

DuBOIS

et fils

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Alex Frei becomes a partner and board member of the oldest watch factory in Switzerland

Footballer, coach and record goalscorer for the Swiss national team, Alex Frei, is now taking up stake in the watch brand DuBois et fils, based in Basel since 2012. He will take a seat on the Board of Directors and support the management in expanding business activities.

“What excites me about DuBois et fils is this unique combination of tradition and innovation,” reveals Alex Frei. DuBois et fils is one of the oldest watch brands in Switzerland and was founded in Le Locle in 1785. Today, it produces highly limited collections and unique pieces. Each watch is equipped with a historic Swiss movement from the last century.

Luxury watches with that certain something

Alex Frei is very keen on ensuring that Swiss watch industry history is appreciated, but it’s also important to him to break new ground. This is why the new partner became interested in DuBois et fils: “I am fascinated by the way they combine traditional watchmaking with modern technology. These watches have that certain something!”

At DuBois et fils, all timepieces are registered in a blockchain. This allows information and data about the watch to be stored and traced. “The history of each watch is stored in a separate, digital chronicle. This unusual approach has convinced me and it makes wearing these elegant, timeless watches all the more a special experience,” explains Alex Frei.

Watches with digital diaries

DuBois et fils has set new standards in digitalization and catapulted itself to the top of the Swiss luxury watch industry. For the past year, watches have been on offer with chronicles curated by well-known personalities. In so-called “NFT diaries,” João Cancelo from FC Barcelona and Cristian Romero from Tottenham, for example, have documented thirty days in their lives. Personal diary entries exist from, amongst others, Alexandra Kosteniuk, world chess champion, and Amandine Albisson, Danseuse Étoile at the Paris Opera.

Alex Frei has had a stellar career in football. He always took on responsibility at his clubs and was indispensable to each team thanks to his great commitment. Thomas Steinemann, CEO of DuBois et fils, is pleased with his participation in the oldest watch manufactory in Switzerland: “The fact that Alex Frei is not simply an investor, but is assuming responsibility on the Board of Directors of Philippe DuBois & Fils SA and is interested in expanding the business makes the connection something very special.”

Further information: Thomas Steinemann, CEO DuBois et fils, info@duboisfils.swiss, Phone +41 61 266 1785, Mobile +41 79 322 6117