

DBF001-01 '01' Auctioned at Record Price!

The first watch model of the new DuBois et fils collection has changed owners for CHF 12,000.

Le Locle, 9 October 2013 – A few days ago the virtual auction hammer of DuBois et fils sealed the sale of, perhaps up to now, the most exclusive timepiece of the new collection from the oldest watch maker of Switzerland. The model DBF001-01 Limited Edition number '01' has changed owners at a record price of CHF 12,000. The result surpasses the normal sales price of CHF 8,800 by almost 40% - a dream result. Thomas Steinemann, CEO of DuBois et fils, is more than happy with the result: 'Even given that it is a unique piece, we never expected such a result.' With it DuBois et fils once again adds to the impressive successes of the past months.

The realised proceeds from this auction is being doubled by a private benefactor and will entirely go into the DuBois et fils charity account, with which the company will launch an aid project and provide it with sustainable support.

The Swiss heritage brand will continue to periodically auction off exclusive timepieces on its website (www.duboisfils.ch). The entire earnings gained from the auctions will go into the company's own charity account. 'Initiating this aid project is an affair of the heart. With the help of these auctions, among other things, we are ensuring the long-term assistance of the project', says Thomas Steinemann.

Printable photographic materials can be obtained on the website of DuBois et fils (www.duboisfils.ch).

Philippe DuBois & Fils SA (www.duboisfils.ch) is Switzerland's oldest maker of watches. Our watches have been available since 1785 under the name. 2013 is being financed by a unique crowd funding project – a new collection of high-quality wristwatches with a very limited edition production. Almost 600 watch enthusiasts took advantage of the unique opportunity to become part of DuBois et fils. A professional team surrounding CEO Thomas Steinemann designs the watch collection, with which the tradition of DuBois et fils is being carried on.

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