



DUBOIS

et fils



PROJECT PRESENTATION

STATEMENT



Our passion is to preserve the art of traditional manufacturing of Swiss mechanical movements, to keep it alive and to make it accessible to future generations as a precious treasure.

That's why all of our watches are **limited to a maximum of 99 pieces**. Because being one of a few is the true luxury that counts in today's world.

That's why our watches tick almost exclusively using original historical Swiss movements from the last century, making you a bearer of Swiss watch history.

That's why we use our digital platform to connect people who don't see the watch as a status symbol, rather those who appreciate **modesty and unique stories**.

Yesterday, today, tomorrow - we take you on a journey through time every day - every DBF model makes you a contemporary witness to true craftsmanship.

We create the beginning - you create infinity.



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OLDEST SWISS WATCH FACTORY

The founding house

DuBois et fils, founded in 1785 in Le Locle, is a small independent brand with a history rich in tradition and great potential for innovation. The founding family was known for its creativity in business matters, the ability to generate future-oriented ideas, outside-the-box thinking, above and beyond the norm. First as successful textile entrepreneurs, then as **watch pioneers**, the DuBois family began making a name for themselves far beyond the country's borders.

The **founding house in Le Locle** is still owned by the **DuBois family** today.





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OLDEST SWISS WATCH FACTORY

Successful times with pocket watches

The company flourished with the manufacture and sale of high-quality pocket watches. Two DuBois et fils pocket watches are on display today in the **Patek Philippe Museum in Geneva.**

DuBois et fils is the only Swiss luxury watch brand that has been manufacturing and selling watches **without interruption** since 1785.





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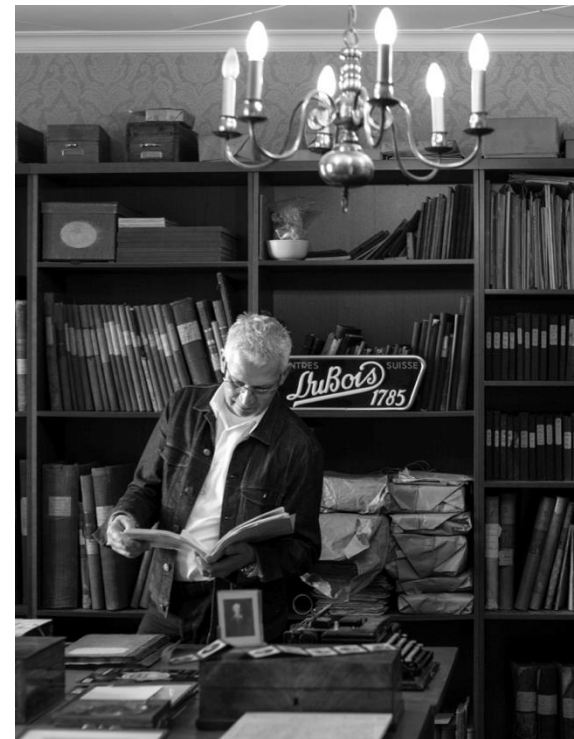
START OF A NEW ERA

Change of ownership

Thomas Steinemann, an experienced watch manager and entrepreneur, became the new owner of Philippe DuBois & Fils SA at the end of 2010.

Together with his team, he worked out a **repositioning** of the brand, creating a new logo, new marketing and sales strategies and a new product portfolio.

DuBois et fils is set to be **successfully established** as a **global niche brand** and innovative company in the luxury watch industry.



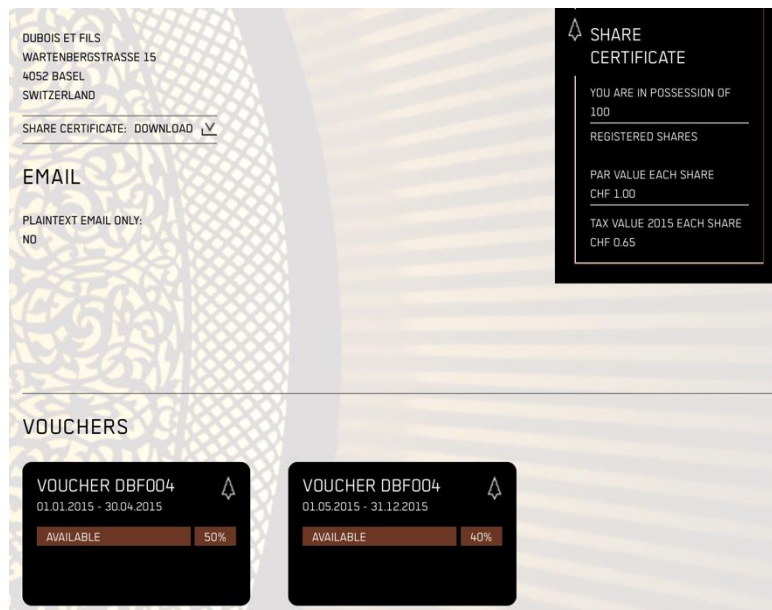
CROWD INVESTMENT

Innovation in capital raising

In early 2013 DuBois et fils caused an international sensation with an equity-based crowdfunding project, the **first luxury brand ever** to do so.

Five months after the public offering on the company website, 587 private investors from 21 countries had subscribed to DuBois et fils shares for a total of 1.5 million Swiss francs.

Today, DuBois et fils has **over 1,000 shareholders in 31 countries**.



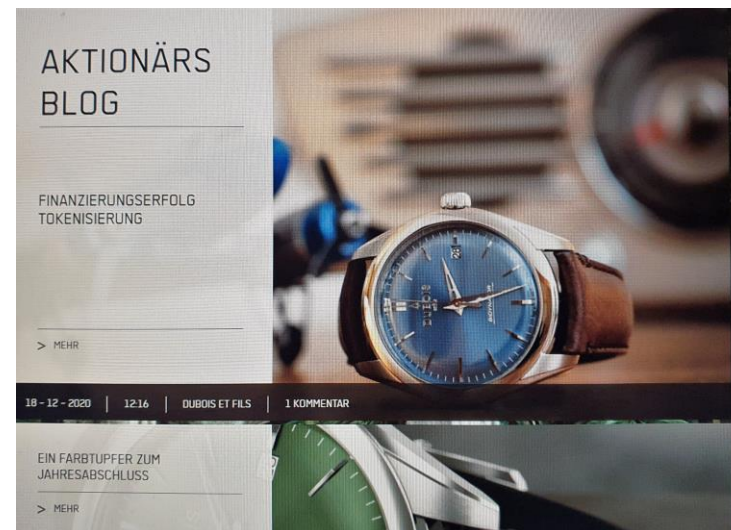
PAPERLESS SHAREHOLDER RELATIONSHIP

Start of a new era

Innovation in the shareholder relationship

DuBois et fils maintains a paperless relationship with its shareholders with digital communication playing a central role. A separate shareholder section on the website provides investors with timely, transparent and regular information on everything worth knowing about DuBois et fils.

The shareholders of DuBois et fils are not only investors, but also the company's **most valuable brand ambassadors**.





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INNOVATION IN DISTRIBUTION

Innovation in retail

Shopping behaviour has changed markedly in recent years. As a direct result, traditional retail is increasingly losing ground worldwide and online sales are growing inexorably. Smartphones and tablets are the shop windows of today. Many companies are failing to react adequately and promptly to the changes taking place

DuBois et fils is already one step ahead. The brand's new type of online shop impresses with its **innovative concept**.

The real world is united with the virtual one, turning local distribution into a global partner.



ONLINE-SHOP



Unique online shop concept

DuBois et fils has developed an innovative online shop concept for unique products: each individual limited edition watch is displayed in the shop. Which numbers are available for retail sale, sold or stolen are all visible at a glance in the shop. The customer selects the desired available limited edition number directly at the time of purchase.

DuBois et fils knows the owner of every watch sold. It is an important goal of DuBois et fils to be in direct contact with the watch owner.



AUKTIONSPLATTFORM

Auction of exclusive DuBois et fils watches

An auction platform has been integrated into the existing online shop.

With this platform it is possible to auction **exceptional** and **rare** DuBois et fils timepieces.

DUBOIS ET FILS VINTAGE WATCH

AÉRIENNE N°1

2 HANDS AND SMALL SECONDS AT 6 O'CLOCK
POWER RESERVE INDICATION
CALIBRE UNITAS 6498
17 JEWELS
CHASED DIAL

SOLD

STARTING PRICE:	HIGHEST BID:
CHF 0.00	CHF 3'130.00

(All prices incl. VAT, excl. shipping)

BIDS: 37

✓ INFORMATION REGARDING THE AUCTION

The highest bidder will be the proud owner of the Aérienne N°1.

The elegant 44 mm case of the Aérienne N°1 is made from stainless steel and encloses a silver dial with different finely chased and colour-coded zones. The classic indexes and Arabic numerals below 12 o'clock were individually appliqued by hand. A power reserve indication, small seconds and the lettering 'Réserve de marche' round off the dial's design. A high-quality, black leather strap lends the premium timepiece the final touch.

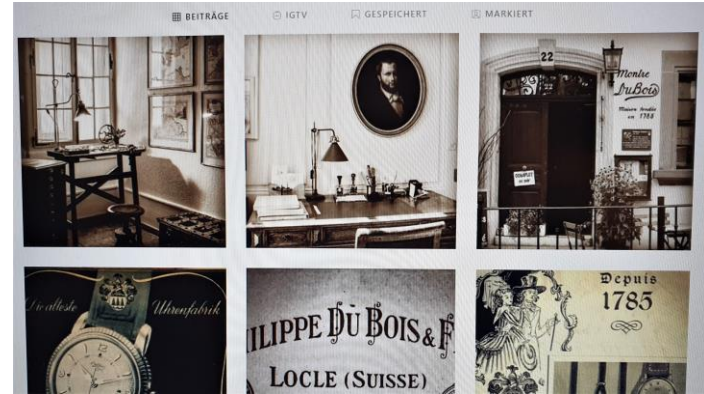


MERGING THE REAL AND DIGITAL WORLD

The digital world of DuBois et fils

DuBois et fils consistently relies on the diverse possibilities of the digital world for brand building. The use of social media is at the forefront of this strategy. DuBois et fils strives for a direct exchange with customers and watch lovers. **The real and digital worlds merge into one.**

The visual world of DuBois et fils on Instagram, Facebook, Twitter and LinkedIn transport the emotions of DuBois et fils into the world.





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PRODUCT STRATEGY

Be Luxury - Be One of 99

Future generations have a new understanding of luxury. This "new luxury" focuses on our personal quality of life and uniqueness. **Quality, experience, craftsmanship, sustainability and transparency** are indispensable to the new understanding of luxury.

The highly limited editions by DuBois et fils satisfy this longing.



PRODUCT STRATEGY



Be Luxury - Be One of 99

Each watch model is limited to a maximum of 99 pieces. Each one reflects the dedication and skill of **over 230 years of watchmaking**. DuBois et fils timepieces are characterized by a **simple, reduced design**, with the highest precision and processing using the finest of materials. The personal limited edition number gives the watches their unmistakable signature, making them a unique piece of jewelry.





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HISTORY OF SWISS WATCH MOVEMENTS

The History of Swiss Movements

The end of the mechanical Swiss watch was predicted in the 1970s. The quartz movement plunged the Swiss watch industry into a major crisis.

In the last century, over 40 different movement factories supplied the numerous watch brands with their movements. The history of Swiss watch movement manufacturers is marked by both success and crises and is largely unknown to consumers.

DuBois et fils itself owns around 2,000 historical movements. The company also has exclusive access to a unique stock of additional historical movements from the last century. The movements come from renowned manufacturers such as Adolf Schild, Felsa, Record, Peseux, Enicar among others.

All of these movements are **contemporary witnesses to Swiss watchmaking history**. Since they are no longer manufactured today, they are **valuable rarities**.



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HISTORICAL SWISS WATCH MOVEMENTS

Old Versus New

Historical movements are often referred to as "old" movements. This suggests that they are inferior to new movements.

This assumption is wrong: movement manufacturers in the last century were compelled to build movements with hand laborers in mind. The movements had to be both robust and have a **long service interval**. The high quality of historical movements can also be greatly improved by the addition of modern lubricants and oils.

In comparison to today's movements, these movements need not hide.





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HISTORICAL SWISS WATCH MOVEMENTS

Sustainable use

Watch models from DuBois et fils are exclusively fitted with historical movements.

The aim:

- Preservation of **Swiss cultural heritage**
- **Sustainability** through the use of existing resources
- Production of a product **with a real story**

Uniqueness through the use of Swiss craftsmanship





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HISTORICAL SWISS WATCH MOVEMENTS

DBF006 Bidynator

The watch model DBF006 brings Swiss watch history to your wrist. The **original historical movement Bidynator** was manufactured in the mid-1950s in Grenchen by the Felsa company. The movements had been **stored away for the last 60 years**. Now those movements have been completely dismantled, re-plated and expertly reassembled- using the latest methods. The high quality of the movement allows DuBois et fils to offer a **5-year warranty** on the model. Some of the watches are limited to only 11 pieces.



NOMADS OF TIME

DuBois et fils and the world of "Nomads of Time".

"Nomads of Time" embodies an attitude on life where the boundaries between the real and virtual worlds are increasingly blurred. Almost unlimited mobility, permanent networking and new digital possibilities are symbolic of this fascinating atmosphere of optimism. This modern nomadism is also characterized by a return to the importance of interpersonal relationships and traditional values such as exclusiveness, quality and authenticity.



NOMADS OF TIME

The "Urban Traveler"

The "Urban Traveler" is a representative of this cosmopolitan lifestyle. These travelers move skillfully in our globalized world, know how to use their advantages and feel at home there. On their forays around the world, they are accompanied by personal items and sophisticated accessories. They attach great importance to selected, natural materials of the highest quality and a straightforward, simple design. Both your watch and other selected accessories made of the finest leather, wood, steel or other precious metals are an expression of the values that make up "Nomads of Time".





SINCERE THANKS!

FOR MORE INFORMATION CONTACT:
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