



A. LANGE & SÖHNE
German discipline and know-how.

BASELWORLD
Our profession's annual appointment both with our clients and with media from all over the world.

CONCOURS DE CHRONOMÉTRIE
A beautiful tradition and a test to which Chopard takes part willingly.

DIAMOND SET WATCHES
A meeting of two of our key know-how areas: Jewelry making and Watchmaking.

EBAUCHE
The base of all movement.

FAMILY
It rhyme with Chopard, an independent family business.

GENEVA SEAL
A guarantee of good craftsmanship and quality.

HISTORY
The history of a brand is part of its value and moving ahead we should never forget to look into the rear view mirror.

IN-HOUSE CALIBRE
The renaissance of Chopard Manufacture in 1996 and the launching of our first automatic calibre LUC1.96 were deciding moments for our house.

JOSÉ CARRERAS
A great artist, a generous person and a great family friend.

KARL AND KARIN SCHEUFELE
My wonderful parents, a model for me and my best advisors.

L.U.C
L.U.Chopard, our collection of Haute Horlogerie, and one of my greatest passions.

MANUFACTURE
In the 15 years of its existence Chopard Manufacture has created 9 base calibres, and there are 50 versions today, a beautiful adventure... to be continued...

NICOLAS G. HAYEK
A visionary.

OFFICIAL PARTNER
We have been official partners of Mille Miglia since 1988.

PARTAGER (SHARING)
Since life has given us a lot, sharing is a duty.

QUATTRO
A wonderful line of cars by Audi and in watchmaking an invention of Chopard Manufacture, 4 barrels for more power reserve.

RETAILERS
Essential partners and ambassadors for the brand.

SWISS MADE
Our philosophy.

TOURBILLON
The most visible of beautiful watchmaking complications.

ULTRA THIN
Ultra thin or L.U.C XP, a classic and refined model.

VIN (WINE)
Another of my greatest passions.

WATCH
A whole life.

XL SIZE WATCHES
A matter of taste.

YELLOW GOLD
It has made a comeback.

ZÉRO TOLÉRANCE
With counterfeiting.