

The space of expression 100% dedicated to independent watchmakers in the heart of Geneva



"...Unite craftspeople and offer them the light they deserve".

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WATCHMAKERS
UNITED



About

Watchmakers United, a branch of Luxogood, is a physical space and a digital platform dedicated to showcasing the best **independent watchmakers and brands**, amplifying their know-how and nurturing a vibrant community of watchmaking enthusiasts.

With a commitment to innovation and excellence, Watchmakers United acts as a catalyst to redefine the narrative around independent watchmaking.

The man behind this project

Originally from Morteau, one of the cradles of watchmaking, Maximilien Roussel-Galle embodies a unique blend of international experiences and an unwavering passion for watchmaking.

His journey as a globetrotter has given him a unique ability to connect with people in an authentic way. This skill, cultivated through personal interactions from diverse cultures and backgrounds, forms the bedrock of Watchmakers United's values. At his heart is a commitment to transparent relationships and an unwavering focus on human connection.

Honesty and genuine connections are the keys to success. It is this belief that shapes a culture where **sincerity of relationships with customers, artisans and partners is paramount.**



75%

bankruptcy in the first year for watchmaking projects

They all express an obvious need for support in the distribution process

Values

The mission has been clear since our creation in 2020: select the most exclusive treasures of watchmaking and support independent artists.

Our commitment lies in showcasing creations that go beyond traditional distribution, highlighting limited productions and unique pieces often beyond the reach of simple watch lovers.



At the heart of our philosophy is the amplification of the voices and values of these artists **by telling their stories.**

Respecting excellence, each creator and brand presented is rigorously evaluated by a selective panel of prestigious watchmakers.

It is about honouring craftsmanship, storytelling and supporting the rise of independent artists to recognition.

Make watchmaking a collective sport!

Watchmakers United is the conclusion of this ambition and the beginning of the adventure.

Our boutique serves as a beacon for **both established and emerging** independent watchmakers. It's much more than a platform; we are **a community celebrating craftsmanship, diversity and collaboration.**



Immerse yourself in our meticulous selection of exceptional timepieces, transcending norms to promote individual expression.

Connect directly with artisans, engage in discussions that reveal the artistry behind each masterpiece.

Our ethics revolve around unity, diversity and support for watchmakers from different backgrounds and price ranges. We defend authenticity and transparency, highlighting small-scale artisans and giving them the recognition they deserve.

We collaborate with both independent watchmakers and micro-brands to offer original and creative options to all our customers who **want to stand out** with **unique and avant-garde pieces**, whatever their budgets.

Beyond a simple distribution channel, **we are launching a movement**, changing the narrative in the watchmaking industry, even giving new life to the real narrative! By bringing talent under one prestigious platform, we are rewriting the rules.

Watchmakers United means a change towards craftsmanship, collaboration and community. Join us to celebrate a new era in watchmaking and the people behind these incredible creations.

“Independent watchmakers have enjoyed a period of success in recent years, now they are united and have a rallying point to see the future with serenity.”



The team

To carry out this ambitious project and reach new heights, our dynamic and multidisciplinary team brings together diverse talents, collaborating in a complementary way.



Maximilien Roussel-Galle
CEO



Vincent Vuillaume
General Manager



Kylia Berto
Communication
Manager



Natacha Bros de Puechredon
Sales advisor



Hugo Bomont
Community Manager

In more detail

After the successful launch of its digital platform in December 2023, Watchmakers United offers since January 2024 an immersive **physical space** to discover its revolutionary distribution concept.

This is the **first space dedicated exclusively to independent watchmakers**, inviting enthusiasts to interfere in their universe like nowhere else.

Located in the heart of Geneva, close to the legendary floral clock, it is much more than a new watch boutique. It is the convergence of innovation and craftsmanship, all in a spirit of proximity and exchange.



"Our vision at Watchmakers United has always been to create a space that celebrates the incomparable art and expertise of independent watchmakers.

With this opening, we aim to redefine the traditional sales experience by offering a warm and welcoming atmosphere. The boutique finalises our commitment to shine a light on these visionaries and give them the platform they truly deserve."



The space is designed and furnished as the apartment of a modern gentleman, where art and various objects serve as the perfect setting for watches. Customers can explore a huge collection of timepieces meticulously crafted by a range of established artisans and up-and-coming talents.

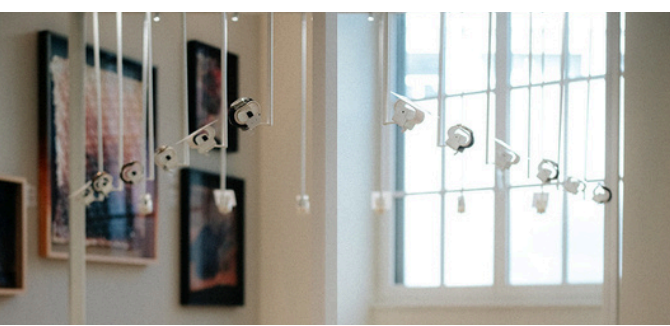
Most of the pieces on display are either very limited editions or unique pieces. Visitors also have the rare opportunity to interact frequently with the creative minds behind these extraordinary watches.



Indeed, one of the hallmarks of Watchmakers United is its **commitment to promoting a sense of community and connection.**

That's why, several times a month, customers and watch enthusiasts have the unique chance to attend captivating events in the presence of watchmaking craftspeople.

These encounters offer the opportunity to exchange around a common passion in an intimate setting. They also enable those who are not yet familiar with independent watchmaking to discover this fascinating world in an authentic way.



The watchmakers



Shona Taine
KHEMEA



Colin de Tonnac
SEMPER & ADHUC



Philippe Narbel
NARBEL



Samuel Gillioz
KAURI



Armand Billard
SARTORY BILLARD



Marco Tedeschi
KROSS STUDIO



Jean-Marc Fleury
FLEURY MANUFACTURE



Vincent Plomb
VICENTERRA



Xavier Rousset
XRBY



Cédric Johner



Frédéric Jouvenot



Olivier Mory
SKILL



Tan Zehua



John-Mikaël Flaux

The independent brands



Nousseïma Baraket
BUCI



Thomas Baillod
BA111OD



Martin Klocke
SHERPA



Olivier Gaud
OLIGO



Bastien Vuillomenet
LUNDIS BLEUS



Sébastien Monney
M.A.D'E GVA



Nicholas Bowman-Scargill
FEARS



Marie-Aude Acker and
Guillaume Sireyx
KERIS



Emmanuel Curti
LABEL NOIR

Our aim: to stand out!



We strive to constantly push the boundaries of innovation. Powered by be-BOP, we offer a revolutionary buying experience by accepting Bitcoin for secure and anonymous transactions thanks to blockchain technology. This all-in-one solution, built on free and sovereign software, respects the digital integrity of our customers.

By paying in Bitcoin, whether on our website or in our boutique in Geneva, you will enjoy an exclusive customer experience, where freedom and security are at the heart of each independent watch we offer.



Welcome to the future of independent watchmaking:
Welcome to Watchmakers United!

Contacts

The website:

www.watchmakersunited.com

The boutique:

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Social networks



Watchmakers United's Linktree:

<https://linktr.ee/watchmakersunited>