

230 Years DuBois et fils: Luxury Watchmaker Auctions Selected Vintage Watches

Le Locle, Switzerland, 29 January 2015 – 230 years have now passed since Philipp DuBois and his sons founded Philippe DuBois & Fils SA in Le Locle, the oldest Swiss watch factory. 230 years, during which the company continually garnered attention through its visionary approach and exquisite products.

Some watch designs from years past are still, even today, genuine eye-catchers. It is therefore no wonder that vintage watches are very popular with numerous watch aficionados. 'For the occasion of our 230 year anniversary, every month this year we will auction off a beautiful DuBois et fils vintage watch on our website', says Thomas Steinemann, CEO of the Swiss heritage brand. The highest proceed amount out of these 12 vintage watches will entirely go into the company's own social aid project DBF Social at the end of 2015.

The auction series will start with the watch model Aérienne N°2 with pocket watch movement. The silver dial of this timepiece impresses with its different finely chased and colour-coded zones. The classic indexes and Arabic numerals below 12 o'clock were individually applied by hand. With the large date and the small seconds counter at 6 o'clock, the Aérienne N°2 discreetly reminds us of the successful watch models of the current DBF001 and DBF003 collection.

The auction of Aérienne N°2 ends on February 9, 2015, at 10 pm.

For more information please visit www.duboisfils.ch

Printable photographic materials can be obtained by calling 0611-973150 or by sending an email to: team@euromarcom.de.

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 was 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.

Additional Information: Philippe DuBois & Fils SA, Grande Rue 22, CH-2400 Le Locle,