30 Jan, 2024

DUBOIS ET FILS, WATCH MANUFACTURERS, WATCH REVIEWS

DUBOIS ET FILS NFT DIARY BY CRISTIAN ROMERO

BY ANGUS DAVIES

DuBois et fils NFT diary by Cristian Romero Watch Feature

The NFT diary by Cristian Romero represents an innovative departure from the usual brand ambassador model. DuBois et fils has been working with an array of personalities, inviting them to wear one of its watches for a 30-day period. In this feature, Angus Davies discusses blockchain technology and non-fungible tokens. Furthermore, he talks about the DuBois et fils DBF007-03-17 recently worn by the Tottenham Hotspur player and what this means for sport-loving horophiles.

Image – Cristian Romero wearing the DuBois et fils DBF007-03

Follow

Counterfeit watches

Counterfeits have blighted the world of luxury for many years. Handbags, clothes, trainers and watches are just some of the objects that have been copied by organised criminals. Some counterfeit products may appear genuine to the untrained eye but with time their inferior construction will undoubtedly become apparent.

The widespread availability of fake goods can, in some instances, even lead to them outselling the authentic items they are designed to imitate. Moreover, the sale of fake goods may also undermine the cachet of a brand, causing luxury buyers to select alternatives.

Stolen watches

Buyers of pre-owned goods also need to be aware of the vast quantity of stolen items in circulation. Sadly, there is a growing trend for criminals to roam city streets, attacking conspicuously affluent shoppers, targeting them for their valuable timepieces. Should a naive buyer subsequently acquire a watch, unaware that it is stolen, they may suffer financial loss if the watch is later reunited with its legitimate owner.

Blockchain technology x watches

Blockchain technology ameliorates the problem of counterfeits and helps reduce the number of stolen watches in circulation. Effectively a digital ledger spread across a chain of registers, blockchain technology can be used to create 'a digital twin' of a watch. This information is stored as an NFT (non-fungible token) and held on a register (blockchain). If necessary, this information can be accessed to ensure the authenticity of a timepiece as well as providing traceability.

DUBOIS
automatic
28
SWISS MADE

Image – Cristian Romero wearing the DuBois et fils DBF008-03 featuring blockchain technology

Extra information can be added to the register at any time, but once added it can never be deleted or overwritten. The owner of a watch can upload service records as well as significant moments in the life of the watch eg a picture of the timepiece being gifted to a romantic partner.

DuBois et fils – blockchain watches

DuBois et fils was an early adopter of blockchain technology. When it released the DBF007, the brand chose to connect each individual watch to the blockchain. It has since adopted the know-how for DuBois et fils DBF008 and has also vowed to equip future models with blockchain technology.

Image – Thomas Steinemann, CEO of DuBois et fils

The electronic passport accompanying each watch includes details of the movement, design and production. Likewise, additional information can be added to the NFT diary such as personal photographs, memories as well as documents relating to the watch. Should the wearer choose to part with their watch, the NFT diary serves as provenance to any would-be buyer.

Tokenisation of limited edition movements

In 2021, DuBois et fils announced ‘Swiss movement with tokens’. Having procured a number of vintage movements, the brand invited collectors to purchase a DBF-Token. Like said watches, each virtual token has a ‘digital twin’, namely a corresponding physical movement and the ownership is, once again, recorded using blockchain technology. The first movement that the brand tokenised was the Caliber AS-1895, produced by A. Schild S.A in 1960s.

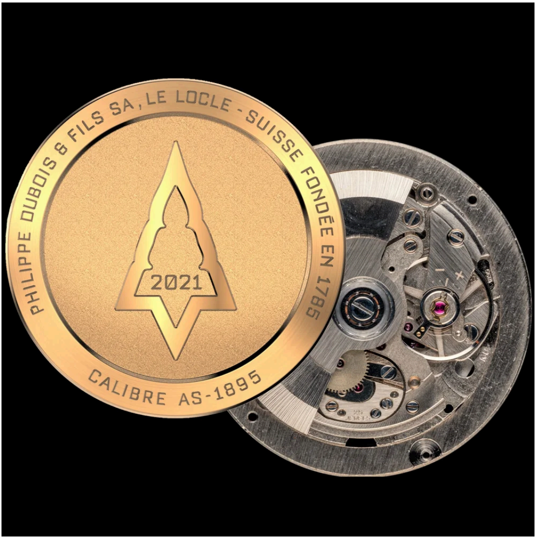

Image – Caliber AS-1895 with its corresponding DBF Token

The owner of a DBF-Token has title to the physical vintage movement which is stored on the owner's behalf by DuBois et fils under optimum conditions, ensuring its value is maintained. When the Maison releases a new limited-edition watch, the owner can opt to buy the model designed for their movement at a reduced price or sell it back to the brand. Prior to the movement being used, it is serviced, refined and fully prepared for installation. For additional information, I have discussed DBF-Tokens in a previous interview with Thomas Steinemann, CEO of DuBois et fils.

MAISON ADOLF SCHILD SA, GRENCHEN SUISSE FONDÉE EN 1896
AS-1895, FABRIQUÉ EN 1960

Image – rear of DBF Token

In terms of tokenisation and blockchain, each step of the watch's journey is recorded in the blockchain. This includes details of the movement, including its preparation prior to installation, through to the completion of a chosen watch.

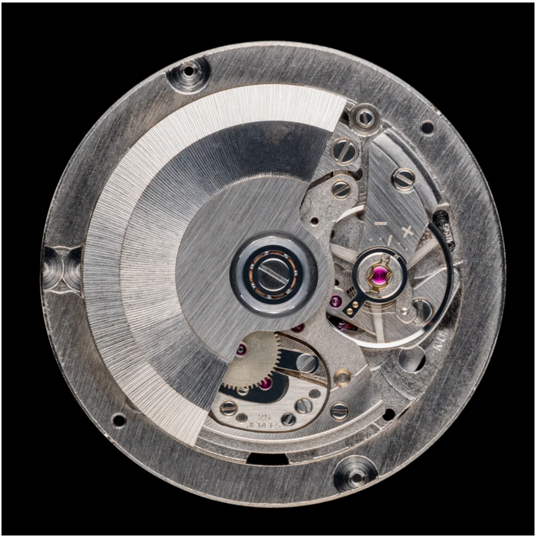

Image – Caliber AS-1895

NFT diary

In 2022, Urs Siegenthaler, the Swiss football legend, was invited to wear a DuBois et fils DBF007-10 (limited edition number 04). Urs, the former Chief Scout of the German national team, wore the watch and kept a diary. He recorded his observations and thoughts about the World Cup in Qatar, including his expert analysis of various games. This diary, together with an array of pictures, formed a digital chronicle, or NFT diary, saved to the blockchain. The watch, together with its unique NFT diary, was subsequently auctioned in February 2023.

Image – Urs Siegenthaler

Since auctioning the brand's inaugural watch-NFT diary combo, DuBois et fils has collaborated with several other personalities from a variety of fields, including Amandine Albisson, Dada Herzog Al-Attas, Lea Kalisch and Alexandra Kosteniuk.

Image – Alexandra Kosteniuk

However, Thomas Steinemann, an avid football, has also indulged his passion for the beautiful game, choosing to work with several world-class players. Last year, João Cancelo, the Bayern Munich player, wore a DuBois et fils DBF008-03 for 30 days and documented some of his life experiences during this period in an NFT diary. In addition, he also uploaded pictures and videos to his diary, creating a unique memento, ideally suited to a keen football fan with a profound love of fine watchmaking.

Image – João Cancelo wearing the DuBois et fils DBF008-03

The content recorded in the NFT diary is unique and shared exclusively with the watch owner.

NFT diary by Cristian Romero

In December 2023, Cristian Romero began wearing a DuBois et fils DBF007-03-17 as part of the brand's '30 days in the life of' programme. The Argentinian defender currently plays for Tottenham Hotspur, the legendary London Premier League team, frequently referred to as 'Spurs'.

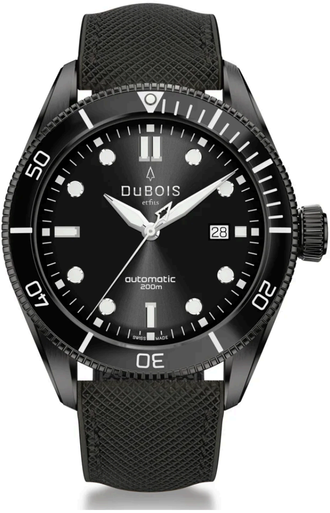

Image – DuBois et fils DBF007-03

Consistent with previous DBF digital chronicles, the NFT diary by Cristian Romero features multiple entries that provide a unique and authentic insight into his life. Like the other NFT diaries, all entries are stored in the blockchain.

Recently, I was granted the opportunity to discover more about Cristian Romero and ask him a series of questions about what time means to him personally, important moments in his life as well as his thoughts on the DuBois et fils DBF007-03-17.

Time and moments with Cristian Romero

Image – Cristian Romero wearing a DuBois et fils DBF007-03

Angus Davies (AD): Are there any important times relevant to your job?

Cristian Romero (CR) A football match lasts 90 minutes and every minute counts. The entire game demands focus, effort and performance, from the first minute to the final whistle.

AD: What is the shortest amount of time it has taken for you to score a goal?

CR: On 8 June 2021, my first international goal… I scored with a header against Colombia after just 130 seconds. This goal broke the record at the time for the fastest ever scored for Argentina in a professional match, surpassing Diego Maradona's goal after 168 seconds against Venezuela in 1985.

AD: What is the single most important moment in your life?

CR: The birth of my son Valentino stands as the most significant moment in my life. This life-changing event has brought happiness and purpose to me and my wife.

AD: When you're away from the pitch, how does he relax?

CR: In order to relax, I like to spend time at home with my wife and son. Watching my son grow up and being around him is wonderful.

AD: Is there one specific feature of the DuBois et fils watch that you particularly like?

CR: I appreciate the beauty of this watch, the quality of the case and the vintage movement. The design of the watch resonates with my own taste and style.

AD: What music do you tend to listen to on the way to a match? Does this music have a fast tempo or a slow tempo?

CR: On the way to a match, I immerse myself in music from my hometown of Córdoba, Argentina. My favourite type of music is cuarteto, which is known for its fast tempo and energy. My favourite cuarteto group is Q'Lokura.

Closing remarks

Earlier this month, the DuBois et fils DBF007-03-17, including the NFT diary by Cristian Romero, sold for CHF 14,250. The winning bidder also received a signed autographed football shirt.

Despite asking Cristian several questions, I felt that I had gained only a small insight into

the footballer's life. However, the DuBois et fils '30 days in the life of' programme, affords the owner of the DBF007-03-17 a rare opportunity to learn far more about the footballer's world, an exclusive privilege only they will have the chance to enjoy.

Before purchasing a watch, consumers should always remember the Latin term 'caveat emptor' (let the buyer beware). With an abundance of counterfeit and stolen watches in circulation, there are many pitfalls for the unsuspecting horophile. In terms of the luxury watch market, DuBois et fils is at the vanguard of blockchain technology. Purchasers of a watch or vintage movement can view its relevant history, held permanently on the blockchain. Moreover, those fortunate enough to secure a model with a celebrity NFT diary have the possibility of gaining an unprecedented insight into the life of its famous, albeit temporary, wearer.

Further reading

https://duboisfils.ch/

Next Article
TAG Heuer Carrera Chronograph Green Dato – Introduction

Previous Article
Chopard L.U.C XP Urushi Year of the Dragon

SUBSCRIBE TO OUR NEWSLETTER
Stay up to date with the latest watch news and updates

First Name* | Last Name | Email*

○ I agree to my personal data being stored and used to receive the newsletter or other updates

Subscribe

ESCAPEMENT®

TIME FOR THE FINER THINGS IN LIFE

Cookie Policy Privacy Policy

Copyright © 2024 Escapement Magazines. All Rights Reserved.

Website by NRD