



CREATING SUCCESS

*The President of Hublot, Jean-Claude Biver,
is the living example of the absolute success...*

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CONSTANTIN STIKAS: *What is the definition of success for you?*

JEAN-CLAUDE BIVER: It is something you can only evaluate a few minutes before you die. At that exact moment, when you look back at your life and you can say that you lived your life with love, you managed what you wanted and that you left your mark on your work.

Is there a recipe? Can you give us the ingredients of success?

The main recipe is morality. The ingredients are work, sharing, respect and forgiveness. If you have morality, you are closer to love, perfection and God himself.

What are the benefits of success?

The most important benefit is that you are satisfied with yourself, your actions, which gives satisfaction to your "ego". You feel you are worth something, that you are doing well. But success also means duties...

It was my next question: are there disadvantages that come with success? Do we lose something when we become successful?

I do not think we lose something. Success simply comes along with duties. Because success does not belong to someone personally. There is no point to being successful if you cannot to share it. So the first duty is to share. The second duty that comes with success is to convey things to others. If you are the boss and you are successful, but you keep everything for yourself, when you are gone, if no one knows how to do something, there is no point. The third duty that comes with success is humility, because success is nothing more than an intermediary step. The final success can only be evaluated at the end of our lives. So you always have to remain humble, keep your feet on the ground, never forget that success could only last a day, that tomorrow is another day and that everything begins again...

Do relationships with others change when you are successful? With those that have met success and those who have not, does success create different relationships?

Yes, because success can trigger different reactions in others. They can become envious, jealous and then it is difficult. Then success can also trigger admiration a follower attitude. People who are happy for you and want to take part in your success with you. So success can also make people come together. But you do not only get one type or the other, you just get both, you have to try to find out who belongs to which type.

Do you think it is possible to achieve success without effort? Without deserving it?

Certainly. For one day yes! But success is not just one step, it is measured in the long term. For us, the success we want is the one in the long term, success of constancy, success over time and this type of success cannot be achieved by chance.



— TOP —
Jean-Claude Biver is awarded with the Grand Prix d'Horlogerie de Genève 2009 for the Big Bang Black Caviar model

— A —
Jean-Claude Biver and his family with his friend Nikos Aliagas

— B —
Ronaldo, Jean-Claude Biver and Sir Alex Ferguson from Manchester United





Is it possible to be successful without making money?

You can also make money without being successful! You can make money being deceitful, cunning, and malevolent. You can even make money being dishonest. Money is therefore not a sufficient criterion.

Can success exist without being noticed by the rest of the world? There are many examples of great artists whose works have not been acknowledged in their lifetime but who could definitely not be considered losers.

Everybody's success is different. Success can only belong to you. Some people aspire to success and for them it means inner harmony, inner peace, affection and love. And for others, it means becoming a celebrity, recognized. Everybody has its own way to measure success.

A few months ago, the French publicist, the very well known Jacques Séguéla said during an interview on French TV, while he was trying to defend the bling bling image of Sarkozy, that if at 50 you do not have a Rolex, you did not succeed in your life. What do you think?

I do not think it is fair, it is wrong. This is just about material success. But success is not only that. Maybe what Séguéla wanted to say is that when you have a Rolex, you want to show it. However you have successes that are sensational but discreet. So I do not agree with him. I am glad he said that because it is advertising for Rolex, but I do not think it is a fair way to measure success.

So if we paraphrase Séguéla, what do we miss out when we do not have a Hublot? And you can see that I do not add an age limit

You do not miss out on anything at all! We are not the only ones. It is as if you were asking me what do we miss out when we are not Orthodox, what do we miss out when we are not Catholic, what do we miss out when we are not Muslim, what do we miss out when we are not Jewish. We do not miss out on anything. God is here for everyone! There are beautiful watches for everyone. There are watches

that bring emotion, happiness and even dreams! I do not have the exclusivity on dreams, nor on quality and I do not have the exclusivity on aesthetics! So we do not miss out on anything!

What, in your opinion, is the greatest success of horlogerie?

I think it is Rolex, followed very closely or at the same level, by Swatch. Because Swatch managed to save watch-making with the fantastic idea of a watch at 50€, and this is a genius idea. And the other genius idea is the long lasting Rolex. And the third genius idea, because now that am I thinking about it, there is a third one, the phenomenal contribution to the art of watch-making by Patek Philippe. So you have three successes: one is industrial and it saved our industry, Swatch; an extraordinary success for recognition, a kind of "status symbol watch" that is Rolex; and you have the unique, exceptional and fantastic contribution to the development of the art of watch-making from the Philippe Patek! 170 years non-stop!

And what is your own success?

My own success is the love of my children who were born healthy, who are today healthy still and they still love me and I still love them! This is a success that has no price.

And at a purely professional level?

At a professional level, the last one is for me the greatest and the most significant. It is the Hublot!

Does the success of a watch have an expiry date?

No there is no expiry date. Look at Rolex, always the same watches more or less. In watch-making, unlike other fields, the life cycle is characterised by its longevity, it lasts for a long time.

Does success surprise you when it comes or do you feel it coming?

It surprises by its density, strength and magnitude. The fact that I achieve success does not surprise me because I do everything to achieve it! I expend a lot of effort! My surprise sometimes comes from the speed and magnitude of the event.

So when is your next success?

My next success is for tomorrow! I need to be alive tomorrow, my children to be healthy, to be in harmony and love with my family and my wife and to continue to share with my colleagues, to respect them and to forgive their mistakes. So it is tomorrow, just right there waiting.

Is it easy to have as much success in one's personal life as in one's professional life?

I think both are very difficult, but if you work ethically and I believe that in life one can only have one ethics. You cannot be honest in your private life and dishonest in your professional life. I think both converge, are parallel. And when you have the same ethics at work and at home, I think you can achieve success in both. But if you ask me now which one is the most difficult to achieve, from what I can see around the world, it is in your private life.

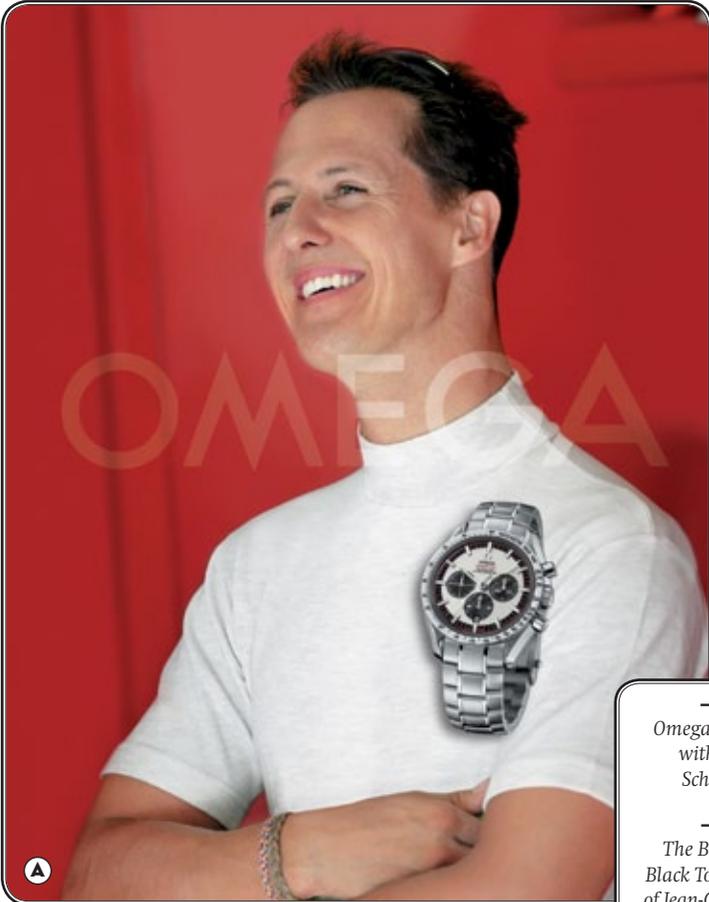
Someone once said: "if success is to have what you want, happiness is to want what you have!" Do you agree?

Absolutely! Many are unhappy because they forget what they have. When you forget what you have, it is a sin. The sin is when you neglect what you have, so you always have to be extremely happy about what you have. We could always have less and things could always be worse. So the first thing in life is to acknowledge what we have. There is always worse somewhere in the world, so we can always say that we are privileged compared to others. This recognition is essential. It enables us to avoid failure and arrogance.

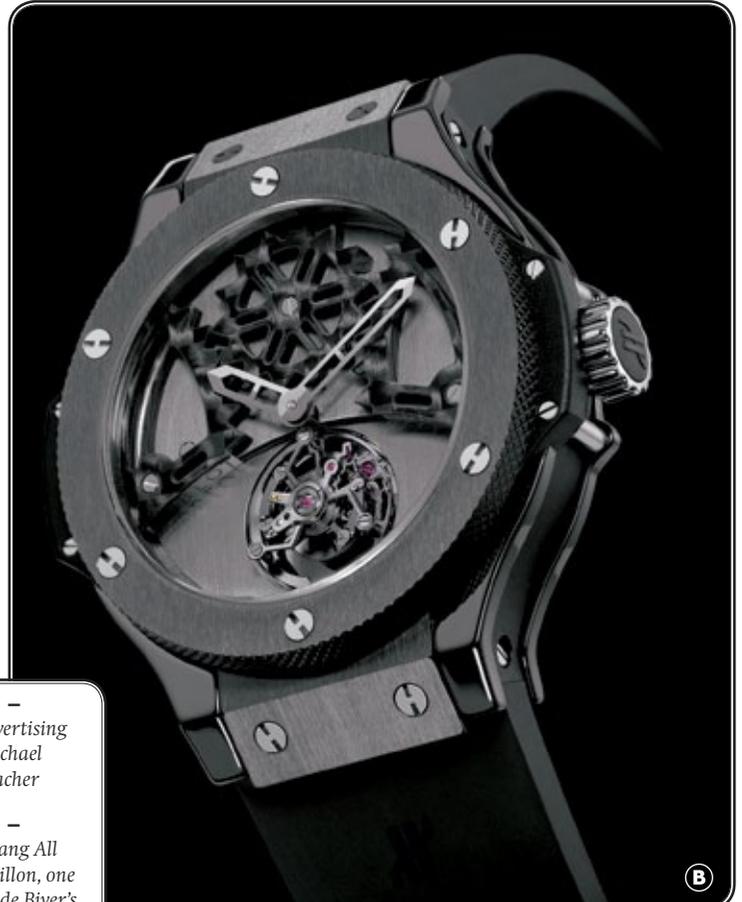
You are someone whose successes are many and very well-known in the world. Is there a field in which you did not achieve the success you expected or that you thought you deserved?

Not really. I am very privileged and I have met many successes in the sense that my failures have led to future successes. So every time I thought I lost or failed, in the end it turned out to be a necessary event, so I could improve. So failure and loss were steps towards success.





- A -
Omega advertising
with Michael
Schumacher



- B -
The Big Bang All
Black Tourbillon, one
of Jean-Claude Biver's
favourite watches



- C -
The Blancpain 1735.
One of the most
complicated watches
in the world



- D -
The first Big Bang