



FONDATION DE LA HAUTE HORLOGERIE

Perrelet joins the prestigious circle of the 24 partner brands comprising the Fondation de la Haute Horlogerie, guardian of watchmaking heritage, culture and know-how.

A watch is, by its nature, precious. Of all the accessories with which we surround ourselves, it is certainly the one with which we are the most intimately connected. Sometimes a fashion ornament, sometimes a technical curiosity, it is the object of a passion shared with the person designing it, conceiving it, producing it and finally the person wearing it.

In the image of Abraham-Louis Perrelet and his descendants, it is thanks to these master watchmakers and ingenious inventors all sharing the same enthusiasm that enabled their trades and creations to develop over the ages. This was the beginning of a handing-down of knowledge through the generations, each one magnified by the feats of the previous one, and carried along on the current of material and technical evolution.

Perrelet, in the tradition of its founder Abraham-Louis, the inventor of the automatic movement, places the movement at the heart of its priorities.

As worthy heir of the invention, which today pulsates in all automatic watches, the Perrelet brand draws its dynamism and creativity from its legitimate patrimony and gives birth to timekeepers inspired by modernity and a resolutely future-orientated originality. Perrelet understood how to draw the attention of the Fondation de la Haute Horlogerie to its exclusive Double Rotor module, through its distinctive technical features and sound construction.

This recent membership stems from a profound desire to reinforce the communication and awareness of the Perrelet brand. Judging by the dynamism in evidence over the past months, the future promises a strong potential for development, with strategic and innovative choices enabling us to gain market share even in today's tormented economic and geopolitical environment.


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