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ON A SUCCESSFUL COURSE

NOMOS GLASHÜTTE EXPANDS ITS MARKETS AND DEBUTS PROPRIETARY FINE ADJUSTMENT SYSTEM

INTERVIEW BY SABINE ZWETTLER

German-made watches from Nomos Glashütte are enjoying strong growth, not only in the brand's home country, but also internationally, with the U.S. market leading the way. CEO Uwe Ahrendt takes us behind the scenes.

BWDN: Nomos Glashütte is only 25 years old, but it's already one of the leading manufacturers of mechanical watches in Germany. How do you explain your success?

Uwe Ahrendt: Thanks for the compliment! I'll let myself cast humility to the winds and add another one: we're also the country's largest manufacturer, because no one in Germany builds more mechanical watches than we do. High-tech and traditional craftsmanship, combined with the best design and the desire to offer our watches at reasonable prices: our customers view this as a good combination.

The neomatik's debut in autumn 2015 marked the launch of a series of 10 self-winding watches encasing new manufacture Calibre DUW 3001. What are

the special features of this movement and these models?

With the DUW 3001, Nomos Glashütte presents a totally new automatic base calibre. With a height of just 3.2 mm, it's extremely slim yet also extraordinarily precise and it's priced in our regular category. These characteristics truly make it a next-generation watch "engine". The unusually slim watches that we equip with this calibre are correspondingly modern. Under the name "neomatik", in the autumn, we introduced a first edition consisting of five models, each in two variants. Each of the basic models – Tangente, Orion, Metro, Ludwig and Minimatik – is available, on the one hand, with cyan-blue accents on a white silver-plated dial and, on the other, with fine graphics in neon orange on a champagne-coloured dial. Alongside the slim elegance and the chronometer capability, the special features are also minuscule amounts of rather wild colours – the latest stroke of mischief from Nomos' designers in Berlin. We've further developed this first series and added a sixth basic model. Now we're unveiling the new neomatik collection: 12 terrific new watches.

The brand astonished the watch world two years ago with its own assortment, a technical achievement that very few other watch companies can offer. What's most startling in 2016?

After Haute Horlogerie, our own escapement assembly (that is, the Nomos "Swing System") and the elegant and very slim automatic Calibre DUW 3001, we present the technological acme in 2016: a fine adjustment system expressly for this calibre. Nomos' new flat automatic Calibre DUW 3001 will be built with a similarly slim and elegant DUW fine adjustment system. With this innovation, our manufacture once again emphasises its technological independence and the highest quality of every detail in each Nomos watch. A spectacular feat for us is that Nomos Glashütte will manufacture this new high-tech automatic class in large numbers. And there will gradually be new models too. The Tetra neomatik model is a highlight in 2016: it's a masculine, square, self-winding watch. I believe it's also my new favourite watch.

How relevant is Baselworld for the watch and jewellery industry?

Uwe Ahrendt, CEO
Nomos Glashütte.



It is the place where we meet our partners and have intensive discussions with them here. Nomos Glashütte is currently undergoing a process of strong internationalisation. There's no better platform for us.

How is the market developing in the United States?

We're strongly expanding there with rising numbers and a speedily growing network of dealers. Nomos Glashütte is growing most strongly in the U.S. now. We're also pleased by growth in our home market and in Asia. As in previous years, we again grew by more than 30 percent in 2015. That's the maximum for a watch manufacture. **I.1, E79**

NEWS

GUESS is celebrating the mesh bracelet this year at Baselworld, debuting a new his-and-hers assortment of mesh watches in formal to casual looks. Modern Mesh watches are designed in a classical style, with Roman numerals and both square and round cases. Style variations include silver, gold and blue for men, while the ladies' watches are available in silver, gold and rose gold variations. (cb) **I.2, A41**



Modern Mesh collection, Guess.

"MADE IN FRANCE" GOES INTERNATIONAL

FRENCH WATCH BRAND PIERRE LANNIER HAS THE WIND IN ITS SALES. PIERRE BURGUN, CEO OF THE BRAND, EXPLAINS THE KEY TO ITS SUCCESS

BY KYRA BRENZINGER

The year 2015 was our best one yet, with a turnover of 15 million euros," CEO Pierre Burgun reveals. "We have made considerable progress in France, with 1,200 points of sale today, including abroad, where we want to achieve substantial development to increase our turnover here from 20 to 40 percent by 2020."

To achieve this objective, the brand is focusing on developing attractive shop-in-shop concepts. "We recently opened two points of sale in Lausanne and Tokyo with some very reliable partners. In particular, we are searching for good distribution partners because it's not the size of the country which counts but rather the quality of representation in each country!" The company has set its sights on the U.S. and India next because they offer real potential for a middle-market quality brand. "I am certain that the potential is there in the United States, a country which I explored myself at the age of 21 and if I can't find a good partner there, I will return there myself!" adds Burgun.

"Made in France" also has a card up its sleeve for the international scene in terms of its fashion and creativity image. When it comes to its creations, the company has an integrated team of six people, which already makes it a large department for a company with just 110 employees. "We pay attention to trends and try to antici-

pate the products which will sell well in store. We have established a relationship of trust with our clients: thanks to them, we have direct data about what works for the consumer and we can therefore adapt our deliveries and watch styles accordingly. Furthermore, thanks to our assembly site in Alsace, we can control and anticipate these market fluctuations. We try to strike the right balance between trends and what sells. Because there is sometimes a difference between the products in the display window and what actually sells!"

The Pierre Lannier style is both urban and feminine. It's a bit like a French woman – it has an indefinable sense of style but with some very personal details which make all the difference. In terms of the new items being presented at Baselworld, the brand is focusing on automatic watches with skeleton models for both men and women. "For men, we have chosen vintage-look models decorated with crystal and chambered dials and, for women, we have created ceramic models in trendy blue and pink tones. In 2015, our midnight and royal blue tones for both men and women were a great success and we are continuing with these colours in our new products for 2016. The pink, grey and chocolate tones also remain in high demand," says Burgun.

Historically, Pierre Lannier focused for a long time on watches for women;

these account for 60 percent of turnover in this sector. Today, the brand hopes to considerably develop its watches for men through various communications campaigns. "In 2014, we launched a partnership with the French basketball team who we hope will be battling it out for the title at the Olympic Games in Rio de Janeiro this summer! We are proud to have signed this agreement with the French Basketball Federation (FFBB) and to be associated with the excitement generated by the results of the French teams," notes Burgun with pride.

To mark the occasion, Pierre Lannier has launched a limited-edition watch series of just 2016 watches presented in special cases to be unveiled at Baselworld. "This engagement reflects our desire to lead from the front and demonstrates our ambition to develop the brand at an international level!" concludes Burgun. **I.2, A27**

Blue ceramic and steel watch,
Pierre Lannier.

