



VIP



AUREL BACS
A real professional.

BIVER
JEAN-CLAUDE
A Genius that works more than everyone else.

COLOGNI FRANCO
An expert in permanent rage.
I have been a fan forever
- because he is right.

DUFOUR
JEAN-FRÉDÉRIC
An outstanding worker, always with a smile, he will get there.

EMCH MANUEL
Imagination in the service of watchmaking.

FORNAS BERNARD
The quiet power.

GENTA GÉRALD
I started out with him.
A true gentleman of the trade.

MILLE RICHARD
I was his partner during the first 5 years. Doubt is a word he ignores, and a permanent smile is his rule of life.

NATAF THIERRY
Who?

OSVALDO PATRIZZI
He invented watch sales.

(DE) QUERCIZE STANISLAS
A gentleman and a hard worker.

SILBERSTEIN ALAIN
The professor!

SIRMAKES VARTAN
A businessman.

URQUHART STEPHEN
We worked together for years on Audemars Piguet; a man that makes fast decisions; it feels good..

VIANNEY HALTER
A good watchmaker but complex because he is fanciful.

ZANETTA DAVID
Pure truculence with a style out of the ordinary.

A. LANGE & SÖHNE
During and after Günter.

BREGUET
History intact.

CARTIER
Elegance in all prices.

DE BETHUNE
The contemporary classic.

GIRARD-PERREGAUX
The classic in expectation of boldness.

HUBLOT
With Biver it has become the evidence of today.

MB&F
A group of friends with me among them; it allows to enjoy ourselves with adult toys.

OFFICINE PANERAI
I started the brand before Richemont bought it.
It has become an institutional triumph.

PATEK PHILIPPE
The invention of watchmaking investment.
At times, a bit too much.

ROLEX
A success of industrial luxury.

SWATCH
Hayek's stroke of genius.

TAG HEUER
Sports, sports, sports and still sports.

URWERK
Mechanical poetry with an air of '60s science fiction comics and supreme boldness.

VAN CLEEF & ARPELS
And the poetry on top.

VACHERON CONSTANTIN
Classic, historic and efficient.

ZENITH
It has finally returned to the path it should have never left.

**AUCTION**

Often the redistribution of what has taken one person a long time to bring together.

BRAND SHOP

It's the trend.

COLLECTOR

A nice pathology with not so serious side effects.

DLC (DIAMOND LIKE CARBON)

Much better resistance than with PVD

E-SHOP (SELLING NEW WATCHES)

Fine for casual watches.

FAKE WATCHES

...For fake people !

GRAND PRIX D'HORLOGERIE DE GENÈVE

There will always be a lack of brands.

HAND MADE

The magic of man in watchmaking.

IN-HOUSE

It is more difficult, but it has to work.

JEWELLERY WATCH

I like them better for women.

KITSCH

At times there is something nice about it.

LIMITED EDITION

It is not enough to make a success.

MANUFACTURE

It's not always enough...

NAUTILUS (OF PATEK PHILIPPE)

Another success of Gérald Genta, whom we all miss so much, and who was bold enough to break the codes even back then.

OSCILLATIONS/HOUR

Which proves that a watch can be more sought after than a car.

PARALLEL MARKET

It exists in all trades...

QUARTZ

More precision, but less emotion.

RETAILER

Fewer and fewer in the coming years.

SWISS MADE

Evident.

TOURBILLON

The visual magic of watchmaking mechanics.

ULTRA THIN

A soothing classic.

VALJOUX 7750

Always the tractor of modern times.

WATCH

Life is precious, our watch bears witness.

XL SIZE WATCHES

Not for everybody.

YOUTUBE

It can sometimes help us understand things better than would a mere photo.

ZIRCONIUM

Beautiful colour, beautiful resistance.