

Press Release

Ownership is history: "Rent Your Luxury Watch"

Luxury Watchmaker DuBois et fils turns focus on the Sharing Economy and presents a revolutionary watch rental concept.

Le Locle, Switzerland - 10 May 2016 - DuBois et fils presents the concept "Rent your Luxury Watch" and becomes the first luxury watch brand in the world to enter into the fascinating world of sharing. "In our digitized, global company, ownership is increasingly seen as a burden. Sharing is becoming the new norm, access more important than ownership," says Thomas Steinemann, CEO of the innovative Swiss brand. Even in the luxury price segment the rise in the "sharing economy" continues inexorably. "The watch industry seems to have closed its eyes to this new development; not so at DuBois et fils," says Steinemann.

The kick-off date for "Rent your Luxury Watch" is set for July 1, 2016 when the company will begin to offer some of their most exclusive timepieces for rent. DuBois et fils is known for creating highly limited watch collections. The company produces a maximum of 99 pieces per model. Minimum rental period is 1 month; maximum rental period of 12 months. Rental charges will include the monthly fee plus a one-time processing fee of CHF150 in Switzerland and CHF250 abroad. The monthly fee will vary between CHF80 and CHF150 depending on the watch model. When using the specially designed platform the renter will be able to secure their rental watch of choice not only playfully but with the attractive benefit of reducing overhead on monthly rental costs. The sophisticated and user friendly "Rent your Luxury Watch" reservation system is completely online based and an integrated part of the existing DuBois et fils Online Shop.

More information on "Rent your Luxury Watch" to follow in June 2016.

About DuBois et fils

DuBois et fils, founded in 1785, is the oldest watch factory in Switzerland. Through its website the company is gaining international recognition for pioneering work in the development of innovative, web-based concepts including but not restricted to crowdfunding, paperless shareholder relationships and future-oriented online shopping.

For more information:

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