

RECOGNISE THE FUTURE – SHAPE THE FUTURE!

DuBois et fils presents a pioneering distribution concept for the luxury segment of the watch industry.

Le Locle, 14 January 2014 – An increasing number of distribution channels are shifting to the online market and are thereby entering into direct competition with traditional retail businesses. Especially in the luxury segment of the watch industry, enormous growth rates in Internet distribution are being predicted for the coming years. The watch industry should not longer ignore this development.

Retail shops are understandably somewhat sceptical and concerned about this development. DuBois et fils has been intensively grappling with this topic over the last months and has unfailingly taken the interests of retail shops into account while developing their innovative distribution concept. The Swiss heritage brand believes that both worlds – online and retail shops – can be profitably joined, so that new possibilities are created for the specialized trade in particular.

The distribution concept from DuBois et fils, which is based on the existing Online Shop, yet fully integrates the retail shops and allows them to profit from this connection at all times. Distribution partners from DuBois et fils expect among other things a low investment, worldwide presence of the retail shop, higher margins and a financial stake in online direct sales.

DuBois et fils is thus positioning itself once again as a forward-looking and future-oriented luxury brand, which actively shapes the future. The oldest watch factory in Switzerland will set new standards in the sale of luxury products along with innovative retail partner shops.

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 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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