



ARLETTE-ELSA EMCH
Wonderwoman.

BASELWORLD
The most important event of the year.

CEO (OF WATCHMAKING BRAND)
A lot of responsibilities.

DNA
The essence of everything.

ENAMEL
A living and powerful material.

FABERGÉ
Works of art.

GRANDE SECONDE
My first watch design, A reference in the industry.

HUIT (8 IN FRENCH)
The ultimate lucky number.

IN-HOUSE MOVEMENT
Good to have.

JAQUET DROZ
10 years of my life.

KITSCH
Bad taste.

LA CHAUX-DE-FONDS
The birthplace of Le Corbusier and of the Swiss Watchmaking industry.

MOON
A dream.

NICOLAS G. HAYEK
My mentor.

OBJET D'ART
«La Machine à écrire le temps» – Jaquet Droz.

PATEK PHILIPPE
Not my generation.

QUALITY
Crucial. Essential.

ROMAIN JEROME
A unique and different brand.

SWATCH
My first watch.

TITANIC
A legend and the beginning of a success story.

UNIVERSITY
HEC Lausanne and Art Center Europe.

VALJOUX 7750
The most reliable chrono movement.

WATCH
RJ Moon Invader.

XL SIZE WATCHES
Not just a trend, a reality.

YVAN ARPA
A character.

ZEN
Contemporary Art.