

DuBois et fils – the Perfect Travel Companion!

Switzerland's oldest maker of watches presents a new type of watch packaging.

Le Locle, 6 November 2013 – 'Luxury is to be one of a few.' The oldest watch maker of Switzerland also adheres to this credo in the development and realisation of its watch packaging. Reflected in the packaging are the DuBois et fils characteristic themes, such as innovation, individuality, quality and sustainability. Hence the numbered case, which appears more like an exclusive accessory than a watch packaging, is made out of the finest, natural cowhide from Italy. The small marks and grain on the leather testify to its authenticity and quality.

The heart of the case is the leather covered inner part with the watch, which can be removed and kept separately. The case offers plenty of space for business cards and credit cards, coins, passports, airline tickets, city maps and a notepad. An exclusive fine embossing of the brand name and fir tree in the interior gives homage to the origin of the jewellery piece. With DuBois et fils, a simple watch packaging is transformed into a perfectly thought out travel companion, which also becomes an instant eye-catcher through its exquisiteness and high quality workmanship.

DuBois et fils also skilfully takes up the marketing theme – Nomads of Time. – and conveys it on the packaging in an innovative way and manner. With the exclusive timepiece on their wrist and the corresponding leather case in their luggage, DuBois et fils enthusiasts have everything they need to experience exciting encounters, fascinating journeys and perfect moments.

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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