

# Unique Timepiece from Luxury Watchmaker DuBois et fils is 'Going Under the Hammer'

DuBois et fils is auctioning off an exclusive prototype of the DBF002 on its own website.

**Le Locle, 18 September 2014** – The Swiss luxury watchmaker DuBois et fils periodically auctions off exclusive timepieces on its website ([www.duboisfils.ch](http://www.duboisfils.ch)). The first timepiece to be offered on auction is an absolute rarity: the prototype of DBF002. 'With this worldwide unique piece, we strengthened our credo 'luxury is to be one of a few' and raised it to a new level – yet in this case, Luxury is to be the only one', says Thomas Steinemann, CEO of DuBois et fils.

The Swiss heritage brand appears to have captured the current Zeitgeist with its conviction that true luxury will in the future be synonymous with limited availability. Within the first ten days of the auction, already 17 watch aficionados have placed bids to win this beautiful, unique item. The current high bid is CHF 3,700.

The auction ends on 30 September 2014 at 22:00. The entire proceeds will this time again go into the account of the DuBois et fils charity account, with which the company sustainably supports its own aid project, DBF Social.

The case of the DB002 prototype is comprised of high-quality stainless steel 316L (42 mm diameter) and is waterproof up to 5 ATM. It houses an automatic basic calibre CFW 99001-DD with a chronograph mechanism. This ensures the highest precision and reliability. Under the scratch-proof, double sided anti-reflective coated sapphire crystal is a guilloche dial. The chosen colour scheme – orange accents on a blue dial – lends the DBF002 prototype a dynamic note and is reminiscent of great classic watches. A 9-link band, made from high-quality stainless steel 316L, with a pressure snap flip-lock punctuates the discreet luxury and distinguished elegance of this timepiece.

**Printable photographic materials can be obtained by calling 0611-973150 or by sending an email to: [team@euromarcom.de](mailto:team@euromarcom.de).**

**Philippe DuBois & Fils SA** ([www.duboisfils.ch](http://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,  
Email: [info@duboisfils.ch](mailto:info@duboisfils.ch)

**PR Agency:** euromarcom public relations GmbH, Tel. 0611/973150,  
Email: [team@euromarcom.de](mailto:team@euromarcom.de), Web: [www.euromarcom.de](http://www.euromarcom.de)