



VERYIMPORTANTWATCHES.COM

THE CREATIVE AND INNOVATIVE WATCHMAKING SITE

CONCEPT

THERE ARE THREE FUNDAMENTAL PRINCIPLES OF HAUTE HORLOGERIE

INNOVATION – CREATIVITY – AESTHETICS

VERYIMPORTANTWATCHES.COM
IS THE WATCHMAKING SITE THAT REPRESENTS
THE PRINCIPLES OF HAUTE HORLOGERIE

INNOVATION

NO COPY OF BRANDS' PRESS RELEASE

WATCHES ARE RELATED TO OTHER ACTIVITIES OF DAILY LIFE. WE TALK ABOUT WATCHES AND PAINTING, WATCHES AND ANIMALS, WATCHES AND FLOWERS, WATCHES AND SWISS CHEESE, WATCHES AND PILOTS, WATCHES AND TIME PASSING BY, WATCHES WHICH RESIST PRESSURE AND OFFER THE FEELING OF RESISTANCE TO ...PRESSURE!

WE FOLLOW THE NEWS ABOUT WATCHES, BUT RATHER THAN PRESENTING A SINGLE WATCH, WE PLACE IT IN ITS HISTORICAL CONTEXT AND ALSO WE SHOW ALL THE WATCHES THAT COULD BE SEEN AS AN ALTERNATIVE FOR OUR READER.

THE 24 MOST INTERESTING WORLD TIMERS OF TODAY AND ALL HISTORICAL PIECES, IN THE SAME ARTICLE.

INTERVIEWS WITH HISTORIC CREATORS SUCH AS GEORGE DANIELS, GÉRALD GENTA, PHILIPPE DUFOUR, GERALD DUBOIS ETC., BUT ALSO JEAN-PIERRE MUSY,

CONSERVATORS, PUBLISHERS, COLLECTORS, IMPORTANT RETAILERS AND,
OF COURSE, THE HEADS OF LEADING BRANDS.

IN INTERVIEWS, COMPETITION IS ALSO DISCUSSED.

PARALLEL INTERVIEWS. THE PROTAGONISTS ARE ASKED
THE SAME QUESTIONS ON INTERESTING TOPICS.
IT IS UP TO THE READERS TO JUDGE, BUT ALSO TO UNDERSTAND.

PLENTY OF ARTICLES. LESS NEWS WITHOUT CONTEXT.

THE AIM OF VERYIMPORTANTWATCHES.COM IS NOT TO PROVIDE THE
INFORMATION FIRST, BUT TO PRESENT EVERY SINGLE IMPORTANT WATCH IN A
COMPREHENSIVE, WELL-REASONED TEXT, THAT IS RICH WITH RARE INFORMATION.

TO MAKE READERS LOVE WATCHES AND IMBUE THEM WITH
THE PRESTIGE THEY DESSERVE

WE DO NOT ONLY PRESENT BRANDS THAT ADVERTISE.
IT IS ALSO ONE OF THE ADVANTAGES OF THEMATIC ARTICLES.
THUS, WE AVOID “FORGETTING” A BRAND – OR A WATCH –
AND THIS ENSURES CREDIBILITY FOR OUR READERS.

LITERATURE, PHILOSOPHY, TEXTS AND POEMS ON THE SUBJECT OF TIME.

CREATIVITY

CREATIVITY IS A SYNONYM OF VERYIMPORTANTWATCHES.COM

FROM THE SIMPLE AESTHETIC DETAIL, TO THE CHOICE OF THEMES OR QUESTIONS
ASKED OF FAMOUS PERSONALITIES, THE CREATIVE MIND IS ALWAYS THERE.

ALL WATCHMAKING SUBJECTS ARE LINKED TO HUMAN LIFE.
ALONG WITH AN ARTICLE ABOUT WATCHES AND THE ART OF PAINTING
FOR EXAMPLE, AN IMPORTANT PAINTER COMMENTS ON A MINIATURE
REPRODUCTION, IN ENAMEL, OF A FAMOUS PAINTING ON A WATCH.

PERSONALISED PRIMERS, WRITTEN BY THE MAIN STAKEHOLDERS
OF THE WATCHMAKING WORLD.

QUIZZES TO TEST YOUR KNOWLEDGE ON WATCHMAKING, A GAME TO DRAW A
WATCH, (WATCHMYWATCH), COMIC BOOKS FOR CHILDREN OF ALL AGES.

GAMES, FAIRY TALES AND PICTURES OF WATCHES WITH CHARACTERS
FROM CHILDREN’S CARTOONS FOR CHILDREN.

AESTHETICS

A BEAUTIFUL SITE FOR BEAUTIFUL WATCHES.

SIMPLE FOR THE EYE AND EASY TO USE.

WITH VERY ORIGINAL PICTURES, SPECIALLY MADE FOR THE SITE.

A VISUAL AESTHETIC, BUT ALSO VALUES THAT ARE EQUIVALENT TO THE AESTHETICS
AND IMPECCABLE DESIGN OF THE CREATIONS OF HAUTE HORLOGERIE.

OBJECTIVES

TO SHARE THE PASSION FOR BEAUTIFUL WATCHES WITH THE GENERAL PUBLIC.

TO SHARE THE IDEA THAT WATCHES ARE IMPORTANT FOR THEIR VALUE
AND NOT FOR THEIR PRICE.

TO OFFER THE MAISONS HORLOGERES AN ADDED VALUE TO THE CAREFUL WORK
THAT THEY PROVIDE THROUGH THEIR OWN MEDIA PLATFORMS (OFFICIAL WEBSITE,
ADVERTISING, SOCIAL COMMUNITIES, EVENTS ETC.) BY ILLUMINATING THEIR
CREATIONS WITH A LIGHT THAT IS NEW AND REVEALING.

TO OFFER THE CONNOISSEUR, EVEN THE MOST INFORMED ONE, VERSATILE,
OBJECTIVE, COMPREHENSIVE, PROPERLY DISCUSSED AND ANALYZED
INFORMATION, AS WELL AS RARE AND IMPORTANT DETAILS COMING FROM THE MOST
FAMOUS PERSONALITIES OF THE WATCHMAKING WORLD.

TO PROMOTE THE TRUE VALUES OF HAUTE HORLOGERIE TO THE PUBLIC, WHO WILL
NOT HAVE HAD THE CHANCE TO SEE FROM UP CLOSE THE WONDERS OF THE
WATCHMAKERS ART, AND WHO HAS DISCOVERED IT THROUGH OTHER HOBBIES,
SUCH AS PAINTING, SPORTS, A MATERIAL, A WRITER ETC.

TO PRESENT THE SOCIAL AND PSYCHOLOGICAL IMPORTANCE OF PURCHASING ONE
– OR SEVERAL – MECHANICAL WATCHES.

TO TRAIN THE LOVERS OF BEAUTIFUL WATCHES IN COUNTRIES WITH A STRONG
DYNAMIC WHO ENTHUSIASTICALLY HAVE ENTERED IN THE WORLD OF HAUTE
HORLOGERIE IN RECENT YEARS.

TO PROVIDE TO WATCHMAKING INDUSTRY PROFESSIONALS COMPLETE AND
COMPREHENSIVE REFERENCE INFORMATION ON INTERESTING AND COMMERCIALY
IMPORTANT TOPICS FROM A HISTORICAL POINT OF VIEW AND FROM A CURRENT
COMPETITION VIEWPOINT, WHICH FACILITATES THE WORK OF SELLERS, AS WELL AS
THAT OF WATCH DESIGNERS, ENSURING A GLOBAL VISION FOR EACH THEME.

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FROM "BIRTH" SPEAKS FRENCH AND ENGLISH.
ITS OBJECTIVE IS TO LEARN SPANISH AND CHINESE.

CONSTANTIN STIKAS

