

Luxury Watchmaker DuBois et fils Makes Watch Packaging That Can be Taken to Social Events and Around the City

Switzerland's oldest watch factory presents a new packaging solution with a secondary use.

Le Locle, 03 December 2014 – The luxury watchmaker DuBois et fils presents a new packaging for watches with a metal wristband in the form of a premium shoulder bag made of leather. 'It was especially important for us that the new packaging does not only fulfil its function and that it has an elegant and high-quality design, but that – in the spirit of sustainability – it also has a secondary use', explains Thomas Steinemann, CEO of DuBois et fils.

The bag made from natural, Italian cowhide impresses with its refined quality, top workmanship and special attention to detail. The adjustable shoulder strap made from dark brown canvas ensures for a high level of comfort and the magnet closure of the front pocket enables quick access to everything you need. The embossing of the logo in the centre of the flap discreetly reveals the origin of the leather bag. Black stitching on the front and back side harmoniously round off the classy appearance.

Only upon a second glance is the bag recognisable as a packaging for watches with a metal wristband. In the spacious interior, next to an extra pocket, is the heart of the packaging: the leather travel kit with the watch. Furnished with a robust zipper, the travel kit with integrated padding offers optimal protection and always ensures for a secure transport of the timepiece.

'We did not want to make any more of these watch packagings that end up as dust collectors on the shelf', says Steinemann in response to the question, what was the motivation behind the unique packaging idea. In addition to the apparent secondary use, the company also had its branding theme – Nomads of Time – subtly included in the design of the packaging. Thus the thought out packaging solution is also a sophisticated travel accessory, with which the traditional Swiss company again affirms its sense for the Zeitgeist and the innovative strength of DuBois et fils.

Printable photographic materials can be obtained by calling +41 61 266 17 85 or by sending an email to: info@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 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.