronometers.

This pursuit of accuracy led to OMEGA being chosen as the timing partner for the Olympics, which it has done since 1932. It was certainly a factor in the brand's Speedmaster being chosen by NASA based on quality testing, as the watch that went to the Moon in 1969; that and being able to withstand -18°C for four hours. As well as going into space, OMEGA has also conquered the depths of the ocean, going deep into the Mariana Trench on adventurer Victor Vescovo's vessel Limiting Factor. OMEGA's record-breaking precision, reliability, versatility, and stylish aesthetics are reasons why this iconic brand is so popular, and we are proud to have been in partnership with the brand since the 1950s, having seen it go from strength to strength.

We continued to partner with OMEGA through our digital campaigns to drive multichannel sales, along with new activity specifically to drive footfall to our new OMEGA boutiques in Battersea Power Station and Canary Wharf, London. 2022 saw the opening of an OMEGA mono-brand boutique in Europe, located on the Biblioteksgatan in Sweden, a first for the Watches of Switzerland Group and for OMEGA, marking a significant milestone in both of our history. Large out-of-home sites created brand awareness in the locality for launch along with one-to-one press appointments. Since then, we have opened an OMEGA mono-brand boutique in Copenhagen.

We continue to support the OMEGA Bond Watch, coinciding with the 60th anniversary of Bond celebrated in October 2022, as well as releases of models such as the Ultra Deep, the Seamaster in green and the core collection through our Calibre Podcasts, Calibre Online and YouTube videos. We support our partnership with OMEGA through regular social media posts and creation of clienteling guides for one-to-one appointments in showrooms.

In 2022, we supported OMEGA with an exclusive roadshow of the novelties for our mono-brand boutiques, with enhanced hospitality, where clients were able to explore the new timepieces in a fully immersive OMEGA branded environment with our expert teams.

For the first time, Las Vegas served as the host city to the Concours d'Elegance within the Wynn Resort. To capitalise on the prestigious foot traffic and clients interested in luxury automobiles, our Las Vegas boutique hosted a two-day OMEGA event showcasing new products with the support of a watchmaker, elevated hospitality, and special gift with purchase. The OMEGA boutique event hosted 14 appointments for 26 clients and saw over 300 walk-ins throughout the weekend.



OMEGA client experience



OMEGA mono-brand boutique, Battersea Power Station, London





OUR BRAND PARTNERSHIPS
continued

Cartier

Widely regarded as the inventor of the first watch designed to be worn on the wrist, Cartier was established in Paris in 1847, and is arguably one of the most recognisable Maisons in the world.



Calibre Magazine, Autumn/Winter 2022 edition



Santos de Cartier Skeleton Watch

Cartier timepieces are synonymous with luxury, style, and a chic Parisian aesthetic. From its love of unusual case shapes to the Roman numerals with the word 'Cartier' written on either the VII or the X, and the blue cabochon on the crown, the Maison's design codes are as iconic as its collection names. Cartier is credited with inventing one of the first wristwatches, the Santos. It was designed in 1904 by Louis Cartier for famed Brazilian aviator Alberto Santos-Dumont and is still one of their most popular collections today. The Cartier Tank, launched in 1917, cemented its reputation as a maker of beautifully designed, original timepieces. Its unusual rectangular case was inspired by the new Renault tanks Louis Cartier saw in use on the Western Front – a rather macabre source but it yielded an elegant and timeless watch nonetheless, which has been adapted throughout the Maison's history.

Cartier has since developed its own range of in-house watch movements and has led the way in creative watchmaking with such designs as the Masse Mysterieuse, where the entire movement is part of the winding mechanism. A rectangular case and dial are a firm favourite at Cartier, and many of their pieces use this shape to create streamlined silhouettes and elegant cuts. However, in 2007, Cartier introduced the Ballon Bleu, a round watch with the crown uniquely encircled by a smooth extension of the case drawing inspiration from a balloon. 2021 saw significant product launches for Cartier, including the updated Cartier Santos-Dumont and the Tank Must, a piece that took inspiration from the Cartier archives. The range of Tank Louis Cartier included those on steel bracelets and those on leather as well as the very well-received limited-edition pops of colour. They also launched a very exceptional Tank Must that had an eco-feature: a SolarBeat™ movement with a photovoltaic cell, powered by light, which can only penetrate the watch's dial through its numerals.

Our partnership with Cartier spans over 70 years. We have our own Cartier Boutique housed within our flagship Watches of Switzerland showroom on Regent Street, London along with presence in 15 of our showrooms and a growing presence online. In the US, Cartier is present in 11 of our showrooms and online.

Our experts within our showrooms are highly trained in all things Cartier, to ensure we provide an exceptional personalised service to each and every client coming to look at the watches from this storied Parisian brand.

Our partnership with Cartier has grown significantly with multiple co-op activations across both digital and social media platforms, increasing the investment significantly to drive brand sales to new heights. The brand featured on the front of our internal magazine Calibre, and they were also included in our group watches campaign and solus paid social media bursts.

The classics of the Panthère de Cartier, Santos de Cartier and the Tank featured heavily in our Calibre podcasts and YouTube videos.

OUR BRAND PARTNERSHIPS
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TAG Heuer creates watches that will take you anywhere – into the ocean’s depths, up a mountain, behind the wheel of a car.

TAG Heuer timepieces are reliable, innovative, and versatile. The brand was originally established in 1860 in Saint-Imier by Edouard Heuer when he was just 20 years-old, making mid-range pocket watches with silver cases. It was his trips to the UK and people’s obsession with sport that saw Heuer make the connection between sport and chronographs; a link that would inspire some of the brand’s most iconic watches.

Heuer was the Olympic timekeeper in 1920, and it also supplied wrist chronographs to pilots and divers looking to break records. Jack Heuer cemented the connection between the brand and motorsport timing in particular when, in 1963, he launched the Carrera, named after the Pan-American highway race – the Carrera Panamericana. Accuracy is also what led Heuer to team up with Büren, Dubois Dépraz, and Breitling to create the Calibre 11, one of the first automatic chronograph movements launched in 1969 used in the models of the Autavia, Carrera and Monaco, Steve McQueen’s choice of wristwear for the film Le Mans. Cars and precision continued to be an obsession, even after Techniques d’Avant Garde bought Heuer, turning it into TAG Heuer. Closely connected to motor racing, with collaborations with both Ferrari and Porsche, similar values of a daring pioneering spirit and boldness, shape the identity of TAG Heuer watches. The rich heritage is built on pushing boundaries and breaking rules, all while finding ingenious ways to overcome technological constraints to create daring watches and chronographs. Breaking watchmaking conventions means that TAG Heuer watches master time with unparalleled precision.

TAG Heuer’s motor racing DNA reflects its core values of teamwork, mental strength, courage, and ambition. Its range of pieces inspired by Formula 1 and the Carrera Panamericana remain ever popular, with both racers and fans of racing wearing TAG Heuer models. The brand has even partnered with the Red Bull racing team on various efforts from partnership and sponsorship to ambassador relationships.



TAG Heuer mono-brand boutique, Dundrum, Republic of Ireland

TAG Heuer also partners with ambassadors, such as actor Ryan Gosling, tennis star Naomi Osaka, Formula 1 driver Max Verstappen and IndyCar driver Alex Rossi, who are more than just the face of the brand but share the same core values of pushing boundaries in their respective industries.

We have been in partnership with TAG Heuer for over 40 years. It’s an enduring partnership that has strengthened through the years, with TAG Heuer stocked across selected showrooms in both the UK and the US, and now Europe with the opening of our first TAG Heuer mono-brand boutique in the Republic of Ireland. In addition, our Lakeside shopping centre boutique in the UK has relocated and been updated to the latest TAG Heuer concept and we also opened a new TAG Heuer boutique in Battersea Power Station. All openings were supported with a local marketing plan across both digital and traditional media to increase awareness of the opening and to drive sales and footfall.

We included TAG Heuer in both our UK and US digital marketing campaigns to highlight key and core timepieces for men and women, as well as our Watches of Switzerland Group Exclusive TAG Heuer Carrera.

To further enhance the story telling opportunities for TAG Heuer, we included them in several of our Calibre podcasts and YouTube videos, as well as supporting their new launches across social media, emails and Calibre magazine and online. These include the TAG Heuer x Porsche 50th anniversary tribute chronographs, their promotional ambassador campaign with Ryan Gosling, and their partnership with Formula 1 and Red Bull Racing.

Partnering on client experience events allows us to capitalise on the brand’s strong ties with sport by offering our clients unique experiences such as private golfing, IndyCar promotional events with driver meet-and-greets, and more. We have also taken clients on an unforgettable Porsche Driving Experience, possible through their partnership with TAG Heuer.



Client Porsche Driving Experience in partnership with TAG Heuer



THE TAG HEUER
CARRERA
THE RACE NEVER STOPS

THE WATCHES OF SWITZERLAND GROUP PLC OUR BRAND PARTNERSHIPS

THE WATCHES OF SWITZERLAND GROUP PLC BRAND BOOK 2023



Breitling mono-brand boutique, Mall of Scandinavia, Stockholm



Breitling mono-brand boutique, Leicester Highcross

OUR BRAND PARTNERSHIPS

continued



Léon Breitling started his eponymous brand in 1884 and it has specialised in complicated timepieces and chronographs from the beginning, going on to pioneer the wrist-worn chronograph, which was hugely popular with pilots.

A spate of supplying cockpit clocks to commercial aircraft led to the development of its most iconic watch, the Navitimer, a timepiece with a slide rule for accurate in-air calculations. Their timepieces are used by pilots and chair-born squadrons, as well as by divers - both professionals and those merely dabbling - and collections such as the Navitimer and Superocean remain as popular a choice now as they were when they were first manufactured.

The brand's collections centre on air, sea and land pursuits, reflecting its navigational history and combining classic watchmaking with contemporary modern retro design. Breitling is spearheading a movement of inclusive luxury with its relaxed, industrial loft-inspired boutiques.

Breitling has been an early adopter of sustainability protocols, both in its business and its watchmaking. It has introduced the first 100% eco-friendly, foldable, and reusable watch box. Made from upcycled plastic bottles, this new box is part of its efforts to reduce negative environmental impact and it is committed to a circular economy. Breitling is also taking steps to ensure that its timepieces also reflect its aspiration for sustainability using innovative material ECONYL that is repurposed nylon waste from the likes of fishing nets for their watch straps.

2022 saw our partnership with Breitling extend into Europe, with impactful co-op marketing plans for the opening of our first European mono-brand boutique in Stockholm in June, followed by Copenhagen and a second boutique in Stockholm in October. We also opened Breitling mono-brand boutiques in key shopping centres across the UK, all supported with localised marketing activations across print and out-of-home media, PR and social media. The Breitling boutique in Battersea Power Station includes the first Breitling café in the UK.

We work closely with Breitling to maximise the impact of their key launches at a local level, including joint advertising support for both the Superocean and Chronomat Six Nations launches. Another key launch was the introduction of Lab Grown Diamonds, with Breitling's Head of Sustainability Aurelia Figueroa joining our Calibre Podcast sharing an exclusive insight into becoming carbon neutral. We have continued to support Breitling through our UK digital marketing campaign, driving both sales and footfall to our showrooms.

In 2022, we partnered with Breitling to ensure each boutique has local and regularly planned client events in both the UK and US, which allows our colleagues to create bespoke client experiences to promote the brand.

For the first time, Las Vegas served as the host city to the Concours d'Elegance with no better venue than the Wynn Resort, Las Vegas. To capitalise on the prestigious foot traffic and clients interested in luxury automobiles, our boutique in the Wynn hotel hosted a two-day Breitling event showcasing new merchandise with the support of a watchmaker, elevated hospitality, and special gifts with purchase. The Breitling boutique event hosted 24 appointments for 50 clients and saw over 300 walk-ins throughout the weekend.

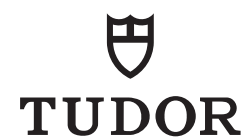


Opening of Breitling mono-brand boutique, Mall of Scandinavia, Stockholm



Breitling advertising, Bluewater Shopping Centre

OUR BRAND PARTNERSHIPS
continued



Since its founding in 1926, TUDOR has endeavoured to produce the best possible watches at the best possible price. This mission, bold then as it is now, is inspired by the vision of the brand's founder Hans Wilsdorf.

The inventor of several cornerstones of modern fine watchmaking – wristwatch precision, waterproofness and the self-winding mechanism – Wilsdorf dreamed of devising a watch that was technically perfect while remaining affordable, and so created the TUDOR brand to bring his dream alive.

Throughout their history, thanks to their robustness and affordability, TUDOR watches have been chosen by some of the boldest adventurers, on land, in the air, underwater and on ice. Today, the TUDOR collection includes iconic lines such as Black Bay, Pelagos, 1926 and Royal. Since 2015, TUDOR has also offered models with mechanical Manufacture Calibres with multiple functions and superior performance.

New TUDOR Black Bays always garner attention from press and collectors alike. The release of the TUDOR Black Bay Fifty-Eight 925 watch, in 2021, was much talked about due to the brand's use of silver, something that is rare within the watch world due to the softness of the metal. TUDOR, however, developed its own silver alloy to ensure the piece is as strong and long wearing as possible. TUDOR's diverse fan base is reflected in its roll call of ambassadors, which include ex-footballing legend David Beckham and the All Blacks rugby team.

We are proud to showcase our ever-expanding relationship with TUDOR in the form of multi-channel marketing highlighting core models and our showroom collaborations. We have continued our focus on digital marketing to drive footfall into both our multi-brand showrooms and mono-brand boutiques as well as online. We have opened an additional three TUDOR boutiques in the UK this year, at Cribbs Causeway Bristol, Glasgow and Battersea Power Station, with the latter garnering almost a million PR impressions for launch.



TUDOR Royal Date Watch



TUDOR mono-brand boutique, Lenox Square, Atlanta



TUDOR mono-brand boutique, Lenox Square, Atlanta



TUDOR mono-brand boutique, Glasgow

We partnered with Esquire magazine on providing a TUDOR Black Bay for their feature with England footballer Phil Foden, driving print and online impressions of just over 2.2 million, along with being the retailer of choice to collaborate on an Esquire digital native campaign. TUDOR regularly feature in our podcast and YouTube videos and have continued support across channels such as social media, email and Calibre.

2022 was a key year for the brand in the UK, and we have supported with a larger number of events, with VIP dinners at exclusive venues in London and Glasgow. With the expansion of the brand across the network we celebrate launches of new boutiques and agencies within the showrooms with enhanced hospitality. The 2022 novelties from Watches and Wonders were also on display for clients to explore.

Following the 2020 opening of the first US TUDOR mono-brand boutique in The Mall at Millenia in Orlando, Florida, we are proud to have opened a second TUDOR boutique in 2022 in the US at Lenox Square Mall in Atlanta, Georgia. To celebrate, TUDOR executives from Geneva and the US hosted a ribbon-cutting ceremony and an off-site grand opening party for 125 clients and guests. The event featured novelties and boutique exclusives resulting in significant sales. Both US boutiques house some of the most iconic collections from the brand, including boutique exclusive collections.



TUDOR Black Bay Fifty-Eight Watch

OUR BRAND PARTNERSHIPS
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IWC
SCHAFFHAUSEN

Boston watchmaker, Florentine Ariosto Jones, founded the International Watch Company in Schaffhausen, in 1868.

Schaffhausen was chosen due to the river Rhine which passed through the town providing hydroelectric power. The reason being his idea of using progressive American production techniques, combined with Swiss watchmakers known-how to manufacture timepieces, was not entirely appreciated at the time in Geneva and the Jura. IWC's success amplified after WWII – during the war it distinguished itself making military spec pilot's watches, which connoisseurs still go mad over.

Today, IWC Schaffhausen has an international reputation for providing exquisite timepieces that exude an aura of retro-sophistication; the types of watches that accompany can-do sorts on their adventures. It embraces the very latest timekeeping innovations, progressively eliminating the use of third-party movements. It has also been pioneering when it comes to managing social and environmental impacts responsibly. It was the first Swiss watch brand to take Global Reporting Initiative (GRI) standards as a benchmark for its first sustainability report published in 2018. It committed to cutting greenhouse gases by 10%, reducing packaging weight and volume by 30%, reduce absence by 10% by improving health and well-being, and reach gender equality in training by 2020. IWC Schaffhausen has been recognised by Positive Luxury as a 'Luxury Brand to Trust' since 2014 – allowing them to display its Butterfly Award in each of their Boutiques worldwide, engaging clients in their sustainability story.

We continue to use the best-in-class digital and traditional marketing approach to drive online and showroom sales and have worked closely with IWC Schaffhausen on aligning our activities to their marketing calendars by supporting their Big Pilot roadshows and ensuring the visibility of their Top Gun watches through co-op marketing campaigns.

A highlight for IWC in 2022 was the Big Pilot Roadshow 2.0 – a fantastic experience for clients to be fully immersed in the brand in Birmingham, Manchester and London. The blockbuster 'Top Gun: Maverick' was also a big moment for the brand and we had the pleasure of inviting clients to private screenings of the Tom Cruise movie.

As a key partner, not only did we highlight the Roadshow through multichannel marketing and a VIP event, we collaborated with them on out-of-home media in the centre of Manchester to promote both the roadshow and our Watches of Switzerland showroom. This was bolstered by our digital marketing campaign as well as support across paid and organic social, email and Calibre.



IWC Pilot's Watch Automatic Mark XX



IWC Big Pilot Roadshow

VACHERON CONSTANTIN
GENÈVE

Vacheron Constantin has the accolade of being the world's oldest continuously operating watch manufacturer. Founded in 1755 in Geneva, it survived even the Napoleonic Wars.

For more than 260 years, Vacheron Constantin has manufactured exquisitely made, high-end timepieces, never succumbing to the allure of the mass-produced.

It has also been at the forefront of preserving traditional crafts through its Métiers D'arts series, passing-on unique skills across generations and enhancing the opportunities available for future watchmakers. Over the past few years, the brand has concentrated on broadening its offering with the likes of the Overseas and the gorgeous couture-inspired women's collection, Égérie. This year, the brand has made the bold decision to revive a classic from its own archives. At the watch fair Watches and Wonders, it launched its new Historiques 222 model – the symbol of an era and a watershed in the history of Vacheron Constantin. The 222 refers to the original piece launched in 1977 for the 222nd anniversary of their Maison – a bold design that marked a turning point in Vacheron Constantin's stylistic evolution – taking it out of the traditional and into the world of sports chic watches.

We have been working in partnership with Vacheron Constantin for over 40 years and are proud to have its presence in our flagship Watches of Switzerland showroom on London's Regent Street as well as presence in three of our Watches of Switzerland showrooms in the US. Our highly trained experts recognise the significance of the history and heritage of the brand and are trained to be able to tell, effectively, the tale of such a prestigious Swiss marque.

We regularly communicate about Vacheron Constantin through our marketing channels, in particular social media, clienteling guides and our Calibre platforms.

We also collaborate with Vacheron Constantin on events and experiences, to further educate and inspire our clients, by immersing them in the world of the brand. In 2022, we hosted a dinner at our Watches of Switzerland Flagship Showroom in Regent Street for a selected group of clients who are passionate about the craftsmanship of Vacheron Constantin. The event was a delight for clients who were able to dine in the company of the UK Brand Director, Charlotte Tanneur Teissier.



Vacheron Constantin Client Event, Watches of Switzerland, Regent Street, London



Vacheron Constantin at Watches of Switzerland, Regent Street, London

OUR BRAND PARTNERSHIPS
continued

PANERAI

Founded in Florence in 1860, Panerai's expansion started in 1935, when it was given a contract to supply absolutely watertight watches with brilliantly luminous hands to the Italian Navy divers.




Panerai Radiomir – Watches of Switzerland Group first to market

These watches developed by Panerai at that time, including the Luminor and Radiomir, were not made for civilians, they were covered by the Military Secrets Act and were launched on the international market only after the brand was acquired by the Richemont Group in 1997. Today Panerai develops its movements and watches at its Neuchâtel Manufacture including the Laboratorio di Idee, and has garnered a coterie of obsessive fans who call themselves Paneristi, who are well-versed in the brand's somewhat intriguing history.

Panerai is embracing eco-friendly practices across all aspects of the business – including the use of their new material eSteel™ a recycled-based steel alloy and using recycled packaging to help reduce the environmental footprint.

Our partnership with Panerai continues to go from strength to strength; working in collaboration, we focused on the core collections of Panerai to drive a multichannel return for maximum performance through our online watch campaign, consistently driving footfall to the showrooms and optimising online sales. We supported the launch of the Panerai Luminor and Submersible Quaranta Quattro through a targeted paid social media campaign as well as our Calibre podcasts and YouTube videos. We were proud to interview Alessandro Ficarelli, the CMO of Panerai at this year's Watches and Wonders, broadcasting on our social channels; providing insight into the Panerai Radiomir – where we were the first to market. We also supported the first to market through co-op print advertising in key national titles.



HUBLOT

Founded by Carlo Crocco, scion of an old Lombardi family of watchmakers, the first-ever Hublot (meaning 'porthole' in French) was totally modern.

It had a sturdy three-part yellow gold case, clean black dial and, in a first for a luxury watch, a black rubber strap scented with vanilla. Hublot has a high-tech Manufacture in Nyon on the banks of Lake Geneva and is at the forefront of new advances in technology and fundamental research into new materials.

Fusion is the name of the game at Hublot. Not just in fusing traditional watchmaking with an iconoclastic flair but also with its materials. It has created Magic Gold, which is an 18ct gold alloy that doesn't scratch, and King Gold, which is a proprietary shade of rose gold. The brand managed to produce vivid coloured ceramics, found a way to colour sapphire crystal for its see-through cases, and even experimented with putting concrete in a case. It makes for an audacious, bold, brand whose new launches you can never quite predict. Its most iconic timepiece remains the multiple award-winning Big Bang, launched in 2005, the perfect illustration of the Fusion concept so dear to Hublot. The Big Bang, now the brand's signature collection and a watchmaking icon, celebrated its 15th anniversary in 2020 and in recent times we have seen a plethora of different colours, concepts, and variations of this design.

2022 was a big year for Hublot as the Official Timekeeper of the FIFA World Cup for the fourth consecutive time. This enabled us to maximise our partnership to include co-op advertising in both print and out-of-home media in key locations to drive awareness as well as footfall to our showrooms.

We were also honoured to have access to exclusive interviews with Hublot's Brand Director Omar Choudhary for our Calibre podcasts and social media channels. We supported Hublot with a launch event of their Novelties at our Watches of Switzerland Broadgate showroom, as well taking clients for a dinner at Clare Smyth's Michelin star restaurant.

We continued to include Hublot within our digital watch campaigns to drive online and offline sales and are proud to have opened further agencies within the UK.



Hublot Big Bang Watch



Above and Right: Hublot Client Event

OUR BRAND PARTNERSHIPS
continued



The oldest watch manufacturer in the Vallée de Joux, Jaeger-LeCoultre can trace its origins back to 1833, when its founder Antoine LeCoultre originally started by cutting pinions and grinding pivots for other watchmakers in the Vallée.

Fast forward to almost 200 years later and the Company continues to be a pioneer within horology, creating collections that find innovative ways to use mechanics to develop unusual complications.

Located in the calm, serene setting in the Vallée de Joux, the home of Jaeger-LeCoultre offers a unique sense of belonging. It is here, inspired by the exceptional landscapes of the Jura Mountains, this grande Maison gets its soul. Jaeger-LeCoultre is a vertically integrated manufacturer where everything, other than its sapphire crystals and straps, is made in-house. This allows every part of the business – the watchmakers, engineers, designers, and artisans – to work together to give birth to its fine watchmaking creations. This same spirit has powered the creation of more than 1,200 calibres since the brand began and has allowed Jaeger-LeCoultre to be affectionately referred to as the Watchmaker of Watchmakers. Its collections are synonymous with style and a certain panache. Some of their most iconic collections include the Reverso range, designed for the polo fields of the 1930s; its Master collection, which is inspired by the brand's designs from the 1950s, and its sports collection Polaris.

We have enjoyed a partnership spanning over three decades with Jaeger-LeCoultre, and it features prominently throughout our key showrooms within the UK, and also in the US. Our marketing focus stems through the digital marketing channels through Google and social media, with dedicated Jaeger-LeCoultre campaigns running throughout the year to multichannel return for optimal performance. We have collaborated with the brand to increase awareness of the brand overall across a multitude of channels including social media, email and editorial. Our primary focus was highlighting core pieces including the Reverso Tribute Duoface and the Polaris. We also featured Jaeger-LeCoultre in our Luxury Watch Materials and Watches Through the Decades series on our Calibre podcast and YouTube as well as in our Calibre magazine.



Anya Taylor-Joy, Jaeger-LeCoultre Ambassador



Jaeger-LeCoultre Reverso Tribute Duoface Calendar Watch



Jaeger-LeCoultre Reverso Tribute Watch



Discipline, ambition, and the incredible foresight of a watchmaker lie at the heart of Zenith.



Zenith Chronomaster Original El Primero - Watches of Switzerland Group Exclusive

First established in 1865 by a then 22-year-old Georges Favre-Jacot in Le Locle, in the canton of Neuchâtel, the brand quickly became known as the first watch manufacturer in the modern sense of the term – using precision machinery to manufacture nearly interchangeable watch parts in big series.

In 1969, it was part of the race to produce the first automatic chronograph, the El Primero, which is widely regarded as one of the finest chronograph movements ever produced. It's also the movement that saved Zenith as a manufacture due to the vision of Charles Vermot, the watchmaker who hid the designs and tooling for the movement in the attic of the factory during the 'quartz crisis' in the belief that this would be needed in the future. Given its spirit of adventure, it's not surprising that its watches have accompanied extraordinary figures as they achieve the seemingly impossible – from Louis Blériot's history-making flight across the English Channel in 1909 to Felix Baumgartner's record-setting stratospheric free-fall jump in 2012. Zenith has been there at each point, assuring precise and reliable timekeeping. Some of its most iconic timepieces include those from its Defy collection – the flagship sports line; its retro-styled Pilots collection; and also its Chronomaster Sport. Every model is inspired by a passion for accuracy and desire to create sartorially led everyday wearers. Zenith also partners with a selection of ambassadors, including actors, gymnasts, and architects, that it feels embody the spirit of Zenith. Zenith are also the proud sponsors of the Extreme E electric car races.

Our partnership with Zenith expands through the introduction of new agencies and partnering on multiple initiatives. One of the biggest moments in our partnership was the collaboration of a Watches of Switzerland Exclusive Zenith Chronomaster Original El Primero Automatic. Limited to just 100 pieces, the timepiece embodied the El Primero collection's dedication to unparalleled craftsmanship, precision, and innovation - values that both we and Zenith hold in high regard. We deployed a 360 marketing plan to support which included digital marketing, social media, email, Calibre, PR and print.

We supported Zenith's launch of the new boutique at our Watches of Switzerland Regent Street Showroom with a champagne reception. Additionally, we had the pleasure to host a very exclusive dinner at Park Row Restaurant, London in the company of Zenith's CEO Julien Tornare, who also joined us on our Calibre podcast following an exclusive interview at Watches and Wonders.

In early 2023, the US was honoured to feature a limited-edition capsule collection with luxury skiwear brand Fusalp, the Defy Classic Fusalp watch in a 400-unit edition. With the Zenith expansion to Betteridge, the teams celebrated the collaboration watch with out-of-store events in the newly opened Fusalp boutiques in Aspen, Colorado, and New York City.



Zenith Boutique at Watches of Switzerland, Regent Street, London

OUR BRAND PARTNERSHIPS
continued

GS Grand Seiko

Kintaro Hattori began selling and repairing clocks and watches in the Ginza area of Tokyo in 1881 and just 11 years later opened the Seikosha factory, manufacturing clocks and subsequently pocket watches.

By 1913 he had produced Japan's first ever wristwatch, the Laurel and then by 1924 the first 'Seiko' branded watch – foundations which led to the production of the very first Grand Seiko in 1960.

A fully integrated watch manufacturer, with watchmaking centres dotted around Japan's prefectures, for over half a century, Grand Seiko has quietly handcrafted some of the most precise watches the world has ever known. With popular poetic nature inspired dials, from the texture of birch bark, to the way snow settles on the mountains during the period of Taisetsu - the 21st of Japan's 24 'sekki' or seasons, the collections span Elegance, Heritage and Sport designs. Many of the best-known Grand Seiko pieces include those powered by its exclusive in-house Spring Drive calibre-mechanical watches with an electronic regulator for a very high level of accuracy.

We have enjoyed a fruitful partnership with the brand and have collaborated on events such as 'The Nature of Time' in 2020, based in Soho, New York. This immersive experience featured the largest collection of Grand Seiko timepieces in the world, as well as eight educational zones for guests to learn about the brand's master craftsmanship, movements, and history. The collection also featured the Grand Seiko Tōgè, a piece that we partnered on, and that was launched exclusively with us in 2020.

We started the year strongly with Grand Seiko as we partnered with them on the Watches of Switzerland Group first to market, Hotaka Peaks Spring Drive GMT Triple Time-Zone. The design of this timepiece was inspired by the Hotaka Mountains, one of Japan's greatest mountain chains, which stand tall before the Grand Seiko Shinshu Watch Studio. To drive multichannel sales, we took steps to enhance brand awareness and grow market share by combined investments across social media as well as promotion on email, editorial and clienteling guides. At this year's Watches and Wonders, we interviewed UK Grand Seiko Brand Manager, Rob Brook, who discussed the latest innovations upcoming in their world for our social media channels, and also featured Grand Seiko pieces on our YouTube video.

The US team hosted a Grand Seiko GS9 Club cocktail event at the Legacy West showroom in Plano, Texas, for 45 clients. In keeping with the Japanese brand heritage, the event featured a Japanese whisky tasting station, a live koto musician, and ikebana floral arrangements.



Grand Seiko Sport Hotaka Peaks Watch – Watches of Switzerland Group first to market

LONGINES

Longines has been based at Saint-Imier in Switzerland since 1832. Its watchmaking expertise reflects a strong devotion to tradition, elegance and performance.

In its early days, the brand was run by Auguste Agassiz and was a 'comptoir' or trading office like many others in the area. The watches were produced under the 'établissage' system, whereby watchmakers worked at home.

In 1867, Ernest Francillon, Agassiz's nephew and successor decided to abandon this production method and he brought together the different stages that go toward making a watch under one roof. The Longines factory was born. From then on, the factory in Saint-Imier steadily developed and produced many horological creations that gained international recognition. Longines was rewarded by various prizes which gradually gave the Company its reputation of winning the most awards in international and world exhibition up until the 1929 exhibition in Barcelona, by which time Longines had won no fewer than ten Grand Prix. In 1889, Francillon patented a trademark comprising the name Longines and its now famous winged hourglass. Longines also made a name of itself in sports timekeeping and designed timing equipment that gained the brand a worldwide reputation. Using its expertise, the brand established a network of advantageous links with the world of sport timekeeping which enabled it to offer its skilled services to various prestigious sports during the 20th century.

Today, Longines is proud to continue its tradition by creating products based on values that it has adhered to throughout its history. Longines also follows its vocation in the field of sports timing, namely in alpine skiing and equestrian sports.

We are proud to have partnered with Longines on significant marketing initiatives; the first being the opening of the first Longines mono brand-boutique in Glasgow, Scotland. A full 360 marketing plan including print media advertising, out-of-home, digital, PR, events and a collaboration with the Glasgow Warriors Rugby Union Club was deployed to drive awareness and footfall.

The second saw the introduction of our Watches of Switzerland Group Longines Hydroconquest Exclusive. Taking influence from their archive, inspired from the fascinating world of aquatic sports to create a diving style watch that appealed to those in the water or those sat beside it. Powered by its exclusive calibre L888 and with a 72-hour power reserve, a further development in the Hydroconquest in 2018 saw a redesign, introducing ceramic to the bezel. The uniqueness with our Exclusive is our matt black dial and contrasting green bezel, a combination never used before in a Hydroconquest. Our marketing campaign spanned both the UK and the US with the creation of unique assets used within print media, PR, social media and Calibre.

In the US, Watches of Switzerland hosted the Hamptons Classic Horse Show for the second year – the only retail partner in its history, in collaboration with Longines. The Watches of Switzerland Airstream mobile retail unit was on site to greet the spectators throughout the high-peak week and featured new 2022 timepieces in addition to boutique exclusives.



Longines Hydroconquest Watch – Watches of Switzerland Group Exclusive



Longines mono-brand boutique, Glasgow

OUR BRAND PARTNERSHIPS
continued

MB&F

After decades of conforming to the rules of corporate watchmaking, Maximilian Büsser broke the chains and started a rebellion in 2005; a rebellion called MB&F – Maximilian Büsser & Friends.

The desire to give his creativity and energy full rein saw Maximilian resign from iconic jewellers Harry Winston to form his creative ideal: MB&F.

With his new company, Büsser has full creative liberty to indulge in his passion for working with the most talented independent horological professionals – pushing the limits of horology into a new dimension. MB&F is an artistic concept laboratory based around a simple idea: to assemble collectives of independent watchmaking professionals to develop radical watches – sitting either in his Horological or Legacy Machines collections. Collaborating with horological luminaries Eric Giroud, Laurent Besse and Peter Speake-Marin he produced the first machine, the HM1 in 2007. The following Horological Machines have taken inspiration from science fiction, supercars, aircraft and the animal kingdom – like the HM10 presented in 2020, inspired by a bulldog. Aside from evolving the watch collection, Büsser works with clock maker L'Épée 1839 to produce unconventional clocks with exotic names such as Starfleet Explorer and Destination Moon.

2022 in the UK saw the opening of our very first MB&F Boutique. We celebrated this launch with an event where we presented exquisite timepieces whilst clients enjoyed our hospitality. This launch was highly supported by Maximilian Büsser, CEO of MB&F through an exclusive podcast, YouTube video and attendance at our official launch event.



MB&F Boutique at Watches of Switzerland, Regent Street, London



MB&F Legacy Machine Perpetual

BOVET

1822
Engineering Brilliance®

BOVET 1822 is a Swiss manufacturer of luxury timepieces that was founded in 1822, by Edouard Bovet and his brothers, to produce high-quality, exquisitely miniature-painted and gem-set pieces to high-end clients all over the world.



Bovet Miss Audrey Sweet Art Watch

Collectors include kings, emperors, sheiks, diplomats, and lovers of fine timepieces everywhere. BOVET is one of the few true manufactures in high watchmaking, making nearly everything in-house, including the beating heart of the timepiece – the hairspring and regulating organ.

BOVET 1822 continues to create timepieces that employ artisanal techniques such as hand-finishing, hand-engraving, and miniature painting, as well as iconic designs like the crown at 12 o'clock, beautifully engraved movements, and innovations such as the Braveheart Tourbillon presented in 2015, protected by six patents. BOVET's developments are always aimed at improving precision and reliability while creating timepieces that link watchmaking's past and future. The House has also received more than 40 awards and distinctions over the last 15 years for its contributions to horology, including watchmaking's highest award, the Aguille d'Or, for the Récital 22 Grand Récital in 2018, as well as the Mechanical Exception Award for the Récital 26 Brainstorm Chapter Two.

One of the House's most iconic collections is the Fleurier, which consists of 11 styles and is characterised by round cases with the crown at 12 o'clock, referencing BOVET's pocket watch heritage. Within the Fleurier collection, many timepieces

feature the patented Amadeo convertible system that allows the watch to be reversed on the wrist, used as a desk clock, or on a chain as a pocket watch, all without any tools.

The main characteristics of BOVET 1822 timepieces are the exquisite finishing, whether its angling, bevelling, enamelling, guilloché work, or engraving, alongside the technical expertise in producing tourbillons, long power reserves (minimum of five days, up to 22 days), perpetual calendars, jumping hours, retrogrades, and multiple time zone movements.

Marking a historical milestone as they celebrated their 200 year anniversary, multiple story-telling opportunities played out across our social media, email and Calibre channels.

In 2022, the brand expanded its footprint in the US with a dedicated showcase at Mayors Merrick Park in Coral Gables, Florida and dedicated space in our Betteridge showroom in Vail, Colorado. Furthermore, we invited the brand and Vice President Bovet 1822 North America, Heather Lynn, to feature one-of-a-kind pieces for the GPHG exhibition in New York City and meet with clients in one-to-one appointments.

OUR BRAND PARTNERSHIPS
continued



Ulysse Nardin SA is a Swiss luxury watchmaking company founded in 1846 in Le Locle, Switzerland.

Known in the nautical world for manufacturing highly accurate marine chronometers and complicated timepieces used by over 50 of the world's navies from the end of the 19th century until 1950, Ulysse Nardin garnered its reputation for accuracy as early as 1862. Achieving the Prize Medal for pocket chronometers at the International Exhibition in London, by the mid 1970s the brand had accumulated over 4,300 certificates and ten gold medals for the accurate performance of its marine chronometers.

It is a heritage that the brand continues to draw on in terms of its inspiration, and we have seen many variations of collections that pay homage to its archives. The development of the Freak in 2001 challenged conventions of watchmaking by adapting the carousel to a 60-minute rotation so the movement platform could double as a minute hand, with the mainspring drum geared to act as an hour hand. It also introduced the use of silicon to watch movements for the first time ever. Whilst it was met with some industry scepticism at the time, this material is now commonplace in many manufacturers' collections.

Ulysse Nardin is committed to achieving the 17 United Nations guidelines on Sustainable Development by 2030. Because of the brand's connection with the oceans, they have a particular interest in developing scientific knowledge concerning shark preservation and upcycling to reduce marine plastic pollution, and work with organisations to recycle fishing nets and bottles into watch straps and components such as bezels. They also support The Ocean Race, an around-the-world yacht race that aims to inspire and educate people on the plight of the seas.

In 2022, the US events business was a strength for brand partner Ulysse Nardin. They partnered with us on our activity with The Hamptons airstream that was utilised for a brand 'takeover' for a Summer holiday weekend. The brand co-hosted clients for a waterside weekend featuring luxury transportation partner Blade and paddleboard brand Beau Lake, with whom they collaborated on a limited edition watch and later hosted a pop-up event at Mayors Boca Town Centre in Boca Raton, Florida. To celebrate the brand's iconic Freak collection and High Horology craftsmanship, the Watches of Switzerland Soho boutique in New York City invited VIP collectors for a Ulysse Nardin 'Freakshow' event complete with hospitality and a watchmaker.



Ulysse Nardin Freak S Watch



Girard-Perregaux has contributed to some of the most distinctive landmarks in horology bringing passion to precision, art to aesthetic and a playfulness of contrasts that never fails to create surprise.

Jean-Francoise Bautte began manufacturing watches at the tender age of 19 in 1791 and quickly gained a reputation for high quality timepieces in the royal courts of Europe. His work lived on thanks to Girard-Perregaux, a company founded in 1856 and named after Constant and Marie, husband and wife with a strong background in the watchmaking industry. Girard-Perregaux carried on the idea introduced by Bautte of mastering all the required horological skills in-house to create a watch, making it one of the oldest manufactures to date.

The craftsmanship and dedication of Girard-Perregaux to the art of watchmaking has stayed unchanged over the years and this is evident through the iconic Three Bridges collection, which features a movement where three identically symmetrical visible bridges support the tourbillon, the barrel, and the gear train of the minute and hour hands. This design had a substantial impact at the Paris Universal Exhibitions where it won the prizes in 1867 and 1889. There is also the timeless

style of the Laureato with its integrated bracelet and iconic look of the 1970s, the captivating Cat's Eye with its unusual elongated oval case or the recently reintroduced, as a one off, digital display watch with a quirky design, the Casquette. Girard-Perregaux was an early innovator in the field of electronic quartz watches and produced the first commercially available Swiss quartz watch whilst establishing 32,768 Hz as the universal frequency for the industry. These innovations all have an element of disruption in common; a desire to turn watchmaking upside-down.

Our partnership with Girard-Perregaux is on a trajectory, working in closer partnership through increased visibility within our showrooms and online, along with investment in marketing activations. By maintaining our focus on the brand's classic collections, we have driven omnichannel sales across performance marketing and social media and were able to offer an unforgettable opportunity for our most loyal clients by hosting them at the Formula 1 Championship at Silverstone and a peek behind the scenes at the Aston Martin factory.



Girard-Perregaux Laureato Absolute Light & Shade Watch

OUR BRAND PARTNERSHIPS

continued



The brand story begins at the turn of the 19th century with Heinrich Moser, a young entrepreneur destined to forge his own path.

Born in Schaffhausen into a family of watchmakers, he followed in the footsteps of his forefathers and learned the watchmaking trade. After making his way to St Petersburg and becoming the go-to specialist for the aristocrats, he founded H. Moser & Cie. in 1828, building a factory which employed several hundred artisans in Switzerland. It is estimated that he produced around 500,000 watches in his lifetime. These watches ranged from basic three-hand watches to 'grande complications'. Heinrich Moser is also well known for his involvement in the industrialisation of Schaffhausen, most notably the building of the first Swiss dam featuring hydro-mechanical turbines to produce energy, and the rest, one can say, is history.

This spirit of entrepreneurship has always been at the core of H. Moser & Cie. as the brand pursued its development under the leadership of a few entrepreneurs through the 19th, 20th and today at the start of the 21st century it continues to be its driving force. Rather than simply recreating the past and following the mainstream, the brand strives to create their own future, just as Heinrich Moser did

so many generations ago. And while the founder may not be here to guide the brand today, Heinrich Moser's descendants play an active role at H. Moser & Cie. and continue to uphold his legacy.

Nowadays, this almost bicentennial brand remains one of the few independents, family-owned and run, watch companies in existence. With a completely integrated Manufacture, H. Moser & Cie. is able to ensure that every hand-made watch corresponds to the values of the brand. From designing and producing their own in-house mechanical movements, to the intricate reshaping and hardening of each individual hairspring, the resulting watches are true works of art.

You can find the brand on our Watches of Switzerland US website as well as in our Watches of Switzerland showrooms at the Wynn Resort, Las Vegas and Soho, New York. Our teams are trained in the history, heritage, and collections of H. Moser & Cie. and will be delighted to take any client through the pieces.



H. Moser & Cie. Pioneer Cylindrical Tourbillon Skeleton Watch

Chopard

Founded in 1860 in Sonvilier, Switzerland, by Louis-Ulysse Chopard, the Chopard brand stands for innovation, quality, and authenticity.



Julia Roberts – Face of Chopard



Chopard Stainless Steel Alpine Eagle Watch

Under the impetus of the Scheufele Family, who bought the company in 1963, Chopard has been committed to a tradition of excellence and experienced spectacular development. Renowned for its creativity, its high level of vertical integration and its state-of-the-art technology, it has become one of the leading names in the fine watch and jewellery industry. Whether you are selecting from Chopard Mille Miglia watches or the iconic Happy Sport models, all timepieces in this vast collection draw from the brand's rich heritage of craftsmanship and have a story of their own.

One of their most iconic collections that runs across both watches and jewellery is the 'Happy' collection, with its moving diamonds, and it has spawned several iterations including 'Happy Hearts', 'Happy Sport' and 'Happy Diamonds' and in 2021, Chopard appointed A-list actress Julia Roberts as the face of the campaign.

They felt that Julia Roberts reflected the core values of their business, and collection and through her 'communicative energy and grace, Julia Roberts is the triumphant embodiment of dancing diamonds'. Due to the success of the campaign, they have enlisted Julia Roberts for further shoots, now encompassing both their watch and jewellery in one campaign.

In the UK, Goldsmiths Meadowhall hosted an exclusive showcase for Chopard's Valentine's Day Exhibition, inviting their most loyal clients to discover a selection of exceptional watches and jewellery.

In the US, we have continued our focus on digital marketing to drive online and offline sales, by collaborating on dedicated spending for both watches and jewellery.

OUR BRAND PARTNERSHIPS

continued



Blancpain is the oldest watch company name, originally founded in 1735 in the Swiss Jura by Jehan-Jacques. Blancpain is known for making watches that pushed the absolute limits achievable by precision machines and the human hand. Today, Blancpain continues to push the boundaries of what this combination can achieve with such challenging complications as equations of time and eight-day tourbillon movements. Blancpain collections and timepieces can be found in our Oxford Street, Knightsbridge and Regent Street Watches of Switzerland showrooms.

Blancpain were the pioneers in dive watches and their CEO Jean-Jacques Fiechter worked with the famous undersea explorer Jacques-Yves Cousteau in the 1950s to define what a dive watch should be in terms of legibility, water resistance and functionality.

The resulting Fifty Fathoms timepiece has been a staple of the collection since its launch in 1953; the first modern diver's watch, created by a diver to meet the needs of underwater exploration. The Fifty Fathoms has played an essential role in the development of scuba diving and the discovery of the ocean world, becoming a catalyst for their commitment to ocean preservation. We continue to support our partnership through social media, email and Calibre channels, along with clienteling guides and pop-ups to aid the storytelling of the brand.

In 2022, we supported the brand with an event at Watches of Switzerland Knightsbridge where clients had the opportunity to explore the Blancpain Collections with a champagne and canape reception.



Since its creation in 1775, Breguet has never ceased to distinguish itself as one of the world's elite watchmaking brands, thanks to the avant-garde spirit instilled by its founder Abraham-Louis Breguet. An outstanding scientist and technician, he was always on the lookout for innovations that would bring precision and reliability to timepieces. He was also the originator of numerous inventions within horology such as the tourbillon, the first wristwatch, the parachute; as well as Breguet 'apple' hands. As the initiator of the neo-classical style in watchmaking, his creation of a refined and legible design became the trademark of Breguet and has inspired the aesthetic and trends of many timepiece brands since. This innovative spirit has captivated numerous personalities from the political, economic and financial elite around the world since the brand's inception.

Since the Swatch Group acquired Breguet in 1999, the desire to perpetuate the House's rich heritage while continuing to build the watchmaking of tomorrow is more relevant than ever. Breguet is devoting considerable energy to developing the research and development department, which has already invented the silicon balance spring and the magnetic pivot. It is in the expert hands of its craftsmen, in the Manufacture located in heart of the Vallée de Joux, that each watch and each component are created.

Excellence, know-how and passion: since 1775 the Breguet brand continues to surprise with watch collections that perpetuate its heritage while aiming for the future.

Our teams have been highly trained to communicate the fantastic history of this brand, and we are proud to be able to tell its story to our clients through the creation of clienteling guides and one-to-one appointments across both our UK and US showrooms.



Jacob Arabo built his fame on catering ever more lavish and exclusive jewellery to a unique audience of celebrities and prominent entertainment figures. He established Jacob & Co as one of the most powerful luxury names in recent history. As early as 2002, he applied that philosophy to timepieces with a new motto: Inspired by the Impossible. At the onset of the 2010s, he focused on a new horological approach, based on extremely sophisticated timepieces, often adorned with extensive gem-setting of the highest level of quality, colour and diversity. The Caviar, Astronomia, Opera Godfather, Twin Turbo and Twin Turbo Fast and Furious, Bugatti Chiron and Jean Bugatti collections spearhead a new generation of high complication timepieces with innovative and bold formats. The Epic X, a graphic, skeleton sport pieces collection culminating with a tourbillon chronograph, has been recently redesigned. Never shying away from pushing every aspect of creation and exclusivity to new heights, Jacob & Co is now a fully-fledged member of the Haute Horlogerie circle.

We were honoured to interview Jacob & Benjamin Arabov, Co-CEO of Jacob & Co, for our YouTube videos and Calibre podcasts; sharing insight into the brand's iconic history, unique creations and their most famous celebrity ambassadors.

In the Summer of 2022, we had the pleasure of hosting clients at our Watches of Switzerland Knightsbridge showroom with special guest Jacob & Co CEO Jacob Arabo.



SPEAKE MARIN

Speake Marin is a Geneva-based fine watchmaking house with British roots founded in 2002. It is renowned for creating, developing, and assembling innovative limited mechanical timepieces with in-house movements and unique complications. Speake Marin's designs are defined by a bold, often architectural aesthetic, reflecting the concept of 'Belle Horlogerie' – for those who want to wear something unique on their wrist. The contrast of hyper-contemporary dials with a classic case, makes for audacious designs that are unlike anything else. Speake Marin, as an independent fine-watchmaking house, inspires watch collectors who love exceptional timepieces and seek to be a part of the 'Happy Few' Speake Marin owners club.

We are honoured to present some of Speake Marin's finest timepieces for our most discerning clients. Distinguished by their limited availability and formidable features, Speake Marin watches are the epitome of independent luxury watchmaking.

We recently partnered with Speake Marin on a digital influencer activation with UK Influencer TGE (Tom Exton), where he visited our Watches of Switzerland Knightsbridge showroom to create unique content of 'unboxing' the new launches from the brand, reaching 243,000 followers on Instagram and 243,000 subscribers on YouTube.

ARMIN STROM

SWISS WATCH MANUFACTURE

Armin Strom is an independent watch company based in Biel/Bienne, Switzerland. Armin Strom timepieces offer a unique fusion of the Swiss-German horological tradition, avant-garde 'transparent mechanics' and an unwavering commitment to horological innovation. The hallmark of the brand's low-volume, artisanal approach to watchmaking is its commitment to exposed dial-side movement mechanics, with every part hand-finished to the highest haute-horology standards.

Armin Strom was established in 1967 by Mr Armin Strom, a legend in the art of hand-skeletonisation. In 2006, the stewardship of Mr Strom's legacy became the responsibility of Master Watchmaker Claude Greisler and businessman Serge Michel, who together revitalised the brand with the opening of Armin Strom's first fully integrated Manufacture in 2009. Today the brand designs, develops, mills, embosses, galvanises, hand-finishes and assembles all of its own watches in-house, enabling Armin Strom to bring even the most complicated ideas to life without any of the compromises that typically stem from reliance on a supply chain.

We have ensured our teams are highly trained in being able to effectively communicate the brand's history and collections via our Luxury Watch and Jewellery Virtual Boutique, as well as in our showrooms. You can find the brand in our Watches of Switzerland, Soho, New York showroom in the US where the pieces can be seen in all their glory.



OUR BRAND PARTNERSHIPS

continued

BREMONT
CHRONOMETERS

Bremont is an award-winning British luxury watch brand, manufacturing mechanical watches in Henley-on-Thames, England. Bremont is making considerable investment in its UK watchmaking and manufacturing and in 2021 opened The Bremont Manufacturing & Technology Centre, a new state-of-the-art 35,000 sq ft purpose-built mechanical watch manufacturing centre enabling the full machining and manufacturing of Bremont's watches. Co-founded by brothers Nick and Giles English in 2002, Bremont has made a substantial impact on the watchmaking industry in a very short period of time. The brand remains true to its original principles of aviation and military, British engineering and adventure. As well as manufacturing watches for some of the most exclusive military squadrons around the world, Bremont continues to play an influential role in revitalising the British watch industry, the birthplace of numerous timekeeping innovations still used today. All Bremont watches are ISO chronometer rated, and are built with considerable care in the UK, including the new Bremont ENG300 movement series which launched in October 2021 and presents the first time that mechanical movements have been built at scale in over 50 years in this country. Bremont watches are immensely precise, reliable, and durable and all are hand-assembled in limited numbers, making them hugely desirable for any collector.

We have continued our focus on digital marketing campaigns with Bremont to drive online and offline sales, across both performance marketing and social media, highlighting visibility of limited-edition pieces and new collections. Bremont also featured regularly in our Calibre podcasts and YouTube Videos.



BVLGARI

Part of the LVMH Group, BVLGARI was founded in Rome in 1884 as a jewellery shop. Known as the magnificent Roman jeweller and master of coloured gems, BVLGARI has established a worldwide reputation for Italian excellence and is renowned for its exquisite craftsmanship.

The company's international success has evolved into a global and diversified luxury purveyor of products and services, ranging from fine jewels and high end watches to accessories and perfumes, and featuring an unrivalled network of boutiques and hotels in the world's most exclusive shopping areas. Demonstrated through its numerous philanthropic partnerships, BVLGARI deeply believes in innovating the present for a sustainable future through its commitment to Corporate Social Responsibility and giving back – to nature and to the community.

At the Watches of Switzerland Group, we are proud to have partnered with BVLGARI for over two decades.

In 2021, we opened our first BVLGARI mono-brand boutique in Aventura Mall, Aventura, Florida and in the UK, we retail BVLGARI watches in Watches of Switzerland Broadgate, Regent Street and our Battersea Power Station showroom in London.



CHANEL

French fashion house CHANEL is synonymous with elegance and style and has enjoyed over a century of success as one of the most iconic and recognised brands in the world. They first introduced their timepiece collections in 1987 with the launch of the PREMIÈRE watch, inspired by their N°5 perfume cabochon stopper. In 2000, we saw CHANEL release their much loved J12 collection in revolutionary ceramic, and this is one of the collections that has gone from strength-to-strength. CHANEL entered the world of grande complications in 2005 with their J12 Tourbillon which was something that gained much coverage at the time, and when they released their first movement entirely developed and manufactured by CHANEL in Switzerland in 2016, the brand firmly solidified themselves as a key player in horology. The brand enlisted actress Margot Robbie to be the face of their J12 collection, joining Naomi Campbell, Lily-Rose Depp and Liu Wen. We have enjoyed much success with this French brand, and our experts both in our showrooms and online share the same passion and interest for CHANEL's history, heritage and models.



Glashütte
ORIGINAL

Glashütte Original stands for innovative German watchmaking art that meets the most demanding standards. Located in the small Saxon town of Glashütte near Dresden, the manufactory brings traditional artisanship and modern technologies together under one roof. The company produces up to 95% of all watch components itself, including the filigree dials.

Glashütte Original upholds the values of authentic manufactory production and can look back on a rich history of more than 175 years. Over the decades, Glashütte Original has created a culture of excellence that is reflected in timeless beautiful and technically sophisticated timepieces.

Glashütte Original is available in our Watches of Switzerland London showrooms Knightsbridge and Oxford Street as well as online at Mappin & Webb and Goldsmiths. We work with them on training our internal experts to the highest of standards, in its history, heritage, and collections ensuring that it is being represented in the best possible way. Our online experts are also on hand to be able to effectively showcase the brand through virtual appointments.

PIAGET

It was in Côte-Aux-Fées that Georges-Edouard Piaget set up his first workshop in the family farmhouse and devoted himself to producing high-precision movements. 1874 marked the start of an ever-growing reputation in the watch industry. In 1943, the company took a decision that would prove crucial to its future by registering its brand name. Piaget is also a style: a marriage of gold and an explosion of colour, new shapes, precious gems, and dials made of hard stones, paving the way for new colours and unique aesthetics. Building on more than 140 years of history, the ever-bold brand innovates by offering jewels in motion, extravagant high jewellery collections as well as exceptional luxury watches – making it one of the world's most prestigious watchmaker-jewellers. Two of the most iconic collections include the Piaget Polo, first developed in the 1970s and inspired by the world of polo, and the Piaget Altiplano which held the record of the thinnest mechanical watch on the market at the time, in the Altiplano 900P, standing at just 3.65mm high.

We include Piaget in storytelling opportunities across social media, email and Calibre, concentrating on key collections such as their black dial Polo, one of their key launches of the year. We also included the brand in our Calibre podcasts and YouTube videos.



OUR BRAND PARTNERSHIPS

continued

DOXA
1889

Founded in 1889, DOXA, the Greek word for 'glory', is more recently known for its superlative dive watches that the brand began making in the second half of the 20th century. In its current iteration, the brand designs brightly coloured watches with a serious and profound diving history having discovered that orange is the last colour on the spectrum that is visible underwater, therefore aiding visibility. Located in Biel/Bienne in the heart of the birthplace of Swiss watchmaking, the brand is renowned for creating one of the first professional-spec dive watches available for the general public since the 1960s, the DOXA SUB 300 and also being the first watchmaker to have a watch feature a Helium Release Valve, a technology which DOXA co-invented.

We are proud to house DOXA within the UK and US, along with a presence online. We continue to drive awareness of our partnership through inclusion in our Calibre podcasts and YouTube series, along with involvement in our themed pop-ups and curated content for social media and emails.

Our partnership in the US saw us partner with DOXA to create a DOXA Army Watches of Switzerland Edition limited to 100 timepieces in a ceramic case, leveraging press and media coverage. The reach and readership of these outlets were instrumental in continuing to share Watches of Switzerland's narrative as a forward-thinking luxury retailer that is changing the landscape, and supported the timepiece selling out in 24 hours.




HAMILTON

Pilots. Soldiers. Explorers. Artists. Captains of industry. These are our heroes — those whose accomplishments shine on throughout the decades and the centuries, inspiring us to strive, to think bigger, to go boldly forward. For 130 years, Hamilton Watch has supported the endeavours of such heroes, providing them with timepieces unparalleled in accuracy, design and technology.

Founded in Lancaster, Pennsylvania, in 1892, Hamilton creates watches with a unique balance of authenticity and innovation. Its timepieces synchronised the first railroads and kept time for aviation pioneers and US soldiers. A favourite of filmmakers for decades, Hamilton watches have appeared in more than 500 movies, with custom pieces playing a pivotal role in several Hollywood blockbusters. With a continued commitment to craftsmanship and accuracy, Hamilton launched the world's first electric watch in 1957 and the first LED digital watch in 1970. A member of the Swatch Group, the global leader in watch manufacturing and distribution, Hamilton's current collections combine its American spirit with true Swiss precision.

We are proud to sell Hamilton Watches in selected showrooms and online.

ORIS
HÖLSTEIN 1904

Swiss brand Oris was first founded in 1904 and was named after a nearby brook in the town of Hölstein. Oris makes watches for people who are passionate about mechanical movements and who look for genuine and contemporary values with great designs. As they are an independent company, they are free to be innovative and often push boundaries and be reactive to explore functions and features that may be in demand within the world of horology. Lately, they have been making waves with their in-house five-day power reserve movements. Some of their key pieces are the ProPilot Altimeter, one of the first automatic watches with a built-in Altimeter, and in 2022 they released the new ProPilot X Calibre 400 at Watches and Wonders. Sustainability is something the brand is hugely passionate about. The first ever Oris Sustainability Report was launched in 2022 and was the result of a three-year project to ramp up their mission to bring Change for the Better, which has already seen Oris become a climate-neutral company and begin to dramatically reduce their carbon footprint.

Our partnership with Oris has continued to flourish as we have focused on leading marketing activity to increase brand awareness and drive footfall to our showrooms. We collaborated on a Watches of Switzerland Exclusive Oris Aquis Diver, with a robust marketing campaign plan such as performance marketing, paid social media activity, email, Calibre and PR. We also created unique content and included them in our internal creative campaigns, allowing for further storytelling opportunities.

We were honoured to interview their co-CEO Rolf Studer who discussed the brand's new pieces presented at Geneva Watch Days for Calibre.



RADO
SWITZERLAND

Rado, a globally recognised Swiss watch brand that traces its roots to 1917, is singular in its design, innovation and use of revolutionary materials. Ever since its beginnings in Lengnau, Switzerland, Rado has proudly flaunted a pioneering spirit, consistently fulfilling its hallmark philosophy: 'if we can imagine it, we can make it'. Only the finest materials and tech comprise Rado watches. As horology specialists, Rado know that hardness and scratch-resistance alone are not enough in selecting fabrics: durability and wearer comfort are equally as important. That's why any Rado timepiece that you invest in will not fail to deliver strong, enduring comfort and efficiency. After more than 100 years of watchmaking, iconic style and substance remain the key principles of the brand — and Rado continues to showcase its mastery by creating watches with immense visual, practical, and popular appeal. Nothing can prevent Rado from achieving its mission to discover, invent and innovate new ways to create premium watches. We mean it when we say that Rado is 'the master of materials'.

We are proud to have partnered with Rado on several first-to-market exclusives, including the first-to-market Captain Cook Chrono timepiece, available in both our showrooms and online. This was supported through all of our marketing channels including social media, email, Calibre and clienteling guides.

We have also expanded our Rado ranges with additional web lines and aligned with the brand to support several of Rado's key collections such as the Captain Cook and the True Square.


TISSOT
Swiss Watches since 1853

Since 1853, Tissot has been at the heart of Swiss watchmaking. Their dedication to craftsmanship and quality is matched only by their passion for performance and precision. Over the years, their pioneering products such as the legendary Tissot T-Touch have made headlines as well as history. The groundbreaking Tissot T-Touch Connect Solar uses sustainable solar energy and connected technology that guarantees privacy. It confirms their long-held reputation as innovators by tradition.

Tissot's passion for sport is unrivalled and their timing systems are tried, tested and trusted by a range of professional sports and athletes. In basketball the NBA and FIBA, in cycling the Tour de France and La Vuelta and in motorsports MotoGP™ are just some of the names that rely on Tissot as their official timekeeper. Tissot provide innovative and traditional watches for our clients who appreciate Tissot's commitment to quality, authenticity and excellence.

We are proud to stock Tissot in a multitude of our showrooms and online.





2 JEWELLERY

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Mappin & Webb

Since its founding in 1775, Mappin & Webb has harnessed a rich and storied history within the watch and jewellery industry. Today, over 240 years later, the brand has continued to embrace tradition with contemporary design, becoming a British treasure built upon the foundations of excellence, superior quality, and exquisite craftsmanship. This historical significance and excellence in the craftsmanship of jewellery, silverware, watches and glassware has led Mappin & Webb to be holder of Royal Warrants to British monarchs since 1897. In April 2022, this honour was granted for a further five years.

At Mappin & Webb, our clients will discover elegant fine jewellery collections that take inspiration from our unique archive, reimagined with a modern-day interpretation that embraces the original design. Our Amelia collection, named after the beautiful English Amelia Rose, is a timeless celebration of romance and femininity with shaped engagement rings featuring emerald, pear, and oval cut stones, and the diamond halo jewellery creates a dramatic presentation to the centre stone. Masquerade is a collection of beautifully crafted cluster styles bursting with light, and our new Riveret collection is inspired by the leading aspirational trend of mixed cut diamonds.

At Mappin & Webb, we pride ourselves in crafting scintillating gemstones set within thoughtful and exquisite designs that encapsulate a rich and inspiring British heritage. Our Mappin & Webb Master Craftsman, Mark Appleby, has been appointed the Crown Jeweller since 2017 and this year was involved in both the late Queen's State Funeral and the adjustments of the crowns for the coronation of King Charles III.



Mappin & Webb Marketing Campaign

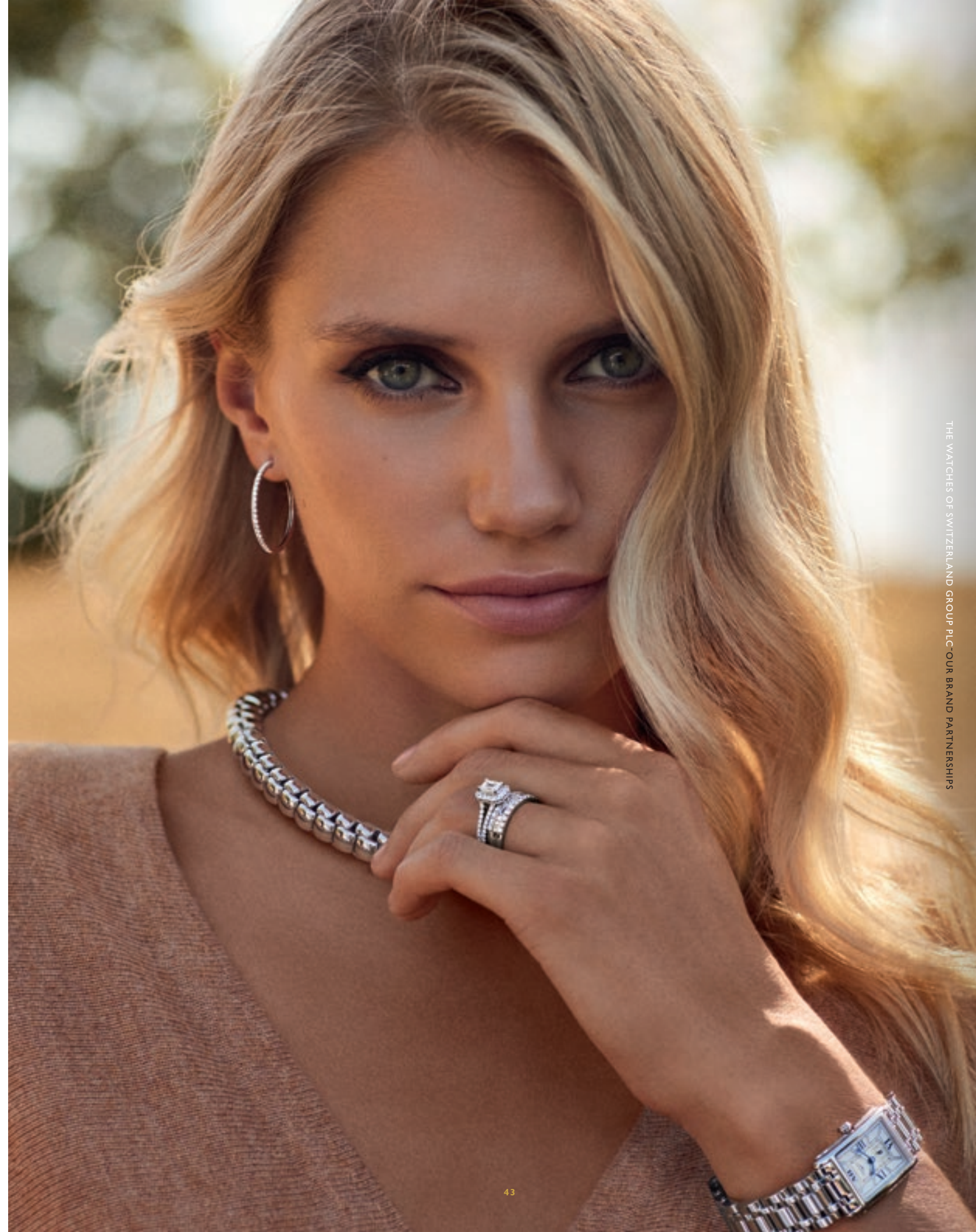
GOLDSMITHS

Goldsmiths has become one of the UK's leading watch and jewellery retailers, with over 55 showrooms nationwide. As part of Goldsmiths continual evolution and investment in creating a memorable client experience, the roll out of a new luxury showroom concept began in Autumn 2021, with an enhanced digital experience, visual merchandising and product displays. As Goldsmiths elevates its brand position, the brand further enhances its vision and values to ensure that the delivery of an exceptional client experience is at the heart of everything we do.

At Goldsmiths, our clients will discover a wide choice of diamond jewellery including beautiful wedding and engagement rings to suit all bridal styles. From the classic round brilliant cut to the more contemporary cuts such as ovals and pear, we have something for everyone. Our GIA certificated diamond range provides the highest in authenticity, quality and craftsmanship along with, our exclusive Goldsmiths Brightest Diamond collection introducing one of the most brilliant cut diamonds in the world, a remarkable 88 facets, creating maximum brilliance and an enviable scintillating sparkle.



Above: Goldsmiths Engagement Rings
Right: Goldsmiths Marketing Campaign



OUR BRAND PARTNERSHIPS
continued

MAYORS

For over a century, Mayors has been the leading multi-brand retailer in the south-eastern United States offering clients the world's finest jewellery and timepieces. Founded in 1910 by Samuel Mayor Getz, his vision was to bring the world's finest jewellery under one roof and over a century later, he brought his vision to life. At Mayors you will find uncompromising quality, inspiring beauty and impeccable craftsmanship with curated offerings for every occasion.

At Mayors, our clients will discover a range of diamond and fine jewellery including engagement rings, anniversary bands and core classic pieces like diamond tennis necklace and flex bracelet collections, designed to be worn in the 'Always On' fashion we promote.

In 2022, Mayors cemented its role as Florida's go-to fine jewellery retailer with Xenia principles as a pillar of the client experience journey. Two off-site events, in Miami and Orlando, Florida, held in luxury hotel suites, provided the Mayors High Jewellery experience for VIP clients in both locations. In addition to a partnership with Goop, the wellness and lifestyle brand and company founded by actress Gwyneth Paltrow, Mayors expanded their client reach. The 360 marketing included a targeted media campaign, ecommerce, and a Summer long pop-up at the Goop boutique Sag Harbor, New York.



Mayors Jewellery Marketing Campaign



Mayors Jewellery Marketing Campaign

BETTERIDGE



Betteridge Jewellery

Betteridge's beginnings in the jewellery industry can be traced back to the 18th century in Birmingham, England, where the Betteridge name was synonymous with fine jewellery design and silversmithing.

A.E. Betteridge Jr. opened the first Betteridge Jewellers in the early 20th century with some assistance from his father. The first showrooms were built on two of the most esteemed retail locales in the world: Fifth Avenue and 45th Street, and Wall Street and Broadway in New York City. Betteridge also had a boutique in the Miami Biltmore Hotel in Coral Gables.

With the advent of modern suburbia beginning to take shape outside of New York City in the 1950s, Bert seized the opportunity to invest in the rural future of retail, purchasing W.D. Webb Jewellers and moving the Betteridge headquarters to Greenwich, Connecticut. Recently, the Betteridge flagship showroom moved down 'the Avenue' from 117 to 239. The new building is one of the crown jewels of Greenwich Avenue with over three times the space of the old showroom. It showcases elegant in-store boutique areas for marquee brands, including Rolex, Cartier and Patek Philippe, as well as a dedicated Betteridge club space complete with a bar area for clients to relax and socialise.

Betteridge joined the Vail community in 2004 by acquiring Gotthelf's, a well-respected jewellery business that had been a fixture in the Vail Valley for over 25 years. Today, the showroom offers one of the finest collections of watches, designer jewellery, and exquisite estate pieces in all of Colorado.

In 2014, Betteridge acquired Hochfield Jewellers at the base of Aspen Mountain, nestled inside The Little Nell Hotel. Hochfield was a beloved jeweller in the community for over 23 years. We are proud to be associated with such a distinguished location and extraordinary family business.

Betteridge is renowned for offering the best designs by the most fabled jewellers. It's an open secret, however, that many of the brand's most desired pieces are its own, built in Greenwich, Connecticut by master craftsmen.

In 2022, Betteridge continued its tradition of hosting private trunk shows showcasing high jewelry and limited-edition collections from brand partners curated explicitly for the events. Clients enjoyed the opportunity to meet with the designers and a special visit from the Crown Jeweller, Mark Appleby, in person and shop collection pieces not widely available in the market.

OUR BRAND PARTNERSHIPS
continued

VICENZA
FOPE
DAL 1929



FOPE Flex'it Bracelets



FOPE Panorama You Love Bracelet

FOPE has been based in Vicenza since 1929 when Umberto Cazzola, a goldsmith, opened his workshop in the city. It was the economic boom of the 1960s that allowed Umberto's son Odino to expand; investing in modern technologies that saw the development of an innovative flexible metal strap, which was the precursor to its now-iconic Flex'it and was popular among Swiss watch brands.

It is this strap – the Novecento mesh, launched in 1985 and supplied to Swiss watch brands – that gave the Company its first name, the rather catchy initialism FICM (Italian Factory Metal Strap in English). The boom in the jewellery side of the business led to a change of name in the late 1960s from FICM to Factory of Jewellery Precious Export. Luckily this time the acronym was deemed better and FOPE was born.

By the year 2000, FOPE has become successful enough to open its global headquarters in the heart of Vicenza where the brand continues to blend traditional Italian jewellery-making craftsmanship with cutting-edge technology.

FOPE updated, patented, and renamed its Novecento mesh Flex'it system in 2007. This new and improved mesh was rendered fully flexible due to the tiny gold springs discreetly hidden between each 18ct gold link. Ten years after the launch of the first Flex'it collection, LadyFope was introduced – a collection of quartz watches that embraced the Flex'it system with a Flex'it bracelet.

FOPE has now been crafting beautiful jewellery for over 90 years. The brand's classic yet contemporary collections harness a quintessentially Italian form of elegance, style and sophistication, with cross-generational appeal. From the patented flexible gold bracelets that are decadent as well as comfortable, to the twisted white gold rings, each piece is a touch of luxury you can wear every day.

We are delighted to have partnered with FOPE for many years, stocking the brand's elegant collections in both the UK and US showrooms and online, whilst working with FOPE to develop exclusive pieces that give us a point of difference in the market. In 2019, we opened the UK's first FOPE boutique on Old Bond Street London. In 2022 VIP clients of FOPE attended a special event as part of the Vicenzaoro Fair in Italy, followed by a FOPE Manufacture visit.

BVLGARI

Glamorous, opulent, and feminine, BVLGARI is an Italian jewellery brand like no other. Founded in Rome in 1884 by Greek silversmith Sotirio Bvlgari, the brand quickly cemented a reputation for excellence with its skilled craftsmanship and impressive jewellery creations. As the decades passed, the brand developed a distinctive signature style, which embraced vibrant colours and inimitable motifs and also paid tribute to its Roman heritage.

Through the decades BVLGARI continued to embrace its cultural legacy while rewriting the rules, launching new trends, and standout contemporary pieces that have become jewellery icons. Not shy of daring colours and eclectic flair, BVLGARI has a history of creating spectacular jewellery resplendent with kaleidoscopic gobstopper jewels.

Fast forward to today and BVLGARI continues to make waves with the iconic Serpenti Watch collection, which takes jewellery watches to a whole new level – designing a piece that could easily be worn every day but also bejewelled enough

for a night on the town. Still retaining a decorative and bold aesthetic, BVLGARI's creations deliver a seductive combination of Roman heritage, beauty, and wearability for both men and women.

Also, from a technical perspective BVLGARI has achieved unequalled success in the production of thin watches in the Gerald Genta-inspired Octo collection. Eight world records in eight years including the thinnest tourbillon, thinnest minute repeater and the thinnest perpetual calendar, which won the Aiguille d'Or prize in 2021 at the GPHG, which culminated in the 2022 Octo Finissimo Ultra, the thinnest mechanical watch in the world at 1.8mm.

At the Watches of Switzerland Group, we are proud to have partnered with BVLGARI for over two decades. In 2021, we opened our first BVLGARI mono-brand boutique in Aventura Mall, Aventura, Florida and in the UK, we retail BVLGARI watches in Watches of Switzerland Broadgate, Regent Street and our Battersea Power Station showroom in London.



BVLGARI mono-brand boutique, Aventura Mall, Aventura, Florida

OUR BRAND PARTNERSHIPS
continued

 ROBERTO COIN

Roberto Coin's jewellery is unlike anything else. It is imaginative, artistic, and evokes the Italy of La Dolce Vita. The brand was founded in 1996, when Roberto Coin, a successful hotelier at the time, decided to pursue his true passions of art and fashion. Leaving hotels behind, he decided to set up a jewellery brand.

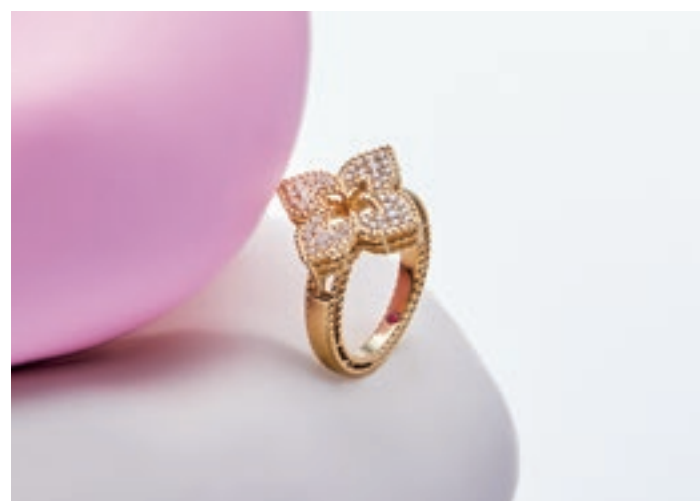
Located in the heart of Vicenza, otherwise known as the City of Gold because of the proliferation of goldsmiths, Roberto Coin jewellery champions traditional values of Italian artisanship, with Coin's immense creativity and his love of fashion and the arts being channelled throughout every piece. The marriage of skilled artisans and Roberto Coin's romantic vision and creativity has resulted in jewellery pieces that resemble works of art.

Roberto Coin jewellery embraces its founder's journey through a variety of cultures and multi-ethnic influences, as well as personal experiences and the natural world. Each is delicately handcrafted and features a trademark ruby, always cast inside the jewel so it comes into contact with the skin. Whether it is a simple gold chain or a decadent diamond-encrusted flower pendant, every piece of Roberto Coin jewellery is timeless, beautiful, and quintessentially Italian.

We have enjoyed a partnership with Roberto Coin for over a decade, during which time we have exclusively hosted pieces from the stunning Venetian Princess collection. Select Roberto Coin pieces were featured in the Mayors High Jewellery events in Miami and Orlando in the US, along with London and Manchester in the UK. Most recently, the Betteridge Aspen showroom had the opportunity to participate in an off-site pop-up event with Roberto Coin hosted by CEO Peter Webster for 125 guests, followed by the limited-edition collection showcased in the showroom through the holiday weekend at the height of ski season.



Roberto Coin 18ct Rose Gold Princess Flower Ring



Roberto Coin Venetian Princess Ring



Roberto Coin Marketing Campaign

MESSIKA
PARIS



Messika Move Noa Collection

Driven by a desire to create diamond fashion jewellery of unwavering beauty, Valérie Messika created her own Maison in 2005. In her work, she reinvents the richly symbolic and meaningful stone into a desirable and disruptive object that lends self-confidence to anyone who wears it. Valérie constantly innovates to realise this vision, creating new designs and new techniques.

She is a jewellery designer, of course, but above all, she is a trend-setter and brings a liberating breath of fresh air to the industry. With Move, the three mobile diamonds quickly became an 'it-jewel', perfect for everyday wear – its unique design and infinite interpretations are now part of jewellery history. Messika revolutionised the way we wear and think about diamonds, the stone comes alive and is never boring. Liberty of movement is key, but so are liberty of style and technique. Valérie Messika shrugs off traditional jewellery design, adding her own unique, fashion-oriented twist to speak to all women and personalities.

We have proudly partnered with Messika for seven years, stocking the elegant and feminine designs within the UK and US in our showrooms and online. The Messika vision is harnessed throughout the brand's jewellery collections which we have embraced. We have supported the brand's Kendall Jenner campaign across all our marketing channels, including digital, email, social media and our own editorial, The Jewellery Edit.



Kendall Jenner in the Messika Brand Campaign

OUR BRAND PARTNERSHIPS
continued

Jenny Packham



Jenny Packham Exclusive Amalfi Coast Collection Engagement Ring & Wedding Band

There is an air of old-school Hollywood glamour about one of Jenny Packham's gowns. The British fashion designer has become a red-carpet favourite, her unabashedly feminine designs having been worn by the likes of Angelina Jolie, Kate Winslet, and of course, Catherine, The Princess of Wales. Jenny Packham has now channelled her glamorous aesthetic into an exclusive bridal jewellery collection in collaboration with Goldsmiths.

The collection is based around bridal jewellery suites and inspired by romance in all its forms, from beautiful locations, such as Paris and Portofino, to Jenny Packham's own bridal dresses. Using the most romantic of stones, the diamond, Jenny Packham has created a variety of designs that speak to the modern woman. Intricately

designed, classic-cut stones are crafted into eternity rings, wedding ring sets and bridal jewellery suites with delicate detailing and a scintillating sparkle. Offering fine jewellery pieces for the bride-to-be or simply a lover of fine jewellery, Jenny Packham is a glamorous choice.

In the UK, we are excited to exclusively house the Jenny Packham diamond jewellery collection at Goldsmiths, where it has been part of our portfolio for the last seven years. Our exclusive collaboration with Jenny Packham presents a range of desirable and show-stopping bridal pieces that are perfect for the big day, as well as everyday luxury.

GUCCI



Gucci Advertising Campaign

One of the world's most acclaimed fashion houses, Gucci represents Italian craftsmanship at its best. Founded in 1921, Gucci has been a major player in the luxury world for over 100 years. Embracing an eclectic, contemporary and romantic style, Gucci jewellery redefines luxury for the 21st century with an influential and innovative approach.

Inspired by the deep-rooted romantic history of the original fashion house as well as by the design language of its creative directors, all these designs sit together beautifully in the Gucci universe, meaning that whether it's the perfect pair of earrings, an elegant bracelet, breath-taking necklace or statement ring, there is something to suit all personalities and tastes.

Gucci jewellery continues to go from strength-to-strength, exploring modern romance and symbols of love in its Link to Love collection, and redefining house codes through its fine-jewellery collection with the likes of its yellow and white gold rings set with precious gemstones.

We are proud to have partnered with Gucci jewellery for many years, showcasing the brand's finest pieces throughout the UK and US in our showrooms and online. This year we opened our first Gucci boutique in our Goldsmiths Meadowhall showroom, housing both watches and jewellery and supported with an integrated marketing campaign. We also support Gucci digitally on key lines such as the Gucci 25H Watch and Link to Love Jewellery collections.

MIKIMOTO

MIKIMOTO was founded upon a dream by Kokichi Mikimoto 'to adorn the necks of women around the world with pearls'. Kokichi's passion was pearls, and he was fondly known as the Pearl King. It was in 1893 that he was successful in creating the world's first cultured pearls, and subsequently MIKIMOTO cemented itself in the history books. The brand has continued to produce exquisite pearls set in daring jewellery creations ever since.

The house of MIKIMOTO is built on a love for these pure and lustrous gems of the sea and a desire to showcase them in surprising and unusual ways. As the leading producer of the finest quality cultured pearls, MIKIMOTO has become synonymous with superior quality and immeasurable beauty. Each stunning piece of jewellery

illustrates the skilled craftsmanship and attention to detail that has gone into creating each piece as well as the sophisticated, modern design language spoken by the brand.

MIKIMOTO personifies excellence with the finest cultured pearls in the world. To own a piece of MIKIMOTO jewellery is nothing short of a luxurious pleasure.

We have had the pleasure of partnering with MIKIMOTO for 19 years, showcasing the brand's lustrous pearl creations within the UK and US in our showrooms and online.



MIKIMOTO Feather Collection

BIRKS

BIJOUX 1879 CANADA

The story of Birks began four centuries ago when the Birks family were master silversmiths in Sheffield, England. Though the brand's roots lie deep in English craftsmanship, it truly came to life when Henry Birks opened a boutique in the heart of Montreal in 1879. His lifelong dream became a reality and grew into a magnificent fine jewellery legacy that is still thriving today. Inspired by a land with astounding natural beauty and unique joie de vivre, Birks became a treasured part of Canadian heritage.

With incomparable quality and fine craftsmanship, Birks acquired a lasting place in the hearts of Canadians and is now an iconic Canadian brand that is cherished and distributed internationally. As Canada's leading designer of fine jewellery, timepieces and gifts, their iconic blue box has proudly been part of Canadians' lives since 1879. Passed down from generation to generation, Birks continues to share in Canadians' heartfelt moments and treasured stories.

We have had the pleasure of partnering with Birks for several years, showcasing the brand's collections throughout our showrooms and online in both the UK and the US.



Birks Tri-Gold Rolo Ring



Birks Spring Collection



