

Press release

Manufacture Vincent Bérard SA joins the Fondation de la Haute Horlogerie

The Fondation de la Haute Horlogerie (FHH) is delighted to welcome Manufacture Vincent Bérard SA among its partner brands. This new arrival brings to thirty the number of watch companies which actively support the Foundation's projects.

Geneva, January 13th 2010 – The Fondation de la Haute Horlogerie's circle of partner brands now has a new member in Manufacture Vincent Bérard SA of La Chaux-de-Fonds. It joins the 29 brands already affiliated with the FHH and which support its work to safeguard and promote the unique values of Fine Watchmaking.

Vincent Bérard came to Switzerland from his native Avignon, France, more than thirty years ago. He trained as a watchmaker and repairer at the École de la Vallée de Joux, following which he joined the Musée International de l'Horlogerie in La Chaux-de-Fonds as a restorer of antique timepieces. From there, he went on to work for a number of Manufactures. Widely regarded as an expert in the art of complications, he established his own company, Vincent Bérard SA, in 2003. A year later he unveiled the fruit of his labours: Quatre Saisons Carrosse. These four handcrafted timepieces, each 91mm in diameter, would serve as the models for his later creations.

In October 2006, Vincent Bérard SA joined the Timex group, thereby ensuring the means for its long-term development. Herbert Gautschi was appointed as CEO to develop the brand's organisation, marketing and international distribution, with Vincent Bérard taking charge of creative direction.

Since then, the brand has unveiled new collections in the form of the Luvorene 1, Luvorene Quatre Saisons and Luvorene 2 wristwatches, and the Talismane pocket watches. All these timepieces are fitted with the hand-decorated VB 441 proprietary movement, which incorporates numerous references to the highly symbolic mandorla. This is characteristic of an artist-watchmaker, also a painter, poet and sculptor, who believes that form must prevail and that technique must reinvent itself accordingly.

Vincent Bérard SA opened its new Manufacture in La Chaux-de-Fonds in September 2009. The company currently employs twenty people and is enjoying strong organic growth.

The Fondation de la Haute Horlogerie is pleased to welcome Manufacture Vincent Bérard SA as one of its partner brands. Like them, it conveys a particular vision of the art of time

measurement which it captures in unique contemporary creations.

The Fondation de la Haute Horlogerie's thirty partner brands are:

Antoine Prezioso, Audemars Piguet, Baume & Mercier, Boucheron, Cartier, Chanel, Chopard, Corum, Daniel Roth, Gérald Genta, Girard-Perregaux, Greubel Forsey, Hermès, Hublot, IWC, Jaeger-LeCoultre, JeanRichard, Montblanc, Panerai, Parmigiani, Perrelet, Piaget, Richard Mille, Roger Dubuis, Tag Heuer, Vacheron Constantin, Van Cleef & Arpels, Vincent Bérard, Zénith.

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