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## Successful Meerson pop-up secures ongoing placement with Watches of Switzerland

NEWS by ROB CORDER on JANUARY 16, 2020

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# WATCHPRO

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JANUARY 2020



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"It was wonderful to meet so many savvy connoisseurs and owners at the Soho store of Watches of Switzerland, and to experience their enthusiasm for Meerson. We are looking forward to developing our North American presence as we move through 2020," Alexandre Meerson, the watch brand's eponymous founder and creative director tells WatchPro.

"We were highly gratified by the strong response from Watches of Switzerland customers to our December residency. The success of this popup has demonstrated that Watches of Switzerland Soho is an ideal location for Meerson – a haven of peace and refinement in a vibrant city. We are excited to continue the relationship," he adds.

Meerson was selected as one of Watches of Switzerland's Designers in Residence in December, and Mr Meerson was on hand to meet potential customers.

Shoppers were able to purchase from a specially curated selection of Meerson watches as well as commission their own personal Meerson design.





# WATCHONISTA

“With a pedigree in fashion and design, Meerson eschews the typical rigidity of watchmaking in favor of personal preference and a blank canvas”



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## It's Not Me, It's You: The Lasting Experience Of A Bespoke MEERSON Watch

In his first in-residence program at Watches of Switzerland SoHo, Alexandre Meerson shows that true luxury is not spending the most money, but in owning what no one else has.



BY THOMAS HENDRICKS  
Contributor

Have you ever seen a watch you love but wanted to change a detail to two to make it perfect - like removing a date window, scaling the case size, or swapping the dial color? Alexandre Meerson, Founder of MEERSON Watches, grants his clients this very freedom, creating pièce uniques to their exact specifications. With a pedigree in fashion and design, Meerson eschews the typical rigidity of watchmaking in favor of personal preference and a blank canvas. Better yet, he's setting up shop at Watches of Switzerland SoHo, providing personal design consultations at the watch world's art chic ground zero.



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## Designing for Passion, and Excellence

Born in Paris but based in London, Meerson inherited his love of aesthetics from his father, a designer who helped create the first fashion watches of the 1950s. Meerson spent much of his career working independently for global fashion and luxury brands but was soon drawn back to the watch industry.



Alexandre Meerson at Watches of Switzerland SoHo

In a world of over-consumption, Meerson sees quality watches as the exception to a desensitized economy. *"The ultimate creation for me is something that's made for a purpose and for a person. So, what's more sustainable than something created to measure for its owner, that's made with the best quality materials, and that will last forever?"*





Meerson D15 Mk1 GMT

The business model of MEERSON is what sets his brand apart from others, drawing more parallels to a bespoke tailor than a traditional watch brand.

*"Since the beginning, the project has been to bring haute couture to watchmaking."*

As Meerson put it, this approach stems from the second of two schools of thought. The first is that a customer buys a heritage watch and keeps it as original as possible. *"The second school of thought, which I belong to, is that you can create your own legacy. You can inject some of your own life, of your own love, of your own sense of style into the product. So, it's co-creation."*



## "A luxury brand digs in"

And Meerson's clients have taken him up on the offer. One notable example is his Pagani-infused D15. A pièce unique for a particular client, the watch features a 93 in place of the typical 12 o'clock, a nod to the serial number on the owner's Pagani supercar. The case is also constructed of the same titanium as the car, and the strap, of course, is crafted from the same leather as the interior. The watch is finished off with the client's signature engraved into the rotor.

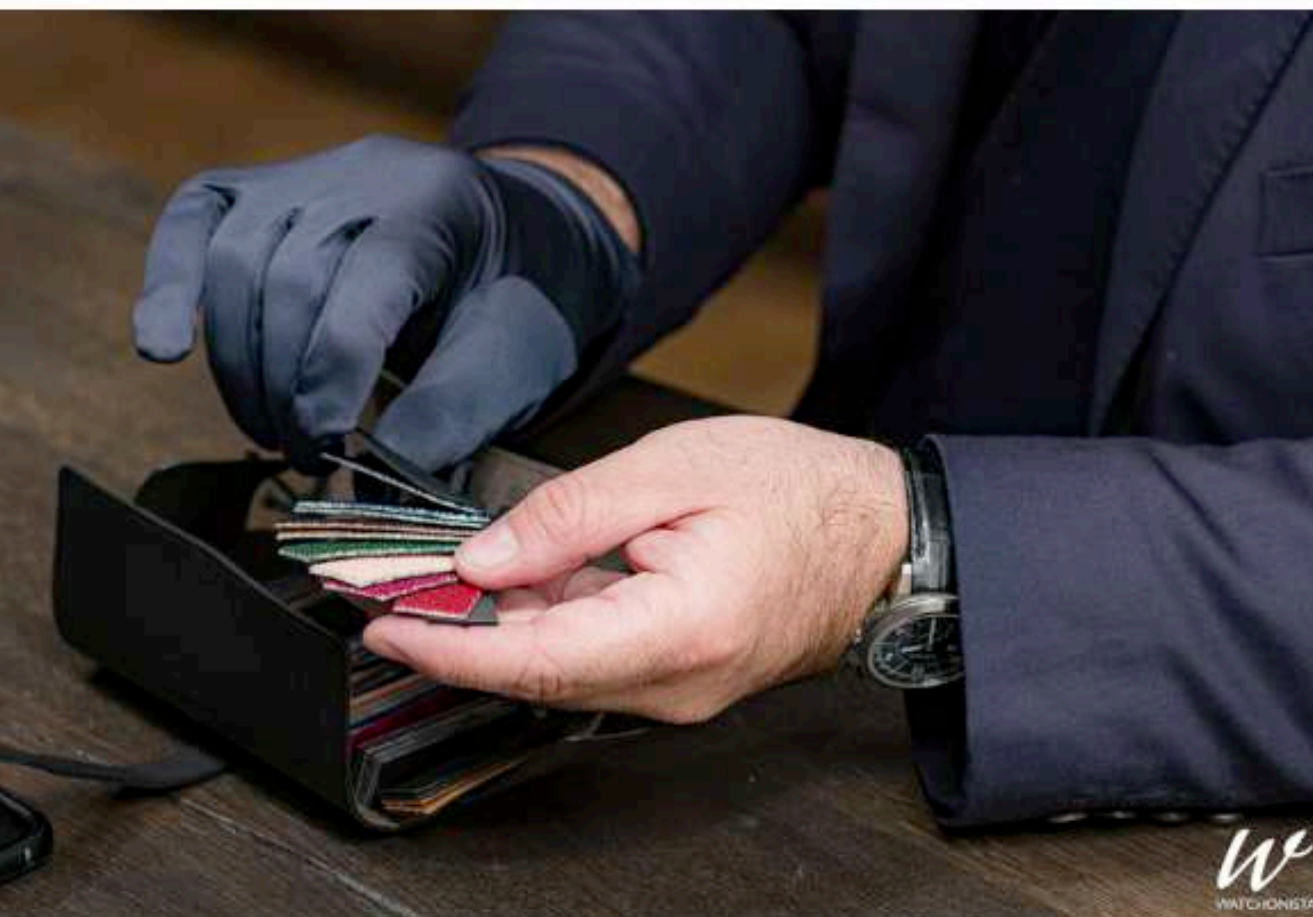


Meerson D15, dedicated to travelers, athletes, night owls and aesthetes

Alexandre Meerson brought a replica of this watch and other custom creations with him to Watches of Switzerland SoHo for any curious shoppers considering a consultation of their own.



To bring an ultra-contemporary layer to the bespoke process, MEERSON now offers its clients an augmented reality app to help tailor watches to the specific dimensions of their wrists. Through the app, clients can adjust colors, change dials, and request any number of alterations from the brand's designer, Meerson himself.



### "We are in the business of creation versus the business of production"

This client-led business model runs contrary to the status quo of the industry but offers distinct advantages for MEERSON behind the scenes. As Meerson explains, *"The flexibility of being made to order is that we have very little stock. We operate like a traditional winemaker, in that we decide at the beginning of the year how many watches we're going to make, and we stick to that,"* adding, *"It's not an industrial business, so we currently manufacture around 75 pieces per year max."*

And for the small number of ready to wear pieces that he designs, the business model gives him the freedom to design whatever it is he has in mind. In fact, he cites this as the main factor in his decision to leave his established career and launch his own brand. *"All the other brands I've worked with have their collection defined by marketing. Which means they look backward - what people told them they want - and they hire people to tell them what the next trend is."*



Meerson D15 Mk1 GMT

Meerson went on to explain that the lugs of his D15 sports watch are inspired by the muscular arms of a swimmer mid-butterfly stroke, exclaiming, *"What marketing team is going to tell you to build that?!"*



## "We reinvent ourselves with each new collection."

The playful design touches extend into dressier collections as well, a genre typically known for its sober and sterile aesthetics. Take the Altitude Officier, for example. Meerson said it took him years to design his first-round watch because he didn't like the look of lugs that interrupted the round case shape. Instead, he crafted floating lugs to "act as hands gently holding the watch." And the numeral font is a custom creation as well, featuring a French-style 7 paying homage to Meerson's Parisian upbringing.



Meerson Altitude Officier

On the Altitude Première models, one will notice that the dauphine hands are asymmetrical. It's an unusual choice no doubt, but - always the designer - Meerson notes that the larger wedge, not only makes things more interesting but allows the eye to navigate to the hands quickly, providing more readability in less time.

For Meerson, the magic of a watch is not necessarily what is constituted in metal, but rather, the intangible experience of possessing something all your own. He keeps coming back to the idea of the little black dress, explaining, "I don't want the watch to be the subject; I want the watch to reveal the inner beauty of the wearer." With this atypical mentality, the focus isn't on the watch, it's on the wearer.



Meerson Altitude Première Small Seconds

MEERSON Watches typically range from \$7,500 to \$45,000, and just in time for the holiday season, customers of Watches of Switzerland even have the option of gifting a loved one a personal consultation with Meerson, anywhere in the world, to create any kind of watch they want.





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**watchesofswitzerland\_official** We're thrilled to open the doors of our Watches of Switzerland store on 60 Greene Street to the unique luxury brand [@meerson.official](#). Meerson watches celebrate passion, memories and milestones.

Come in and view the new collection from the 7th until the 22nd of December, with a chance to create your dream watch and meet the French Creative Director [@alexandre.meerson](#).

Register your interest by contacting us at 646-973-3363.

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# WATCHONISTA

DECEMBER 2019



"In his first pop up store at @watchesofswitzerland\_official SoHo, Meerson shows that true luxury is not spending the most money, but in owning what no one else has."



WATCHMAKING. KNOW HOW

## Alexandre Meerson: adagio watchmaking

3 MINUTES READ



## LUXURY DAILY

“Simple but personal luxury and totally unique -  
real luxury, in short.”



DECEMBER 2019

IN THE PRESS  
ALEXANDRE  
MEERSON



Few people know Alexandre Meerson - even less watch collectors. The brand cultivates its discretion, its creativity and, even more, its proximity to each personal story. Discovery of an atypical house.

By Olivier Müller





## Alexandre Meerson : l'horlogerie adagio

3 MINUTES DE LECTURE



Rares sont ceux qui connaissent Alexandre Meerson – encore moins les collectionneurs d'horlogerie. La marque cultive sa discrétion, sa créativité et, plus encore, sa proximité avec chaque histoire personnelle. Découverte d'une maison atypique.

Par Olivier Müller

Doucement, mais sûrement – adagio. **Alexandre Meerson** n'est ni suisse ni horloger mais a les codes des deux. L'homme a créé sa petite entreprise horlogère éponyme en 2007 et n'a présenté son premier modèle qu'en 2014. A ce jour, 150 pièces ont été vendues. La plupart du temps, il les livre lui-même chez ses clients, en Europe ou aux Etats-Unis. Il connaît



personnellement chacun d'eux. Un modèle atypique, fondé non pas sur la croissance commerciale mais sur la **proximité et la rareté**. « Mon but, c'est la création. Une pièce sur deux a été personnalisée d'une manière ou d'une autre pour son destinataire », explique Alexandre Meerson. « La marque n'a pas vocation à éditer de grandes séries mais à restituer toute sa place au design et à la créativité ».



CHRONOGRAPHIE DTS.

Sans marketing ni ambassadeur de prestige, la croissance est plus lente mais plus solide. C'est en 2018 qu'Alexandre Meerson atteint pour la première fois son équilibre financier. Il repose sur un modèle de vente directe de **quatre collections** au style classique mais **affirmé**, à l'instar du chronographe Mutiny qui revendique un héritage « années 80 » encore peu exploré en horlogerie.

Baigné dans l'univers horloger dès sa plus tendre enfance, Alexandre Meerson est le fils d'Emerich Meerson, designer actif des années 50 à 70 avec des pièces à quartz vendues jusqu'au Japon, un marché que son fils exploite toujours avec sa propre marque. Alexandre, lui, a choisi une orientation Swiss Made. Les mouvements de ses quatre collections sont **automatiques**. Ils sont produits par Vaucher Fleurier, Dubois Dépraz ou Concepto, motoristes reconnus de la place horlogère. Les boîtiers sont en or ou en titane, avec un premier prix avoisinant les 9 000 euros.



ALTITUDE POP ART.





Aujourd'hui, Alexandre Meerson se rapproche des femmes. Une cinquième collection est en voie de finalisation, la **Palatine**, avec une boîtier de 28 mm (or et / ou titane) accueillant un mouvement quartz. Une fois encore, le designer a fait les choses à sa manière. « Initialement, j'étais parti sur la déclinaison réduite d'un modèle masculin. Même si c'est ce que tout le monde fait, ça n'a évidemment pas fonctionné et j'ai décidé de reprendre à zéro », explique l'intéressé. « J'ai donc créé un projet spécial, baptisé Anna. J'ai rassemblé 3 000 femmes, créé un groupe Facebook dédié, organisé des diners, des centaines d'interviews, pour **comprendre exactement ce que devait être une montre Alexandre Meerson pour femme** ».

La démarche, originale, rencontre un succès hors norme. Plus de 800 personnes adhèrent au groupe Facebook, une centaine se déclare prête à participer au lancement de la pièce. **Les femmes s'engagent dans le processus créatif**, échangent, commentent, donnent leurs avis...et partagent même des photos de leurs voitures préférées ! Les idées fusent, à l'image de cette montre en or satinée, une pièce unique si réussie que la marque en fera probablement une édition limitée prochaine. A nouveau, il y aura peu d'élus(e)s, mais telle n'est pas la vocation de la marque, même si elle prévoit l'ouverture de ses premiers points de vente dans les mois à venir.



CHRONOMETRE MONTY.

A 47 ans, Alexandre Meerson n'est « plus tout jeune, mais pas tout vieux encore ». A contresens des marques qui déballet des dizaines de nouveautés tous les 12 mois lors des grands salons, il n'aime rien d'autre que **s'asseoir face à ses clients pour les écouter raconter leur vie, leurs envies, leurs passions**. A l'image de cette surfeuse, qui voulait une montre à son image mais sans savoir la concrétiser, Alexandre Meerson lui a dessiné un cadran dont les variations de bleu sont celles de chaque océan où elle a posé sa planche. Un luxe simple mais personnel et totalement unique - **le vrai luxe, en somme**.

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#### Sur le même Thème

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LUXURY MEMO SPECIAL REPORTS

## Augmented reality in luxury – Luxury Memo special report

August 8, 2019



*Sephora works with ModiFace for augmented reality pushes for personalization. Image credit: Sephora*

By BRIELLE JAEKEL

Only a decade ago, widespread use of augmented and virtual reality seemed clunky or out of reach. But brands and developers have focused on innovative activations of this technology and have allowed it to flourish, especially in luxury.

## LUXURY DAILY

**Alexandre Meerson, founder and creative director of Alexandre Meerson Watches**

"High-end watches are now becoming much more popular with women and fashion-focused consumers. Traditional Swiss brands have to find their way as they lack innovation and style and focus on older designs."



AUGUST 2019

IN THE PRESS  
ALEXANDRE  
MEERSON



# Luxury Daily®

- Luxury Daily - <https://www.luxurydaily.com> -

## Watches and jewelry: Luxury Memo special report

Posted By *Brielle Jaekel* On October 30, 2018 @ 4:00 am In Featured, Opinion, Strategy | [No Comments](#)

Watch and jewelry brands have seen a tumultuous last few years, but new regulations and evolving consumer behaviors have helped the industry see an upward trajectory.

The new world of consumers, largely pushed by technology and millennial behavior, has left jewelry brands stumbling on how to survive. But new tariff regulations in China, the assistance of third-party platforms and innovative thinking have helped put these brands back on top.

"The overall trajectory for jewelry and watches has been interesting, because of the reluctance of brands themselves to adopt online selling," said Donnie Pacheco, founder of Donnie P. Consulting, Seattle. "Early adopters such as Blue Nile and Amazon built large unbranded jewelry businesses, and in the case of Amazon a very large watch business.

"Ecommerce presented a unique challenge to watch brands that they hadn't faced before, which was exposing grey market," he said. "This practice existed, but was much less visible because before ecommerce the issue was limited to in-store only.

"Then ecommerce came along and put it front and center for everyone to see. Brands didn't know how to handle this and instead of focusing efforts on cleaning it up or taking proactive measures, they blamed and shunned ecommerce saying it wouldn't last or that they would never sell online."

### 5 trends in the watch and jewelry sector:

#### Millennials are buying less engagement rings

As members of this generation age, brands need to adapt to their changing behaviors, which now often means not getting married or opting for alternatives to traditional engagement rings and wedding bands.

#### Heritage jewelry brands are finally embracing digital

The watch and jewelry industry has famously avoiding evolving into the digital age, focusing more on the in-store experience and ignoring customers' interest in shopping online. Third-party platforms, whose digital experience is finely tuned, are helping these brands join the digital revolution.

#### Lab grown diamonds are becoming commonplace

In the past, lab-grown diamonds were not thought of as a legitimate threat to the diamond industry, but as consumers' mindsets change, these man-made stones are becoming more

accepted.

### Technology becomes integrated in designs themselves

Smartwatches were not as widely accepted as many experts predicted they would be at first launch, but now consumers are looking for more connected products that combine style and function. Even heritage brands are finding ways to integrate technology into their designs.

### Transparency and ethical business practices are vital

More so than ever, consumers are holding brands responsible and are looking for sustainable and ethical practices in jewelry brands. However, transparency in how designs are crafted is also important for customers to know the authenticity of the products they are buying.

### Jewelry and ecommerce

Luxury as a whole was notorious for avoiding the digital revolution, expecting online shopping to eventually dissipate. However, watch and jewelry brands held on to this mindset for much longer than the rest of the industry, as digital shopping became more sophisticated and consumers became completely comfortable with online purchasing for even big-ticket items.

The jewelry industry focused on the in-store experience, knowing that consumers would need to physically interact with these pieces before making their decisions.

While these brands continued to stay focused on bricks-and-mortar, seller-to-seller platforms such as eBay and Amazon allowed the gray market to flourish.

Watchmakers' ecommerce and digital hesitations have given way to the rise of gray market sellers, which has caused declines in watch brands' sales and profitability, according to a report by L2.

The Gray Market: Assessing Online Risk for the Luxury Watch Market report found that gray market sites offer steep discounts for high-end watches. On average, gray market discounts were found to range from 28 to 49 percent.

Discounts within this range can see watch prices drop by \$1,000 to \$5,000 for the highest products sold. These hefty price decreases may sway a consumer's purchase due to a good deal and also give less affluent shoppers the ability to buy a watch from a brand they had otherwise been priced out from ([see story](#)).

"After supporting their retailers with a brand focused online presence the watch and jewelry houses have accelerated their own retail network and then engaged in ecommerce," said Alexandre Meerson, founder and creative director at [Alexandre Meerson Watches](#). "Starting with highly recognizable or iconic pieces, the ranges available have been progressively extended and full ecommerce is now common.

"The rise of vintage, secondhand and grey markets online, however, has caused issues for the main brands as they are undermined by discounting third parties," he said. "This phenomenon has also encouraged high-end brands to create more exclusivity and sometimes 'by request' offers that are not available online to everyone."

IN THE PRESS  
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Thousands of third-party sellers undercut fashion brands with gray market sales. Image credit: L2

Now, the heritage jewelry houses are realizing the importance of having a digital presence, but their experience is lagging behind. These jewelers are focusing more on the brand experience rather than putting the customer first, which in turn puts them behind.

"Luxury Swiss watch brands and heritage fine jewelry brands along with every commerce enabled brand need to ensure they optimize their Web sites for mobile, this is more important now than it has ever been as millennials and centennials have stopped using laptops and computers and are using mobile/tablets only," said Marci Troutman, CEO of [SiteMinis](#).

"Mobile only/mobile first is something all brands need to be aware of in the very near future, they will lose customers if they don't start paying attention to this environment," she said. "Mobile can no longer be ignored."

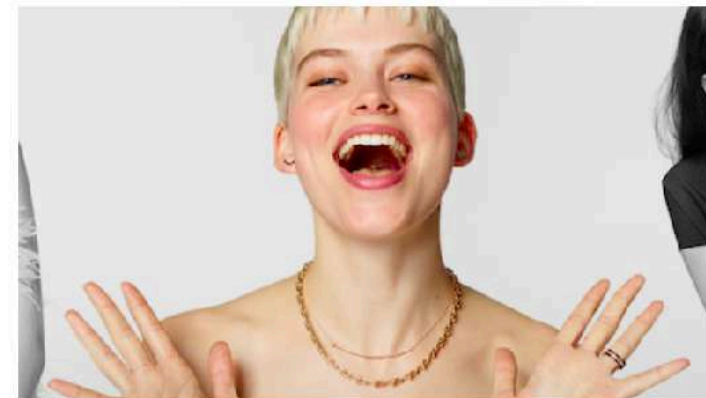
Official online retailers have helped these brands bridge the gap into digital. Recently, there has been a boon in ecommerce platforms launching their own hubs that focus exclusively on fine jewelry and watches.

Net-A-Porter invested in yielding high-end jewelry brands who lack an online retail presence to help affluent shoppers accomplish all of their buying needs within its platform.

The ecommerce platform launched a flagship jewelry store online, where it has brought in couture watch and jewelry brands, many of whom have never had a digital retail presence. A dedicated hub for prestigious brands such as Cartier, Jaeger-LeCoultre, Piaget and Chopard includes heightened customer service elements to better cater to the high-net-worth shopper including a "try before you buy" service ([see story](#)).

Farfetch similarly launched two of these jewelry platforms, also partnering with some of the biggest brands in jewelry a month later in April.

Fine jewelry and fine watches each now have their own separate hubs online on Farfetch's platform. Jewelers from Chopard to Tiffany & Co. to David Yurman are represented on Farfetch ([see story](#)).



Farfetch's new jewelry hubs feature brands from David Yurman to Tag Heuer. Image credit: Farfetch

Following Farfetch in June, LVMH began spotlighting high-end jewelry on its multi-brand online platform 24 Sèvres, which similar to Farfetch and Net-A-Porter is a multi-brand ecommerce site.

A report from Technavio last spring predicted that the online jewelry market would grow by 16.59 percent from then until 2021, while Research and Markets forecasts the digital jewelry sector will make up 10 percent of the market by 2020, leading these third-party platforms to invest ([see story](#)).

"While third party retailers/platforms play a small role in these categories today, they are likely to play a much larger role going forward," Donnie P. Consulting's Mr. Pacheco said. "If done well, there is a large opportunity for both rental and resale."

"Both categories hold value for high-value items, which plays into both rental and resale, particularly if they operate with transparency and build trust with customers," he said. "Retailers like Net-A-Porter also present major opportunities for brands."

"Because many brands were so slow to adopt ecommerce, they are way behind and many still don't do a good job of presenting or selling product online. Net-A-Porter has created a wonderful customer experience and already has built in traffic and customers. It is both difficult and expensive to build traffic, so being able to leverage a trusted site that is also brand friendly is paramount."



## Tiffany & Co.— 2018 Spring Campaign: Believe ...



### *Tiffany's spring campaign*

Other platforms such as WatchBox, who focuses solely on pre-owned watches and Flont, a subscription service that loans out fine jewelry, are also making an impact in the industry.

These platforms open the fine jewelry industry up to a variety of consumers with a range in income.

They could also help attract consumers early on while they are younger, and turn them into lifelong customers for brands, extending loyalty into adulthood when they have more money to spend.

### **The new bricks-and-mortar**

The in-store experience will always be important for jewelry brands, as nothing can replicate physically interacting with the pieces and seeing them up close.

But these brands need to balance omnichannel, as well as transform their bricks-and-mortar experiences.

The in-store experience needs to be frictionless, not intimidating, and provide useful and entertaining experiences. Shoppers come to physical locations to learn, and brands need to help facilitate this as well as be transparent and show the heart of their businesses.

This also includes connecting the experience across channels. Swiss watchmaker Hublot unveiled a digital boutique that aims to make the online shopping experience more compatible with what customers would see when going into a physical store.

The Hublot Digital Boutique allows any customer the ability to discuss the intricacies of different products with Hublot sales associates in real time, just as they would if they went into the store. The digital boutique is part of a larger trend in physical retail that sees brands more closely integrating their online and offline experiences ([see story](#)).

Concept stores and pop-up shops have helped these high-end houses experiment with what the role of the store is today.

For instance, French atelier Chanel shared its stylistic vocabulary with New York-based retailer Bergdorf Goodman's consumers via a four-day pop-up.

The Jewel Box opened in September 2016, and introduced Bergdorf Goodman consumers to Chanel's Coco Crush jewelry collection for fall ([see story](#)).



Chanel's The Jewel Box at

Bergdorf Goodman

Precision-cut crystal maker Swarovski engaged shoppers last holiday season through environments that blended physical and digital experiences.

In Toronto and Milan, the brand digitized the store concept with spaces that featured activations such as virtual reality and digital walls. The physical store no longer needs to be tied to traditional formats, allowing brands to incorporate digital as a means of immersing consumers in their worlds ([see story](#)).

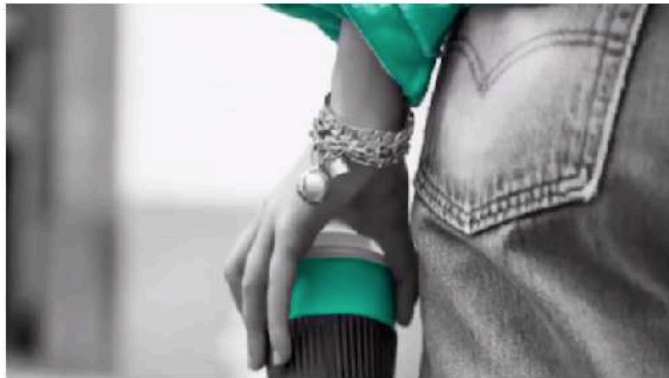
Cartier also showcased its artistry and craftsmanship in an exhibit at its New York mansion.

The Cartier Haute Joaillerie Exhibition, staged last October at the Fifth Avenue flagship store, showcased both modern and archival jewelry, gemstones, watches and objects. This marked the first time that the largest collection of Cartier's high-jewelry was on public view in the United States ([see story](#)).

These pop-up shops are important for brands to show their heart and connect with consumers, but many are incorporating these concepts into their flagship stores.

Designers are having to rethink their store strategies to stay afloat. Responding to the need for change, jeweler Tiffany & Co.'s flagship store in New York is getting a major renovation next year.





Tiffany celebrates a first with multichannel campaign and Elle Phanning debut. Image credit: Tiffany.

The Manhattan store has been at the same location on Fifth Avenue since 1940, but now it will be receiving a significant visual makeover. The renovation is expected to help Tiffany draw in more customers to the brand's legendary location ([see story](#)).

"In-store is still essential for jewelry and for new and rare products," Mr. Meerson said. "Iconic and 'standard' models are so documented online and available that they can sell online without being touched.

"The biggest change is a shift from traditional watch stores to high-end fashion and 'concept' stores where there is an emphasis on storytelling, introduction of new products, service and attention to design and fit," he said. "Jewelry stores continue to thrive as a destination, but watch stores are now neglected because they lack added value and innovation.

"Many are considered boring and soulless."

#### **Role of the trade show**

As watches become less important as a status symbol in the eyes of younger consumers, the importance of the trade show in the watch industry is changing.

As this year's Baselworld drew to close, the theme of announcements from timepiece manufacturers revealed that the watch industry has finally embraced the digital world.

After years of watchmakers refusing to accept the shift to ecommerce and digital, this year's trade show in Switzerland indicated that the time has finally come. Hublot and Frederique Constant are a few of the heritage watch brands who are innovating in smartwatches, while others such as Tag Heuer and Richemont are betting big on ecommerce, but Baselworld's significance might be shrinking due to the digital uprising ([see story](#)).

#### **TAG Heuer | Stand Baselworld 2018**



#### *Tag Heuer appears in Baselworld*

Swiss watchmaking group Swatch is officially pulling out of Baselworld, of which it has been a part for decades.

The company cites the soaring expenses of exhibiting at Baselworld as well as the event's growing irrelevance to the way customers buy watches today for its decision. Swatch Group follows a few other high-end watch brands who have all stopped exhibiting at the event ([see story](#)).

While Baselworld remains expensive and unadapting, other shows such as SIHH and Watches and Wonders are evolving to better capture this audience.

For its 28th edition, the Salon International de la Haute Horlogerie (SIHH) in Geneva, Switzerland – organized by the Fondation de la Haute Horlogerie (FHH) – reported that attendance rose by 20 percent from 2017 to almost 20,000 visitors.

With six additional luxury watch brands joining this year's event – bringing the total number of exhibitors to 35 – it is clear that the high-end watch fair is growing in stature. The event, which used to be closed to trade only, has opened up to the public and has also focused on integrating digital experiences and social media at the show ([see story](#)).





This year's SIHH provided luxury brands with a platform to establish their role in the digital realm while providing attendees with authentic, human experiences, thus affirming its growing influence in the watch industry. Image credit: SIHH

Leading watchmakers such as Cartier and Piaget gathered in Hong Kong to display innovative timepieces for a discerning audience of horologists at the annual Watches & Wonders fair, which only launched in 2013.

The watch fair brings together the industry's premium brands to showcase new timepieces and grant consumers and collectors alike face time with watchmakers. Exclusive industry fairs target connoisseurs and those with a deep appreciation for a product sector, but social media has opened events to a larger audience by sharing brand happenings ([see story](#)).

#### Millennial behavior

These changing factors for watch and jewelry brands are largely pushed by millennials' shifting behaviors.

Millennials are savvy shoppers who are more interested in experiences over goods, and are looking to buy a story rather than just an artifact. This makes showing off craftsmanship and designing unique goods with a transparent business model important in connecting with these consumers.

In addition to values in terms of ownership changing, millennials are changing what traditional values in personal lives mean. They are getting married less frequently and later on in life, as well as looking for an alternative to diamonds.

Russian jeweler Fabergé prompted consumers to look beyond diamonds for their engagement rings with a colorful digital campaign.

The brand's #SayYesInColour film tells color-coordinated stories of proposals to showcase the brand's emerald, ruby and sapphire engagement ring collection. While still an unconventional choice, depicting the women's enthusiastic responses may help convince consumers to consider a colored stone ([see story](#)).

"Millennials have played a big role in both categories in the sense that brands need to speak and market to them differently," Donnie P. Consulting's Mr. Pacheco said. "Millennials aren't as

interested in spending money for audacious pieces or just to buy something expensive to show off.

"They are more interested in transparency and connecting with a brand. With watches, there is a big need for education to communicate the craftsmanship that goes into high end timepieces and to showcase a brand's heritage," he said. "With jewelry, there needs to be much more transparency and more options.

"Millennials are less interested than previous generations on spending a lot on diamonds and engagement. The category needs to figure out a different spin on what was traditional and learn how to better engage with this customer segment."



Lightbox Jewelry will be more affordable compared to De Beers. Image credit: Lightbox Jewelry

Millennials are also more concerned with humanity and sustainability compared to other generations, and as they age into the prime shopping group, jewelry brands need to rectify past practices.

As the blood diamond industry has been exposed and more unsavory findings are revealed in relation to the jewelry industry, consumers have looked for other options, such as lab-grown diamonds.

The lab-grown diamond industry is poised to explode in popularity in the near future, thanks to high interest from young consumers and millennials who are willing to spend big on created diamonds.

A report from MVI found that 70 percent of consumers said they would purchase a created or lab-grown diamond for their engagement rings. This represents a 13 percent increase in interest over last year's survey that asked the same question ([see story](#)).

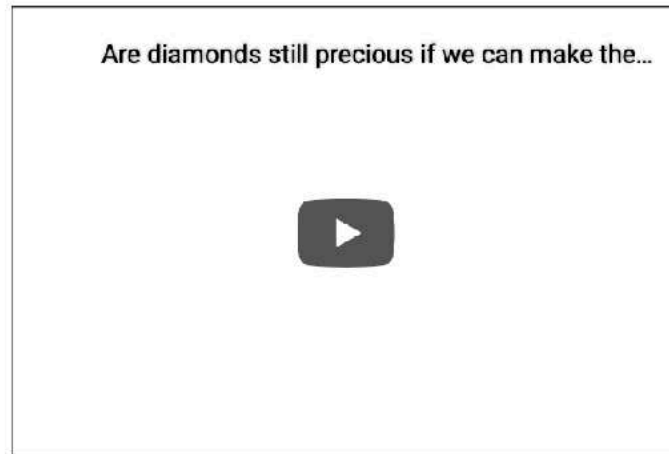
British jewelry group De Beers' introduction into the synthetic diamond market could also allude to the shift becoming more widespread, but will also likely impact the industry in unexpected ways.

De Beers is now offering a line of lab-grown diamonds, launched in September under the name Lightbox, but its prices will be listed far below competitors'. The low price point will allow the line

IN THE PRESS  
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to become widespread but positions synthetic diamonds as far below natural diamonds ([see story](#)).



*Verge Science takes a look at lab grown diamonds*

As the diamond industry is expected to see a dip this year, compared to 2017's 2 percent increase, jewelry brands need to focus on millennials and Gen Z to sustain their future.

Demand for diamonds increased to \$82 billion in 2017, thanks to the United States and China. But this growth is not expected to continue into 2018, according to a new report from De Beers, which is urging the industry to focus on Gen Z, despite the age group's lack of funds ([see story](#)).

"The younger generations are increasingly looking for meaningful and valuable keepsakes," Mr. Meerson said. "They seem to be tired with generic and standard products and to look forward to creating their own heirlooms by investing in personal and unique pieces."

#### **Best practices tips for luxury watch and jewelry marketers:**

##### **Alexandre Meerson, founder and creative director of Alexandre Meerson Watches**

"High-end watches are now becoming much more popular with women and fashion-focused consumers. Traditional Swiss brands have to find their way as they lack innovation and style and focus on older designs."

"Consumers expect the highest quality but what is inside is now less important than it was before and people look at design, style and personalization."

##### **Donnie Pacheco, founder of Donnie P. Consulting**

Focus on the customer. This may sound basic, but is overlooked by so many brands who instead focus on themselves. While it is important to tell a brand's story and present items in a beautiful manner, it is more important to make the shopping experience as easy and seamless as possible for customers. Don't ever lose focus of the end user and keep in mind that every time you make

them click online or overcome some in store obstacle, the likelihood of them abandoning dramatically increases.

**Be transparent.** Customers want accurate brand and product information. This includes all available information. They use this to make comparisons and final purchasing decisions. This includes product dimensions, any precious stone or metal information, warranty information, and packaging information. Both of these categories are highly gift-able and presentation matters to end users.

Think like the customer. Do a walk through of your store and the purchasing journey online to see what customers see, if it makes sense, and more importantly, if it is customer friendly. If they are searching for your store specifically or jewelry and watches in your area and your results are drown out by competitors or there aren't any, you aren't discoverable and this is a problem. If customers search for a particular watch brand and they are bombarded with discounted offers from unauthorized sellers, address it head on and make sure customers understand the benefits of buying direct.

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# G-RADIO NYC PODCAST

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Greg Lassiter discusses his admiration for Alexandre Meerson and his creations.



AUGUST 2019

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OWN

# Meerson Watches Unveils Pop'Art Series and a New York Showroom for its U.S. Debut



By Laurie Kahle July 5, 2019 10:29 am ET

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## PENTA

JULY 2019



“With its splashy new Pop’Art limited series of métiers d’art watches, Meerson fuses the creativity of contemporary artworks with the artistry of Switzerland’s top watchmaking specialists.”



OWN

# Meerson Watches Unveils Pop'Art Series and a New York Showroom for its U.S. Debut



By Laurie Kahle July 5, 2019 10:29 am ET

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The Pop'Art collection was inspired by Roy Lichtenstein's *Girl in Mirror*. Meerson

Text size

With its splashy new Pop'Art limited series of métiers d'art watches, Meerson fuses the creativity of contemporary artworks with the artistry of Switzerland's top watchmaking specialists.

The London-based boutique brand opened its first U.S. showroom in New York City's 4 World Trade Center last month. Meerson watches are produced in Switzerland through a network of more than 80 partners in the Swiss Jura region.

The Pop'Art collection evolved from a one-off commission by a pop art collector who had recently acquired Roy Lichtenstein's 1964 work, *Girl in Mirror*.



"He wanted me to create a companion watch for his passion, and, that piece in particular," says Alexandre Meerson, founder and designer, speaking by phone from London. Meerson designed the watch with enamel-painted dots and the girl's smiling face on one side of the silver mirrored dial. "The dial is both reflecting the art and celebrating it," he adds.

Meerson presented the unique piece to its owner at a gathering of the client's art collector friends. Their enthusiasm led Meerson to develop a limited series dedicated to pop art built off the brand's Altitude dress watch model, which he used "as a canvas to paint and draw on."

Meerson will produce up to 100 numbered pieces with six colorful and graphic dial designs— Red Dots, Blue Dots, Cirque, Solar, TickTock, and Zebra. The cases are made of mirror-polished titanium (from US\$25,000) and solid 18-karat gold (from US\$40,000). Vaucher Fleurier's AM-4808 automatic mechanical movements beat under the eye-catching dials.

Custom commissions account for about half of Meerson's annual production of about 200 to 300 pieces. Its watches span from time-only Altitude dress models to the sporty Mutiny chronograph powered by a Valjoux 7750 movement to the easy-to-use D15-MK1 GMT developed in collaboration with movement makers Vaucher Fleurier and Dubois Dépraz. Currently in the pipeline are a smaller 36mm Altitude and the Palatine, a 28mm women's jewelry watch made of natural stone that is scheduled to launch this fall. A perpetual calendar is in the works for 2021.



The owner with his custom designed watch, Meerson

"The purpose of Meerson, the brand, is to create contemporary, modern classic timepieces by combining the best possible and most traditional crafts in Switzerland," Meerson says. "But, before anything else, we are a

designer brand."

As the designer, Meerson takes inspiration from the people who purchase his watches, like the aforementioned pop art collector. "They understand style and fashion, and they are very much in the world of creation and art," he says. "They are entrepreneurs and business leaders and people who are confident and comfortable in their own skin. They don't need a big brand."

They are also profiled on the Meerson website.

Meerson adds that they are particularly interested in having something rare with a story behind it that they can share with their friends and that they particularly enjoy interacting with the creators. "We are really a house, as the French say, a *maison*, where you meet the creator and the artisans and discuss things with the owner," he says.

Meerson employs technology to underscore that sense of intimacy and connection. "I try to bring craft into the digital age by using technology," he explains. "It is very important to make something that is luxury for today."

One example is an app with an augmented reality feature to help a client visualize the watch on his or her wrist. Conversations help to fine-tune the design. Once production starts, they can see pictures of their own watch being made to follow it through each stage of the process. Once the watch is delivered, a concierge team offers assistance with questions, support, and service.

About half of Meerson's clients discover their watches on social media, so they have a strong presence on Instagram and Facebook. After some introductory communication, they organize appointments, whether at a client's home or elsewhere, where they can discuss personalization and other details.

"We are bringing haute couture into watchmaking," says Meerson, who has spent the last few decades working as a consultant for luxury brands, including those in the LVMH and Richemont portfolios. "I wanted to create something really new and not work within the rules of another brand."



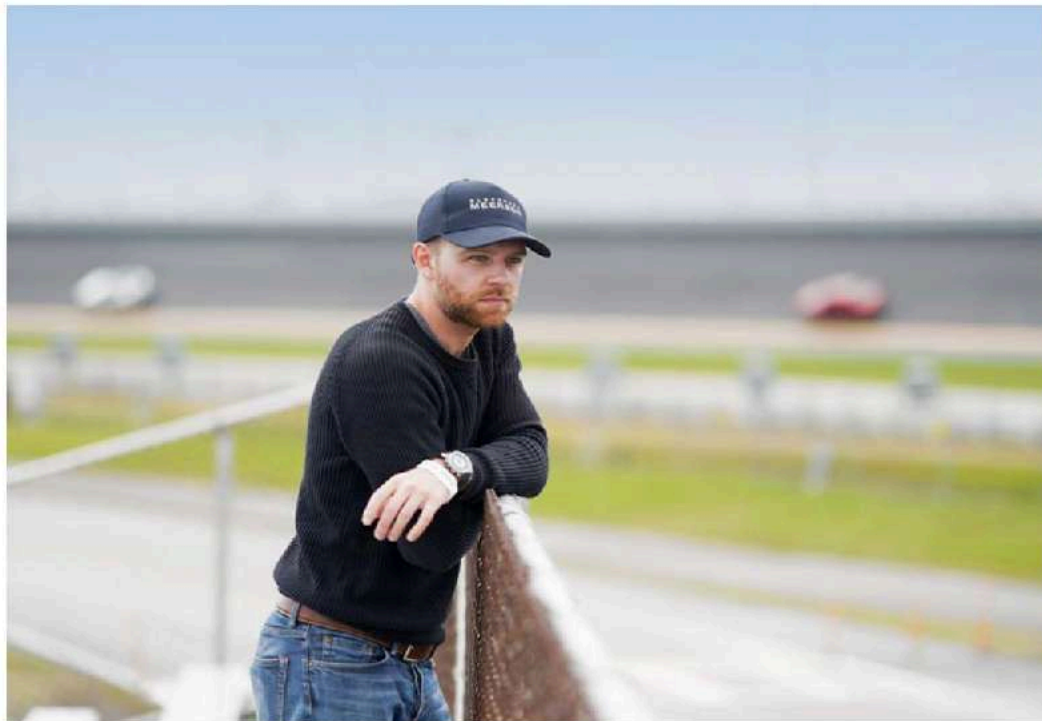
## Alexandre Meerson puts pedal to the metal with Rallye edition

◆ NEW PRODUCTS/NEWS by ALEX DOUGLAS on JULY 5, 2019

f FACEBOOK

✈ TWITTER

in LINKEDIN



Alexandre Meerson has introduced the D15 Rallye limited edition, a watch it says is inspired by classic European Rallyes and by iconic motorsport liveries.

Each dial in the series has a White Silvered base, which designers have contrasted with a colour explosion.

The brand says the harsh disparity is a subtle nod to the brash colour palettes found throughout the motorsport world.

# WATCHPRO

Alexandre Meerson has introduced the D15 GMT Rallye, a limited series that is inspired by classic European Rallyes and iconic motorsport liveries.

JULY 2019



**IN THE PRESS**  
ALEXANDRE  
MEERSON



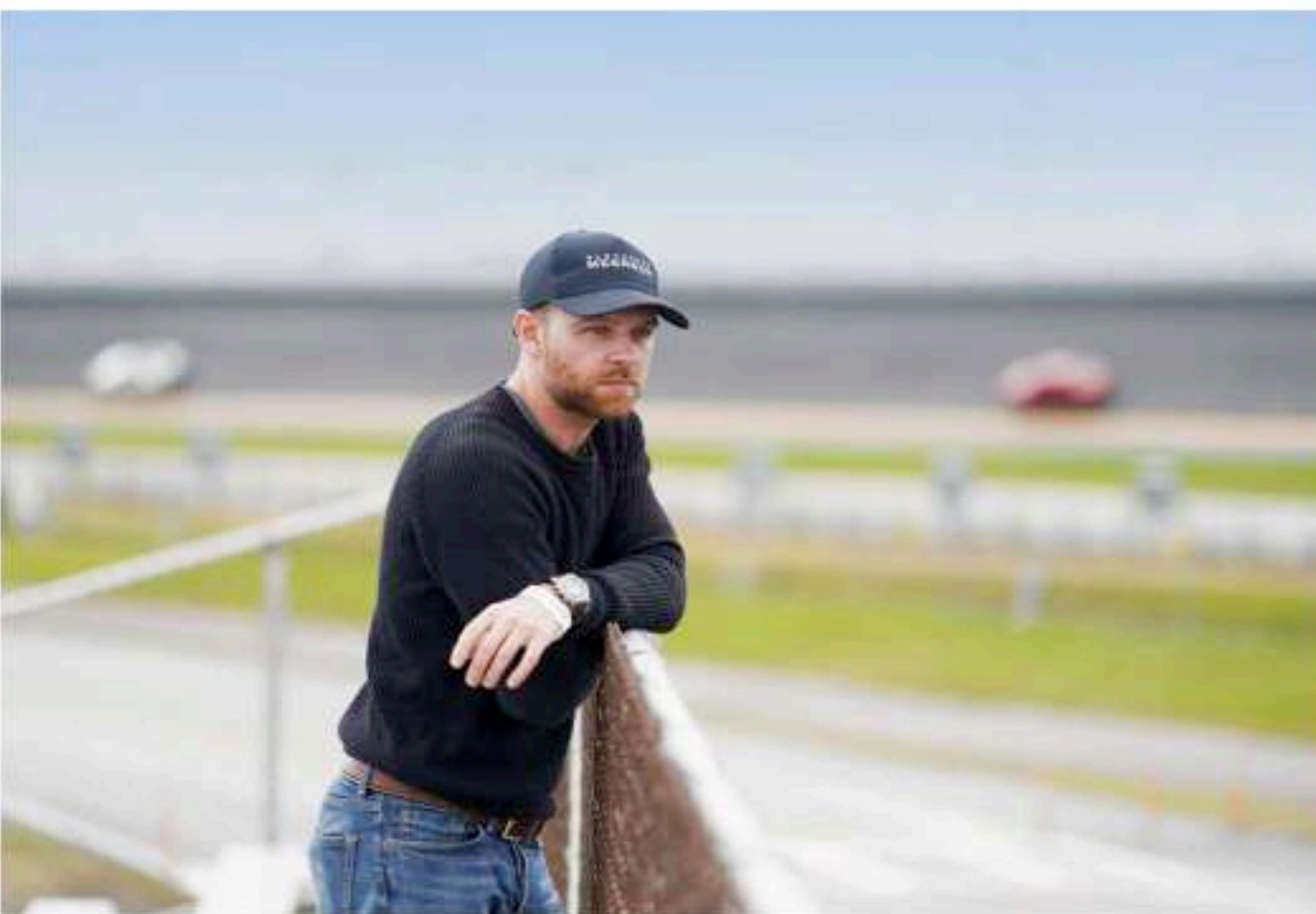
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The series features the tones of True Blue, Eternity Black and Pacific Coast, which can be found throughout the House's collection.



Introduced for the first time is the striking French Racing Blue and Heritage Green, two colours that are synonymous in the racing universe.

Like the Altitude Pop'Art series, a maximum of 100 numbered pieces will be created as part of the release.





Owners can choose from five dial tones, two different case materials, mirror-polished titanium or ADLC black titanium, plus select made-to-measure strap and personal engraving.

Each watch is hand-crafted in Switzerland and are expected to retail from £14,700 in titanium and £14,900 in ADLC black titanium.



2019

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READ — DESIGN

# MEERSON'S LIMITED EDITION ALTITUDE PREMIERE POP'ART WATCHES

ONE LICHTENSTEIN PAINTING WOULD  
LEAD TO A PRIVATE COMMISSION AND  
NUMBERED COLLECTION

David Graver 5 June 2019



IN THE PRESS  
ALEXANDRE  
MEERSON

COOL HUNTING

JULY 2019



Cool Hunting features us once again, this time focusing on our new Pop'Art limited edition collection. The piece details the journey designer Alexandre Meerson took in creating the capsule.



...



For all the familiar sectors of watch design inspiration—automotive, nautical and military among the most recognizable—art makes for an underutilized arena. With his new limited edition collection, “watch tailor” [Alexandre Meerson](#) taps into the potential of pop art. [Meerson](#)’s luxuriant made-to-order [Altitude Première Pop'Art Watches](#) employ the vibrancy of the art movement—incorporating eye-catching shapes and colors to great effect. And, as with other timepieces from the brand, customization plays an important role. Handcrafted in [Switzerland](#), the 41mm automatic watches vary based on decisions of the buyer, who can choose between six original dial pop art-inspired designs and two premium case materials.



“Challenging the rules of a conservative world can only be achieved with strong values and ethos,” Meerson explains to CH. “Of the pop art movement, I admire this freedom that intrigues and fascinates. It is apparently effortless, almost childish and yet... meaningful and deeply rebellious. Below this cheeky ambivalence, there is integrity and boldness, backed by uncompromising rigor and craft.” He adds that these are the values upon which he founded his brand.



One unique piece (commissioned by a private collector) would initiate Meerson’s pursuit of this limited edition line. Meerson is often asked to design bespoke pieces, and one buyer sought out a companion wristwatch for his Roy Lichtenstein painting, known as “[Girl in the Mirror](#)” (1964). After months of development, and a process that involved hand-painting dots on a mirror-surface dial, the watch (above) was completed.



From it, Meerson began to envision the Pop'Art pieces. The collection will only be produced in 2019, and limited to 100 numbered wristwatches. They retail starting at \$25,000 for mirror-polished titanium and \$40,000 in solid gold. Each comes with the option for a made-to-measure strap and personal engraving. And, of course, inside all of them is a manufacture automatic AM-4808 movement by Vaucher, Fleurier.



2019

# A BLOG TO WATCH

“The first thing that struck me when I saw the Alexandre Meerson Altitude Pop’Art pieces was the dimension of the dial. The zebra variant is easily my favorite, showing a great amount of depth and texture across the face”



JUNE 2019

IN THE PRESS  
ALEXANDRE  
MEERSON



A BLOG TO  
**WATCH**

WATCH RELEASES

## Alexandre Meerson Altitude Pop’Art Limited-Edition Watches A First For The Brand

JUN 12, 2019 — BY **AARON SHAPIRO**





You may not have heard of Alexandre Meerson, but this boutique brand has made a name for itself creating bespoke watches for the most discerning customers. Now they are announcing the first-ever limited edition with the Alexandre Meerson Altitude Pop'Art Limited-Edition Watches. These pieces will be available with six different dial designs and two different case materials. The straps will be custom-made and personally engraved for each recipient. The story behind the creation of this limited edition is an interesting one; an existing customer requested to have a watch made to celebrate his love of fine art — in particular, his most recent acquisition, Roy Lichtenstein's "Girl in Mirror." Meerson loved the idea so much that, in addition to fulfilling his customer's request, he created the first limited edition for the brand that we see here.



The Altitude Pop'Art Limited-Edition Watches will all feature either a 41mm titanium or 4N gold case. As stated earlier, there are six different dial variations: red dots, blue dots, cirque, solar, ticktock, and zebra. Alexandre Meerson makes use of the caliber AM-4808 by Vaucher. This is a 28 jewel movement with a 50-hour power reserve based around the Vaucher VMF 3002. Meerson offers a wide variety of exotic skins for its straps, and customers will be able to choose the configuration of their straps.





# ANALYSIS

The first thing that struck me when I saw the Alexandre Meerson Altitude Pop'Art pieces was the dimension of the dial. The zebra variant is easily my favorite, showing a great amount of depth and texture across the face. All of the dial variants, however, appear like they would play with the light nicely on the wrist.

Fine art is somewhat of a minor area of inspiration for watch brands. We've seen a few brands use it, or partner with existing artists, but it's not always done well. Normally we see pieces inspired by diving or aviation but rarely fine art itself. I think that you need to be delicate when "sampling" from established art archetypes like Lichtenstein's Pop Art influence when making watches. It can, and has, become kitschy at times. However, Alexandre Meerson pulls these off nicely. They sampled small details, nothing overtly identifiable as a famous art piece. Meerson made the dials in such a way that they operate on their own.



# CONCLUSION

I like these watches. I'll be interested to see if Alexandre Meerson expands on this in the future with more choices and configurations for future editions. I believe this limited edition will be an instant cornerstone to an art/watch collector's collection if they're able to sneak into the limited edition. Again, I hope that Alexandre Meerson continues down this road and we'll have more opportunities to see work like this. The Alexandre Meerson Altitude Pop'Art Limited-Edition Watches are available in a maximum of 100 pieces. Titanium-cased watches will retail for **£23,000**, and the solid 4N gold cased versions will be **£34,500**. For additional information, visit [meerson.com](https://meerson.com).



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# CAR LIFE

DECEMBER 2018



The D15 is included in the Christmas selection of a popular car magazine in France.

## PLAQUE VENN DOMME

PAR CAROLINE KNUCKEY



### TRIPLEMENT CULTIVÉE

Une montre de marque horlogère anglaise fondée par un Français et aux calibres suisses, voilà de quoi incarner une nouvelle génération de citoyens du monde. On aime son boîtier racé aux cornes puissantes et sculptées qui lui confèrent un caractère bien trempé.

■ D15 GMT MK1, mouvement automatique (calibre AM-4808) avec second fuseau horaire, indication jour/nuit et sous-compteur de date à 6h, étanche à 100m, fond saphir, ø 44mm, titane sur bracelet cuir barénia, 16 000 €, ALEXANDRE MEERSON. [www.meerson.com](http://www.meerson.com)

### ULTIME TOOL WATCH

Cette nouvelle montre signée Bell & Ross permet d'afficher l'heure de trois fuseaux horaires, grâce à sa lunette bidirectionnelle graduée 24H qui permet à la fois la lecture du second fuseau horaire mais peut servir à l'affichage d'un 3<sup>e</sup> fuseau horaire. On la tourne dans le sens horaire pour soustraire des heures et dans l'autre, pour en ajouter.

■ BR V2-93 GMT 24H, mouvement automatique (calibre BR-CAL.303), lunette tournante bicolore (indications jour/nuit), fond saphir, étanche à 100m, ø 41mm, acier sur bracelet caoutchouc dit « Tropic », 2 900 € (3 200 € tout acier), Bell & Ross. [www.bellross.com](http://www.bellross.com)



### INTO THE BLUE

L'atout de cette nouvelle Radiomir ? Son cadran d'un dégradé de bleu éblouissant, clair au centre et quasiment bleu nuit sur le pourtour extérieur. Si cette plongeuse nous immerge dans les profondeurs marines, sa fonction GMT nous fait aussi voyager sur terre et dans les airs.

■ Radiomir 1940 3 days GMT Power Reserve Automatic Acciaio, réf. PAM00946, mouvement automatique (calibre P. 4002), date, deuxième fuseau horaire, indicateurs 24h et réserve de marche (3 jours), étanche à 100m, ø 45mm, acier sur bracelet alligator, 11 600 €, PANERAI. [www.panerai.com](http://www.panerai.com)



### PLONGEUSE ET VOYAGEUSE

La famille Black Bay s'agrandit avec une version GMT dotée d'un cadran inspiré de celui des montres de plongée Tudor produites dans les années 50. Pour indiquer le second fuseau horaire, une aiguille rouge de type Snowflake, en guise d'ultime signature esthétique de la marque au bouclier.

■ Black Bay GMT, mouvement automatique (calibre MT5652) avec fonction GMT intégrée, certifié COSC, indication de la date, étanche à 200m, ø 41mm, acier sur bracelet tissu (livrée avec un second bracelet en acier ou cuir), 3 350 €, TUDOR. [www.tudorwatch.com](http://www.tudorwatch.com)



### À L'HEURE H

Finesse du boîtier en palladium, cadran gris ardoise à la typographie comme évaporée, verre fumé, tour d'heure soleilé, centre et compteur de date guillochés, compteur GMT argenté, fines aiguilles bâton... ou comment contenir l'heure avec simplicité mais pléthore d'élégance.

■ Slim d'Hermès GMT, mouvement automatique extra-plat (calibre H1950) avec module GMT, date et indicateurs jour et nuit (Local/Home), étanche à 30m, épaisseur 9,48mm, ø 39,5 mm, palladium sur bracelet alligator surpiqué, 12 000 €, HERMÈS. [www.hermes.com](http://www.hermes.com)

## CLASSE AFFAIRES

Une montre chic et fonctionnelle qui vous permet de sauter dans un avion sans avoir à vous soucier du décalage horaire, c'est la sélection de *Car Life* de cet hiver !

### VITESSE ET VOYAGE

La collection TAG Heuer Carrera célèbre en 2018 son 55<sup>e</sup> anniversaire, l'occasion de présenter une nouvelle version chronographe dotée d'une fonction GMT. C'est la première fois que TAG Heuer ajoute cette complication sur son mouvement manufacture Heuer 02 visible à travers le cadran squeletté. On applaudit des deux mains.

Carrera Chronographe GMT, mouvement chronographe automatique avec fonction GMT (calibre Heuer 02), 3 compteurs (heures, minutes et petite seconde), guichet date, étanche à 100m, fond saphir, ø 45mm, tout acier, 5 400 €, TAG HEUER. [www.tagheuer.com](http://www.tagheuer.com)



### GERMAN TOUCH

Le spécialiste de l'optique de précision se lance dans l'horlogerie. Dessinées et assemblées dans les ateliers Ernst Leitz à Wetzlar, les montres Leica 1 et Leica 2 (GMT) sont le fruit d'une triple collaboration entre Achim Heine, designer du groupe, Reinhard Meis, ex-horloger chez Lange & Söhne et la firme allemande Lehmann qui en a conçu le mouvement.

■ Leica L2, mouvement mécanique à remontage manuel avec date, petite seconde, indication de la réserve de marche, deuxième fuseau horaire, couronne poussoir et couronne GMT distinctes, étanche à 50m, ø 41mm, fond saphir, acier sur bracelet cuir, à partir de 9 900 €.

[www.ernst-leitz-werkstaetten.com](http://www.ernst-leitz-werkstaetten.com)

### EN PREMIÈRE CLASSE

Après l'or gris, place à l'or rose ! Deux nouvelles versions pour la reine des montres d'aviateur parée cette fois-ci d'un cadran brun avec effet dégradé noir, au lieu de bleu. L'une masculine, et l'autre - c'est nouveau - féminine, dans un boîtier contenu de 31mm. Le must absolu !

■ Calatrava Pilot Travel Time, réf. 5524R, mouvement automatique avec second fuseau horaire (calibre 324 S C FUS), indication de la date liée à l'heure locale, indications jour/nuit par guichets (Local/Home), étanche à 60m, ø 42mm, or rose sur bracelet cuir, 43 210 € (39 090 € pour la version en 31mm), PATEK PHILIPPE. [www.patek.com](http://www.patek.com)





# P L A C E

## MONTRES

### NOUVEAUTÉS



#### TRIPLEMENT CULTIVÉE

Une montre de marque horlogère anglaise fondée par un Français et aux calibres suisses, voilà de quoi incarner une nouvelle génération de citoyens du monde. On aime son boîtier racé aux cornes puissantes et sculptées qui lui confèrent un caractère bien trempé.

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# LUXURY DAILY

"After supporting their retailers with a brand focused online presence the watch and jewellery houses have accelerated their own retail network and then engaged in ecommerce," said Alexandre Meerson, founder and creative director at Alexandre Meerson Watches.



OCTOBER 2018

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LUXURY MEMO SPECIAL REPORTS

## Watches and jewelry: Luxury Memo special report

October 30, 2018



Actor Jessica Chastain modeling Piaget's high jewelry. Image credit: Piaget





# MONSIEUR

The Meerson Officier watch is portrayed in the cover story of Monsieur this month - a great piece by Caroline Knuckey about the heritage of WWI in style and fashion.

FALL 2018



**IN THE PRESS**  
**ALEXANDRE**  
**MEERSON**





**MONTRE D'OFFICIER**  
L'Altitude Officier Petite  
Seconde de l'horloger  
anglais **Alexandre Meerson**,  
lancée en 2014, s'inspire  
directement d'une montre  
d'officier de la Première  
Guerre mondiale.





IN THE PRESS  
ALEXANDRE  
MEERSON

# GERVOIS RATING

MARCH 2018



A stunning collection of images showcasing Pierre Gervois personalised Mutiny Chronograph can be found in the Gervois Rating magazine.









# New frontiers

*The popularity of British brands overseas doesn't show any sign of waning, as jewellery exports boom. Rachael Taylor looks at the fastest-growing global markets for UK jewellery and watches*



**W**ith a rich heritage and an unrivalled reputation as a tastemaker, British products are in demand across the globe, with jewellery being the UK's third-largest exported good, according to HMRC. But with worldwide consumer buying patterns in flux and the emergence of new global spending powers, which markets should British jewellers be targeting?

According to the Office for National Statistics, the US is the UK's largest export market after the European Union, accounting for about 19% of all exports. With similar tastes but greater spending power, it has been a keen hunting ground for British jewellers for decades,

and many have found favour there.

After receiving her first commission in the 1960s from Cartier in New York, veteran British jeweller Elizabeth Gage developed a somewhat NYLON existence at the very start of her career that has continued to this day, with bi-annual trunk shows in Houston and New York. Stephen Webster also started his career in the States, on the opposite coast in Santa Barbara, California. After winning the Editor's Choice award at Las Vegas trade show Couture in 1999, he ordered the opening of a sales office in New York the same year, and this foresight, and a loyal clientele, have ensured that the US is the brand's single biggest market nearly 20 years later.

**(Clockwise from top left) Alexandra Meerson, Niquesa, Sarah Ho, Annoushka, Astrid & Miyu, Yoko London and Stephen Webster have presences in, variously, the US, Australia, China and Russia**

A Brit at the beginning of her Stateside journey is jewellery designer Tessa Packard, who has taken a less conventional route in by working with online marketplace 1stdibs. Although the site is better known for antique jewels listed by numerous dealers across the globe, as well as interiors and art, it also sells contemporary jewels from the likes of Alice Cicolini, Sabine Getty and Noor Fares. The store operates on a subscription basis, charging designers a monthly fee to be listed and then taking a commission on any sales made through the site.

"It's not the cheapest thing in the world for an emerging business, but in terms of return on investment, it has been 100% worthwhile for us," says Packard, who notes ►



that, even with all the expenses, the final price she receives is higher than it would be selling through a third-party retailer.

Americans buy jewellery differently to Brits, says Packard – and it's a difference she's keen to cultivate. "It takes less for them to convert," she says. "If they like it, they'll spend; they're more impulsive and there's less of an apology for why they buy. It's thrilling and refreshing. And if you can crack America and build a loyal following there, they will continue to return over and over again."

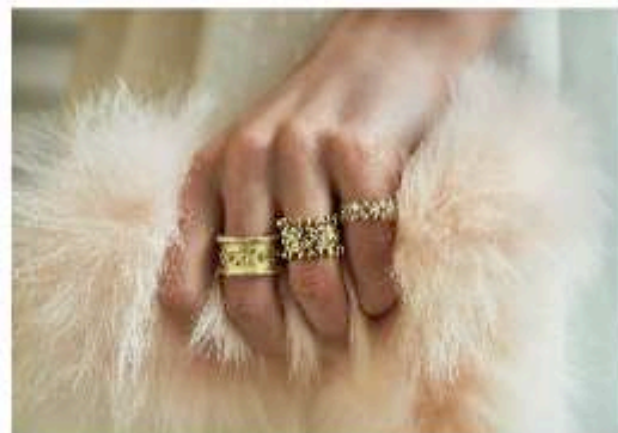
Alexandre Meerson, a British bespoke watch brand based in Surrey, has indeed cracked America. Meerson's is an export success story, selling up to 80% of its watches overseas, with the States being its biggest customer. Again, cutting out the middlemen has been its strategy, building brand awareness through social media, word of mouth, press coverage and by hosting local events in the States instead.

"Our customers are our best ambassadors," says founder Alexandre Meerson, whose customer base is more than 50% female. "We feature profiles of our customers online every month. They are not traditional watch collectors, so they are not hiding. The bespoke nature of our products is what attracts people; these are people who would also buy bespoke cars, suits and dresses. What we do is a bit like haute couture."

**A newer market** for Alexandre Meerson is China, and it is one that holds much potential for the right kind of British brands. Prime minister Theresa May recently described trading between China and the UK as being at "record levels," with exports to China increasing 60% since 2010, and there is an increasing appetite for Western designs.



(Clockwise from top)  
**Wolf & Moon** has  
taken off in France;  
**Annoushka** has a store  
in Hong Kong; **Elizabeth  
Gage** appears at shows  
in the US regularly



## Where are jewellery brands headed next?

*"We would like to enter the US market in the near future. It is a vast and mature market, with a very different dynamic to the European market, which offers great opportunities for us."*

**Steven Noway**  
Niquessa

*"We would like to push further into the US. We get a lot of enquiries, but courier costs can often be restrictive and there are increasing levels of regulation for jewellery and packaging, particularly in California."*

**Simon Mitchell**  
Wolf & Moon

*"We are currently focusing on building a solid clientele in Hong Kong. The end goal is to grow recognition, but not to be everywhere. That is the biggest challenge in today's world."*

**Annoushka Ducas**  
Annoushka

*"The other area that perhaps resonates is the Far East – Hong Kong and Singapore. They tend to have relatively similar tastes and aesthetic. They appreciate the playful and the kooky, and are not afraid of experimentation."*

**Tessa Packard**  
Tessa Packard London

*"China is on our radar. The multi-brand, luxury jewellery store concept is quite new to China, so we are exploring options to enter the market."*

**Kate Jarvis**  
Stephen Webster

*"Africa is a new frontier, where more and more wealthy people are discovering luxury."*

**Michael Hakimian**  
Yoko London

*"Japan would be a great market for us. We are getting great wholesale interest from there at the moment."*

**Connie Nam**  
Astrid & Miyu

The first Chinese stop on most brands' lists is expat haven Hong Kong. Annoushka Ducas, founder of jewellery brand Annoushka, opened a store there last year after strong sales to Chinese shoppers in London and through its website, which ships to 50 countries.

London-based jewellery designer Sarah Ho, who has Chinese roots, has also found success in this global shopping destination, as well as nearby Macau; so much so that she has changed her entire business model and now spends less time on UK sales. "We don't wholesale anymore, and everything goes straight to the consumer," says Ho. "We do a lot of business in Asia through private events in Hong Kong, Macau and Beijing, and we're really focusing on that at the moment."

The Sarah Ho brand also headed to the Middle East after Ho was invited by a local partner to show at the consumer-facing Doha Jewellery and Watches Exhibition at the beginning of February, alongside fellow British brands Rodney Rayner and Glenn Spira.

Despite the introduction of 5% VAT to Dubai in January this year taking some of the shine off jewellery sales in the region, the Middle East is still a lucrative market. In Qatar, for example, UK exports in the

year to the end of October 2017 were up 21.9%, while in 2016 precious stones and metals accounted for 21.9% of the £1.8bn flow of goods from the UK to Qatar, according to *Gulf Times*. "This increase highlights the strength of demand for UK goods in Qatar and underlines the world-leading quality of British products," Baroness Rona Fairhead, a minister of state at the Department for International Trade, was quoted as saying. "What I







have seen in the months that I have been in this role is real energy in the UK to export and real appetite from countries around the world to buy British."

"There is a high demand for British and European heritage brands that capture tradition and craftsmanship," agrees Steven Newey, chief executive of London-based fine jewellery brand Niquesa. He notes a particular appetite for British goods in the Middle East, which is Niquesa's second-biggest export market after Russia - another country that has been key for British jewellers.

Although the current economic crisis in Russia has knocked confidence, a new report from Euromonitor on luxury goods in the country suggests that "2017 resulted in a slight increase in purchasing power for middle-class consumers and a greater number of high-net-worth individuals." "We have a number of loyal Russian clients," says Newey. "Their taste in jewellery is slightly more adventurous. They have a preference for colour and bold combinations, which is at the core of Niquesa's DNA."

Also tapping into this bold aesthetic is Stephen Webster, which was one of the first international jewellery brands to set up in Russia 13 years ago. "Russia is doing particularly well [for us]," says Stephen Webster managing director Kate Jarvis, who shares that the brand plans to open franchise boutiques in

***"If you do a physical event in a foreign country, you need ambassadors who co-host with you; otherwise it's like screaming into a storm"***

**Tessa Packard**

**(From top) Sarah Ho is now focused on China; Tessa Packard is eyeing the Far East; sales agency The Jewellery Room presents brands to global buyers**



the region. "We recently relaunched in the market with a new partner, which has reinforced our positioning; plus we have certainly benefited from the rise of domestic spending in Russia."

**Other brands are** picking locations closer to home, both geographically and spiritually. Astrid & Miyu says that Australia and the US now accounts for 40% of its sales. Director Connie Nam says: "I think it's mainly down to cultural and language similarities with the UK. They tend to follow UK influencers and buy into UK brands."

For costume jewellery brand Wolf & Moon, which doubled its exports to Europe over the past year, it is France that has turned out to be a surprise hit. "France has been a huge growth area for us," says sales and marketing manager Simon Mitchell. "We were discovered by a major fashion retailer at Renegade Craft Fair in London, and they have become a great customer. While our style seems to suit the French market, it is also likely that they have increased our profile in the country and have driven more interest."

Having a local ambassador like an anchor retailer, influencer fan or local retail partner is key to success abroad. While there may be the odd lucky strike, teaming up with an expert is invaluable. "It is very important to listen to the partner, especially if in a new market, as styles and approach can differ," advises Jarvis, who counsels far tougher scrutiny when it comes to selecting a partner to work with. "Product selections should consider popular local styles, sizes, colours and marketing

initiatives, while following the brand guidelines, must talk to the local market."

Packard is a firm believer in this theory, too. While she still handles all her brand's sales directly, she did make use of a temporary partner by co-hosting a sales event in Florence, Italy, last year with exclusive private members' club Palazzo Tornabuoni. "What we learned is that, if you do a physical event in a foreign country, you need ambassadors who co-host with you; otherwise it's like screaming into a storm," says Packard, who picked up a number of new clients at the Italian event and has plans to return.

"You need to have someone there who is highly influential and respected as tastemaker or ambassador, or to do it with a hotel that has exclusivity and will get its members on board."

For brands with tight travel budgets or limited international connections, teaming up with a sales agency like The Jewellery Room, run by London jewellery PR agency JA PR, can help get designs in front of international buyers and allow brands to benefit from an agency's expertise. The Jewellery Room runs showcases in London, New York and Paris, and co-founder Amy Thomas believes that there is more buying optimism to be found abroad.

"The majority of our sales, as a showroom, are outside of the UK," says Thomas. "Our largest markets are America, Japan and the Middle East. These countries place larger orders and spend the most per season. China is also a growing market for us, as they become more open to buying new, undiscovered brands. Russia and the Far East are more traditional in the way they buy, where the rest of the world are more likely to ask for consignment and strict payment terms."

Thomas adds that international buyers are less interested in the Britishness of a product than great design and a solid story, but others believe the Union Jack is still a powerful symbol of quality. "The world loves British product, British quality, British heritage, but they also look for the latest designs and trends," says Michael Hakimian, chief executive of Yoko London, which sells 70% of its pearl jewellery overseas, with the US its strongest market. "Combine these and you cannot go wrong." ●



WWD



## IT'S ALL A BLUR: BRANDS SEE BOUNDARIES BETWEEN ONLINE, OFFLINE DISSOLVE

THE BIG WATCH BRANDS NEED TO BE EVERYWHERE IF THEY WANT TO CAPTURE A NEW AUDIENCE. BY SAMANTHA CONTI and NATALIE THEODOSI

**A**LEXANDRE MEERSON comes from a family of watchmakers and is the founder of a namesake British business with no retail outlets and no plans to open any. The charming Frenchman does his own marketing, while all of his watch sales come from the Meerson web site, where customers can order bespoke watches that reflect their hobbies, professions, personal histories or obsessions. "I work in a very traditional way - Meerson watches are all handmade in Switzerland - but my goal is to bring the craft to the age of digital, and connect directly with luxury clients. And I don't really distinguish between online and off-line," said Meerson, who flies around the world hosting events or just meeting prospective clients for a drink and a chat about what they'd want their watch to look like.

He's happy to Skype, too, and then stays in constant contact with clients as the design progresses, sending them sketches, photos and even a film so they can listen to the first "heartbeat" of their new watch. Prices start at about 4,000 pounds.

The brand has 200,000 followers across LinkedIn, Facebook and Instagram (it has just launched on WeChat in China) which generate about a third of sales. The rest comes from face-to-face meetings with clients. Later this year, Meerson plans to launch an app aimed at streamlining day-to-day business and drawing customers closer to the brand.

Meerson's approach may be unconventional, but there is no doubt that the boundaries between online and off-line are quickly beginning to blur for many watch brands. Accustomed to treating the Internet as only a marketing tool, many high-end watch brands are casting aside their fears - of the gray market, of being perceived as mass market, of competition with discounters at airports and on high streets - and warming to the idea of selling online.

"For expensive watches, the market is still in the very early stages of evolution. What's dramatically changed in the last 12 to 18 months is this: Two years ago, all the brands were saying they didn't want to sell online. They believed it wasn't the luxury environment where they wanted

to be operating in," said David Colledge, founder of the The Watch Gallery, which he sold last year to Richemont, Europe's big group retailer of fine watches and jewelry. "Now, with the exception of a very few brands such as Rolex and Patek Philippe, every brand is for sale online."

A former Richemont executive, Colledge has long been a cheerleader for the online sales of luxury watches. In 2006, The Watch Gallery became the first online retailer to sell Cartier watches, with the exception of Cartier.com. The Watch Gallery was also the first transaction website for most of the other watch brands in the Compagnie Financière Richemont group.

That was one major achievement given the reluctance of Richemont's boss Johann Rupert to sell through third parties online.

Colledge believes it's the customer who's driving the shift to online. "Everybody does all their research online. They hardly ever walk into a store having not already looked online at the various options. So it will be the customer who decides how online sales evolve," he said. In the meantime, Colledge said watch brands need to develop "a strong online

and off-line presence. The customer will flip between the two, they will look at the watches online, and they will come into your store. They will go back online and they will buy even more, and come back into the store. At the moment online and off-line are not competing with each other at all. They are entirely complementary for a retailer. If you just have stores with no online presence you will be exposed over the next year or two."

The big brands and conglomerates are waking up to the changing dynamic, which explains the flurry of merger and acquisition activity in the sector.

Richemont, which sells jewelry under its own name and stocks a host of high-end watch brands including Jaeger-LeCoultre, Girard-Perregé and Chopard, acquired The Watch Gallery's online and off-line operations a year ago. In January, it inked a deal to buy Tissot, the largest U.S.-based luxury watch retailer, from an affiliate of Leonard Green & Partners. Tissot has 20 retail locations in the U.S. and a fully integrated e-commerce website.

Just a few days before Richemont bought Tissot, Richemont revealed its plan to buy all the shares in Net, Net's parent group that it didn't already own. The group plans to pay 10 euros a share and has the backing of the U.S. SEC. Having any less minute shareholder rebellion, the deal should wrap by the start of summer.

Richemont was ready to strike: For the past 10 months or so, the parent of Cartier, Patek and Van Cleef & Arpels had been using Mr Porter and Net's parent as a testing ground to sell its watch and jewelry brands, launching Patek on both platforms, and later adding brands including Jaeger-LeCoultre, Patek and Montblanc.

Last April, Net had worked with Cartier on an exclusive pop-up shop to mark the release of the President watch, with one design exclusively selling via WhatsApp to customers after the brand hit the platform.

With a Richemont culture investment, both Mr Porter and Net have been pumping up their respective watch and fine jewelry offers, giving the Richemont brands - and others - exposure to high-spending fashion audiences around the world.

Earlier this month Net's parent unveiled the launch of a dedicated fine jewelry and watches hub on its site while Mr Porter unveiled a partnership with Cartier to debut a selection of luxury de Cartier timepieces.

That collection will launch online in April 5 and consists of seven pieces from the luxury de Cartier range, including an exclusive style featuring a black gradient leather strap. The Cartier launch will extend Mr Porter's fine watch category to 10 Richemont and non-Richemont labels,

including Tag Heuer and Bremont.

Elizabeth von der Goltz, global buying director at Net's parent, said the hub was a logical next step and a bid to appeal to the customer's love of accessories.

"Customers trust us, especially with high-ticket items and they also love the way that we put [watches and jewelry] in a fashion context as they're very wearable and accessible - a true accessory," she said. "We needed a home for that online. We're willing to bring the piece to you and have you try it on. There is that personal touch. Trust is something that is still needed."

She added that all of Net's personal shoppers have been fully certified and everyone in the warehouse has been trained in its inspection and undertake quality control. "It's really a 200 approach as you would have if you owned a jewelry store," she said. The hub would also offer services such as watch servicing and supplying new straps - what a brand or store would do.

Colledge said partnering with a trusted online retailer is not only golden for a watch brand - it's the key to capturing a new audience.

"With the more generative retailers, particularly those in luxury fashion, the brands in the brands is needed. Since such as Bulgari now have upwards of 120 million visitors per annum, many of whom are potential customers to the watch brands. In the site is both a great marketing tool for the brand, as well as a potential revenue source," he said.

Meerson would agree - although he has no plans to push his watches through any third-party platforms. "You widen your reach beyond the watch lovers and talk to a new fashionista population," he said of Richemont's partnership with Net and Mr Porter.

Elizabeth von der Goltz said Net's customers are jewelry and watches as accessories. "Women are wearing different watches with different outfits. Shopping through us makes it easier to do that versus always having to walk into an intimidating store," he said.

Pop-up demand is coming from other places, too, not just the fashion crowd. According to a report by the Chinese online luxury site Net, some 42 percent of Chinese Millennials tend to shop online, compared with 34 percent of Generation X and 28 percent of Baby Boomers.

Online luxury sales in China increased by 12 percent in 2016, compared with a growth rate of just 2 percent for off-line. While online accounted for 8 percent of total luxury sales in China in 2017, it will account for 9 percent next year, and then keep growing each year to reach 12 percent by the end of 2020, according to Net.

There is still a long road ahead. According to Jorge Martin, head of personal accessories and apparel at L'Oréal Luxe International, while digital sales of personal accessories keep growing worldwide they remain "the behind" the levels of other categories within the fashion space.

"The much higher price tag of products such as fine jewelry and high watches still act as a deterrent to faster digital growth," he said. "Sales remain heavily concentrated among jewelry and watch specialists retailers, accounting for 40 percent of total sales in 2017. The lower tier and product expertise of traditional jewelry and watch retailers remains highly valued, especially where it comes to big ticket items. Disruptive stores such as the second-hand marketplace remain globally."

Resistance to online will slowly but surely break down, Colledge believes. In Richemont, "we now regularly sell watches at 10,000 pounds plus, and the most expensive sale was at 70,000 pounds." He said that phenomenon is not hard to explain: "When you see the watch on your web site it is instantly visible worldwide, whereas when you put it in your hand store, someone buys the watch, it doesn't get the same exposure." ■

Alexandre Meerson's Mutiny Chronograph.



WWD

"Alexandre Meerson comes from a family of watchmakers and is the founder of a namesake British business with no retail outlets and no plans to open any. The charming Frenchman does his own marketing, while all of his watch sales come from the Meerson website, where customers can order bespoke watches that reflect their hobbies, professions, personal histories or obsessions."

MARCH 2018



IN THE PRESS  
ALEXANDRE  
MEERSON





**ALEXANDRE MEERSON** comes from a family of watchmakers and is the founder of a namesake British business with no retail outlets and no plan to open any. The charming

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# A TIMELY PERSPECTIVE

SEPTEMBER 2017



"Similar to creating a bespoke suit, the creation of a timepiece is highly interactive. Details such the level of polishing and color of the case can be selected."







## TELEGRAPH LUXURY

We are extremely grateful to James Gurney, who picked us as one of the top five best custom-made watch, alongside some exceptional company.

SEPTEMBER 2017



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ALEXANDRE  
MEERSON



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# GERVOIS RATING

SEPTEMBER 2017



Full page spread in the Gervois magazine showcasing the Mutiny Chronograph.



The true nature of the Mutiny Chronograph lays  
in the way you can personalise it.  
[www.meerson.com](http://www.meerson.com)

ALEXANDRE  
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ALEXANDRE  
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# THE MANUAL

SEPTEMBER 2017



"Mutiny never looked so good"

THE MANUAL  
*The Essential Guide for Men*

*Fashion & Style*

MEERSON MUTINY CHRONOGRAPH IS AN  
EXCELLENT EXAMPLE OF THE BRITISH  
BESPOKE TRADITION

WRITTEN BY GEOFF NUDELMAN — POSTED ON 9.13.17





Alexandre Meerson is a man who speaks as if luxury is more of a [standard](#) than the exception. His father, a WWII refugee, escaped Nazi Berlin and arrived in Paris after the war. The older Meerson put his silversmith making skills to work, designing fine jewelry for private, top-tier clients; working with Tiffany and other notable brands; launching his first watch collection in 1966; and combining his trade and a love of fashion.

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The younger Meerson would follow a similar trajectory, working for LVMH, gaining a robust education, learning the art behind crafting, and selling high-quality items at retail. In 2007, he saw a gap in the market for [fine mechanical timepieces](#) that reflect luxury branding, but at a reasonable price point — so he started his own eponymous company.

The England-based [Meerson maison](#) (French for “fashion house”) began developing a timepiece line that would incorporate everything he learned about luxury, retail, and timeless appeal into watches that blended classic style with modern functionality. After a handful of successful creations, Meerson and his team are back with the Mutiny Chronograph.

There’s inspiration from everywhere (in the Mutiny), he says. “It’s a watch that encapsulates my personal history.”

“I’m always looking to reinvent myself and continually add this sense of luxury and purpose (to my work).”

The [watch](#) follows Meerson’s bespoke — made to order — process. Most of the watch is customizable and tailored to a client’s individual needs. Patrons can modify everything from the color and polish of the 40 mm case to engravings on the back, plus more traditional options like strap variations.

“Each buyer is a new opportunity to create a personalized experience,” Meerson says.

The watch is entirely Swiss-made, including a movement with an AM-0788 caliber, a well-known and respected measure. Each Mutiny Chronograph comes with a five-year warranty. Initially, watches will be manufactured in batches of 25, but Meerson has plans to ramp up production to roughly 500 per year as a cap.

ADVERTISEMENT

The Meerson Mutiny Chronograph starts at just over \$4,950 and is available [here](#). A \$664 deposit will ensure you snag a watch in the next batch, which becomes available in October 2017.

IN THE PRESS  
ALEXANDRE  
MEERSON

# COOL HUNTING

AUGUST 2017



“It’s not about the pursuit of perfection, but beauty. ‘The music,’ is what we call it,” he notes regarding design. “Luxury has nothing to do with price—it’s about the moment, being able to amplify these moments with a piece or object made with excellence and purpose.”

## COOL HUNTING

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# INTERVIEW: “WATCH TAILOR” ALEXANDRE MEERSON

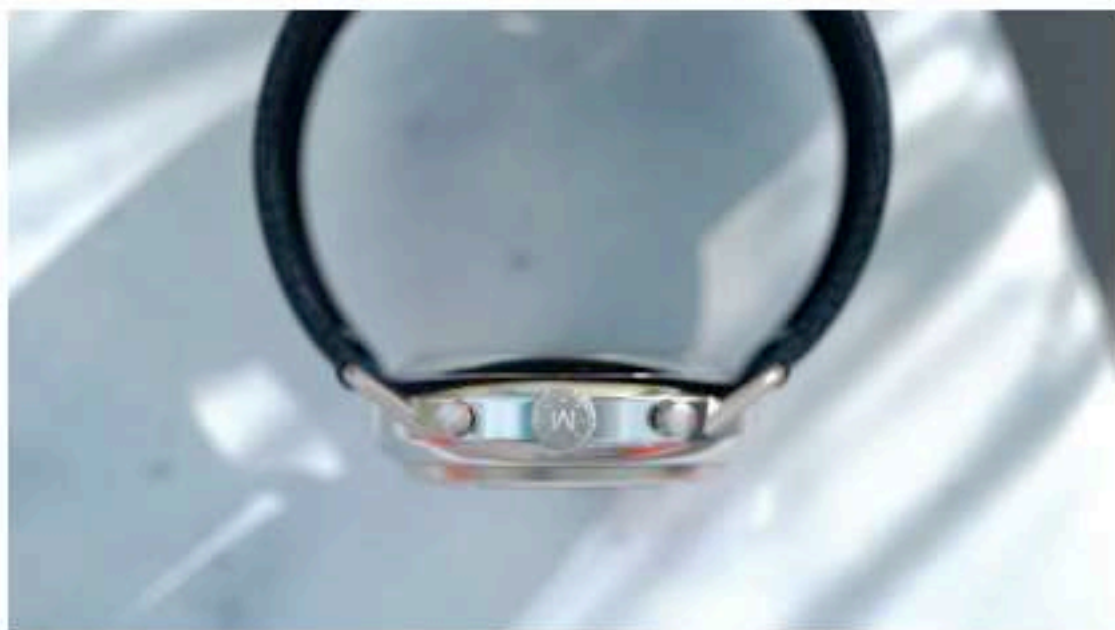
THE DESIGNER DISCUSSES THE HISTORY  
BEHIND THE BRAND AND THEIR NEW  
MUTINY CHRONOGRAPH

David Graver 25 August 2017



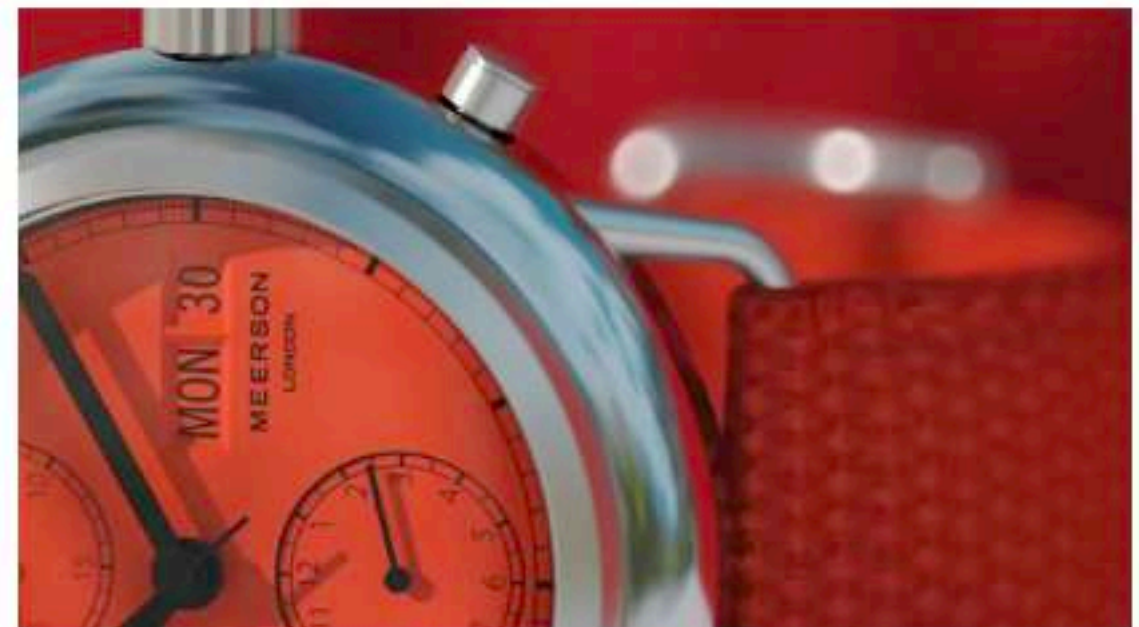


For all the round-faced watches out there, rarely does one cross a bold, new design that employs the shape. [Alexandre Meerson](#), the designer and self-described “watch tailor” behind [Meerson Watches](#) has achieved this with all four of his automatic, Swiss-made collections. The latest, the [Mutiny Chronograph](#) references the first watch he ever worked on—back in 1984 under his father’s eponymous brand Emmerich Meerson. He wore that watch for 25 years before deciding the use the core for a smooth, contemporary piece. Its development took two years. Now, the piece is ready for order through a private customization process. There are 25 unique pieces per year, in this limited production run. And while Meerson is the designer of each, he draws deeper inspiration through private consultations with each buyer. The Mutiny Chrono is a beautiful piece inside and out, and so is the multi-generational story of how the brand behind it came to be.



“I come from a family of artists, designers and watchmakers—well, watch designers more than watchmakers,” Meerson explains to us. “We did not make movements. We designed watches and work with artisans.” His father fled to Paris, a WWII refugee born in Berlin to a Russian father and Hungarian mother. He was raised briefly in Eastern Europe before finding himself a child on the streets in France. Through a remote connection to a distant uncle, he was able to pick up the trade of silversmithing. And given his first pencil.

In the ‘50s, because of the strength of his designs, Meerson’s father started meeting people in the Parisian fashion community. He became involved with haute couture designers and helped develop the fashion watch—where style matters most and new materials were employed. In the mid ‘70s he went on to start his own label, the aforementioned Emmerich Meerson. There, he would spend time producing pieces of understated, elegant style. His son Alexandre Meerson grew up in these workshops, learning about design. Meerson says it was the only way he and his father could communicate.



When his father retired in the ‘90s, the business was sold and is now dormant after acquisitions. Immediately, with the knowledge he accrued, Meerson went on to be a design and luxury consultant but he was never able to abandon the desire to have his own brand. In 2007, Meerson would launch his house—and it took seven years for him to release his first piece. The time in between was spent developing a supply chain with 80+ artisans. At the core, was a very clear mission statement: “I wanted to design 100% of the pieces my house produced, infused with purpose, entirely bespoke.”



"The watch industry is extremely complicated," he continues. "I feel like so many of the watches in stores today were designed before 1975. It's a world of icons, but also a place where brands have become prisoners of these icons." Meerson notes that this is in contrast to the other luxury industries that are constantly trying to reinvent the silhouette. And this infuses his work, as well. In the past, a watch designer would imagine a piece and build a movement that fits within. Today most brands select from a library of movements and design around it. "I work the other way around," he says. "It only works because we do very bespoke, handmade products."



"It's not about the pursuit of perfection, but beauty. 'The music,' is what we call it," he notes regarding design. "Luxury has nothing to do with price—it's about the moment, being able to amplify these moments with a piece or object made with excellence and purpose." Before the Mutiny Chronograph, he released the 41mm

Altitude Premiere in 2014. Meerson refers to this as his dress watch. Customizable, it can exist with small seconds and date functions. It features asymmetrical hands—something that was a challenge to produce. It was followed up by the more casual Officier in 2015. This piece was a tribute to his father, and incorporated variations on Breguet numerals that Meerson redesigned. On the track to deliver watches with purpose, his third release was the D15 GMT sports watch. This curved-case 44mm piece meticulously fits like a 42mm. Through all three, materials vary from gold to an all-black ADLC unscratchable coating (paired with black gold numerals). On the inside, Meerson uses a movement from Vaucher Manufacture Fleurier for the Altitude and D15 Collections and for the Mutiny, a movement from Concepto.



For his stock-free, made-to-order models, Meerson takes a downpayment before production and consultation. He references both the famed watchmaker Abraham-Louis Breguet after the French Revolution, who employed a similar model, and of course, Elon Musk. Depending on the requirements for each piece, they take between six weeks and six months to produce and deliver. "This touches clients who really want something different or unique," Meerson concludes, "and people will notice this something special."

You can purchase a [Mutiny Chronograph](#) online with prices starting at \$4,475.





[Home](#) > [Alexandre Meerson](#) > Meerson Introduces the Mutiny Chronograph – A Limited Production Bespoke Watch Collection



IN THE PRESS  
ALEXANDRE  
MEERSON

# MONOCHROME

APRIL 2017



“Beyond the design of the Mutiny, it is the opportunity to customise the watch that really gets our attention. Meerson offers a highly tailored, collaborative experience.”



Creating a watch brand from scratch, especially when you don't rely on new funding processes such as Kickstarter, is a daring gamble to say the least in these times of "crisis" and "slow demand". However, that's exactly what Alexandre Meerson did 3 years ago, and not just with one affordable timepiece, but instead an entire collection of luxury watches, centered around a unique, tailor-made idea. Following the success of the Altitude and the D-15 GMT collections, Meerson returns now with a third piece, this time entirely focused on the Limited Production / Bespoke concept; the Meerson Mutiny Chronograph.

Not so long ago, before watchmaking became an entire luxury industry on to itself, driven by impersonal marketing campaigns and business-school models, "made to order" was a very familiar concept, at least for high-end pieces. *(Keep in mind that, back in the day, if you had the money you could relatively easily commission a unique, bespoke watch direct from Patek or Vacheron...)*. This is the idea that Meerson wants to bring back to life, with a limited production, bespoke watch collection, with countless personalization options and a unique client experience and service... but not for the price you might expect.



This piece is called the Meerson Mutiny Chronograph and, indeed, it remains in an "accessible" price range, especially when consider what you get for your money and the personalization service. Collaboratively designed with Meerson's UK-based team, the watch exudes a certain British flair, but remains Swiss Made, and is entirely crafted by Swiss artisans. The Mutiny is a 40mm, steel chronograph with a round and clean design (*which was inspired by one of Alexandre's father creations – who was also involved in the watchmaking and jewelry business*) on which gently tapered and curved wire-type lugs are integrated. Overall, a clean, quite "nude" design, which allows the focus to be on the customization options.

In terms of mechanics, the Meerson Mutiny is powered by a Swiss chronograph movement, calibre AM-0788, delivered by a known and respectable manufacture; Concepto. This movement is an automatic chronograph, cam-operated, with 4Hz frequency and 48h power reserve. It displays the time of course, as well as the day and date and finally a 3-counter chronograph (small second, 30-minute counter and 12-hour counter). Overall it is quite traditional, mechanically-speaking at least, but the originality of the Meerson Mutiny is something else.



Beyond the design of the Mutiny, it is the opportunity to customize the watch that really gets our attention. Meerson offers a highly tailored, collaborative experience. Clients can personalize subtle features such as the polishing, color and engraving of the case, or the fabric and stitching on the strap. Dial color and/or pattern may be customized and a coating applied to the hands. The strap fabric pattern or leather may also be picked to match an outfit or a mood as the straps are not only made to order, they are easily interchangeable. Each watch is individually numbered and can be further personalized with a pattern on the back or secretly engraved with a meaningful message.





This experience even continues once the watch has been delivered to the client. Each Meerson Mutiny Chronograph comes with a 5-year guarantee, and owners are invited to regular events hosted by the House. Ongoing modifications and upgrades are possible even years after purchase, such as changing the dial or the polishing of the case.

The brand also uses modern ways to communicate with clients. To help personalize their Mutiny, clients can download the Meerson App to visualize their personal timepiece and track the progress of the manufacturing process. Meerson has launched a special website to discover the Mutiny watch and concept, [www.chronomutiny.com](http://www.chronomutiny.com). To start the process, collectors can already reserve their piece, with a deposit of £500. Deliveries will start in October 2017. The starting price of the watch is **£4,475** (£3,730 excluding UK VAT), a price that will of course evolve depending on the personalization options. [www.meerson.com](http://www.meerson.com).



# IN THE PRESS

ALEXANDRE  
MEERSON

# ESSENCE

DECEMBER 2016



Playing cover girl for Essence magazine. A 6 page feature on the brand is featured inside.



Interview | ALEXANDRE MEERSON



ALEXANDRE MEERSON  
Altitude Officer Classic and  
Small Seconds titanium case  
graphite dial

**Q** Your inaugural collections were the Altitude Officer and Altitude Premiere, what were the reasons for producing these?

**A** In a world of complication and tension, I decided to inaugurate our brand with my interpretation of the classic dress watch. I called it Altitude. This collection explores the contrasts between striking architectural aesthetics and organic, intuitive shapes. Altitude has the understated elegance of a genuinely classic timepiece. With an air of quiet discretion, it speaks of refined taste. A multitude of meaningful details reveal themselves to those in the know. The signature lugs, with their strong geometric styling yet subtle finesse in providing a perfect, comfortable fit on the wrist, are only the beginning. Its integrity is in every facet, and especially in its beating heart: the AM-4808 movement, which is visible through the curved crystals of the case back.

Reminiscent of Art Deco and inspired by a stay at the Peace Hotel in Shanghai, the Premiere is an homage to classic minimalist horology.

The Premiere's pioneering asymmetric hands lead the eye for easy readability at a quick glance. Its indices are individually shaped by hand to follow the unique curve of each dial, and are framed in the luxurious textures and subtle and exclusive shades of the dial face.

The Officer retains the understated elegance of the Premiere, but has been designed with the more active individual in mind. With a flair of MEERSON styling, the handcrafted numerals pay tribute to tradition in watchmaking, while the framing 'railroad track' shows time with precision. Tuned to meet the highest standards of accuracy, it is efficient, resilient and quietly brilliant.

Then came the MEERSON D15 Mk-1 GMT, our sport-inspired traveller's watch.

**Q** There is a fair degree of personalisation available between these designs. Is this key to the watches' appeal?

**A** Owning a MEERSON is an experience at every stage. Personalisation is a natural component of this experience. Every timepiece can be customised, this means the client is part of the process from the start. The client is then invited to follow the process online and even to meet with us and visit for fittings – exactly like a haute couture experience. This process takes from two to seven months. We are also working on 'Piece Uniques' – absolute bespoke creations for specific clients – and here the process runs from eight to 16 months.

DECEMBER/JANUARY 2016-17 | essence-magazine.co.uk 9





ALEXANDRE MEERSON  
Altitude Officer Classic and  
Small Seconds titanium case  
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ALEXANDRE MEERSON  
Altitude Premiere gold case back



**"I was simply blown away by the design."**

Ann Scott, managing director,  
Ann Scott Associates

**Q** You have worked in the luxury goods industry for a long time. Do you feel having this background was essential for success?

**A** There is a culture to luxury and being an insider gave me access and understanding. Being independent gives me freedom – far from misconceptions and dogmas. I believe that creating beautiful design requires intimacy between the designer, the client and the artisans. Working for some of the most iconic luxury brands in the world has given me incredible access and insight. It allowed me to explore new territories – technology, methods, craftsmanship – and to meet the artisans who today endorse us with their talent.

**Q** You obviously have a sense of style coupled with functionality. How important do you feel these aspects are in the watches you produce?

**A** Being beautiful is not enough for an item to be a luxury product. It must also have a purpose and a meaning for that beauty to endure. Each of my watches is fit for purpose – they are all incredibly legible, balanced and refined. On the wrist, they embody my style: a contrast of strength and finesse. They are also the most comfortable timepieces you will ever wear.

**Q** Production is in Switzerland – was this an easy decision to make?

**A** Yes, because we work with integrity. Very much like wine making has its 'terroirs' in Champagne, Bordeaux or even Napa Valley, watchmaking has its own lands: Switzerland and Japan. We chose Switzerland for our first collection and I dream of manufacturing a collection in Japan someday – their craftsmanship is fabulous. But this is not enough. I did not choose Switzerland for the 'Swiss made' label which has become deceptive and obsolete. It has lost a lot of its lustre and interest. For me, producing in Switzerland meant entrusting 100% of the manufacturing to over 80 individual artisans. Making this decision was easy – making it happen was the hardest part as it took us over four years to build our team and supply chain.

**Q** What are the main influences on the watches you design?

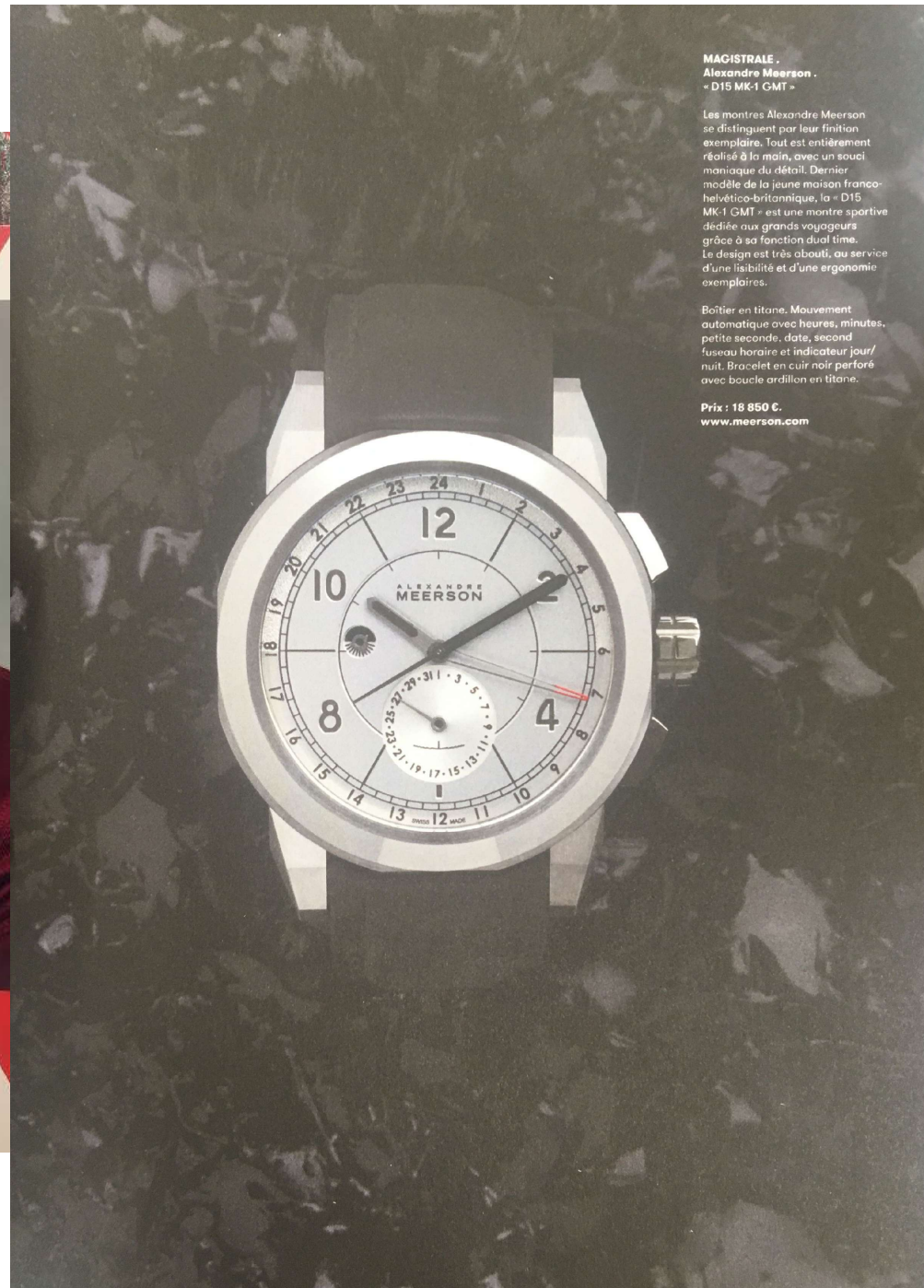
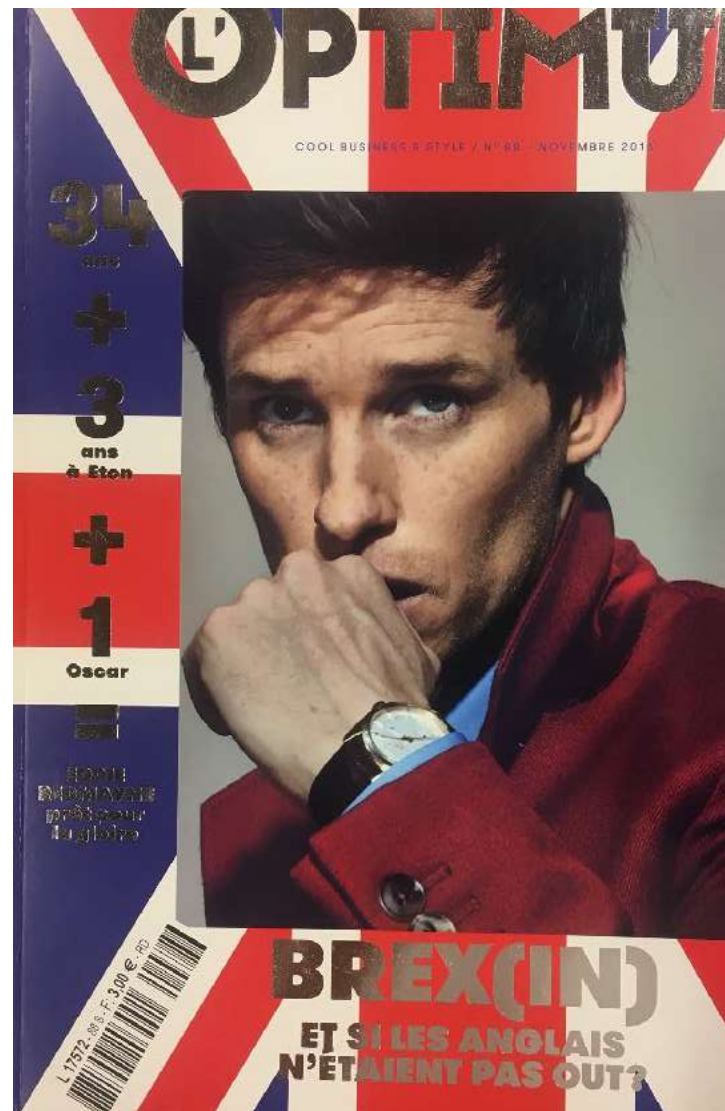
**A** Couture, fashion and architecture are very strong influences. But people and nature remain my primary sources of inspiration. People for the way they walk, speak, what they say (or don't) and how their bodies express their feelings. Nature speaks to balance and harmony. In my constant travels, I pursue its contrasts, textures, and sheer organic strength.



ALEXANDRE MEERSON D15 Mk-1 GMT  
titanium case white silvered dial

**"In Alexandre Meerson, the apprentice has stealthily become the master."**





IN THE PRESS  
ALEXANDRE  
MEERSON

**L'OPTIMUM**

NOVEMBER 2016



The D15 featured in the best of British edition of the French style magazine.



**MAGISTRALE .**  
**Alexandre Meerson .**  
**« D15 MK-1 GMT »**

Les montres Alexandre Meerson se distinguent par leur finition exemplaire. Tout est entièrement réalisé à la main, avec un souci maniaque du détail. Dernier modèle de la jeune maison franco-helvético-britannique, la « D15 MK-1 GMT » est une montre sportive dédiée aux grands voyageurs grâce à sa fonction dual time. Le design est très abouti, au service d'une lisibilité et d'une ergonomie exemplaires.

Boîtier en titane. Mouvement automatique avec heures, minutes, petite seconde, date, second fuseau horaire et indicateur jour/nuit. Bracelet en cuir noir perforé avec boucle ardillon en titane.

**Prix : 18 850 €.**  
**[www.meerson.com](http://www.meerson.com)**





IN THE PRESS  
ALEXANDRE  
MEERSON

**HH JOURNAL**

NOVEMBER 2016



"Meerson, launched in 2008 by luxury guru Alexandre Meerson, stands out for its proudly classic styling and an attention to detail and quality that is evidenced in the choice of Vaucher Manufacture movements."



# Designs on your wrist

Of course, it takes more than grit and determination to go it alone. Watchmaking machinery costs hundreds of thousands of pounds, and the number of British engineering firms that are capable of manufacturing parts can be counted on the fingers of one hand, not to mention the essential skills that come into play all along the value chain. In this respect, Bremont is without doubt one of the most advanced British watch firms, as it is already producing its own cases, dials and certain movement parts such as bridges and plates. Brands such as Meerson and Schofield, in comparison, still have a long way to go... which hasn't prevented either from taking a front-row seat, no doubt because their watches are particularly design-focused.



*Meerson Premiere*

Meerson, launched in 2008 by luxury guru Alexandre Meerson, stands out for its proudly classic styling and an attention to detail and quality that is evidenced in the choice of Vaucher Manufacture movements. Schofield Watch Company is the brainchild of Giles Ellis whose aim is quite simply to make the watches he would like to wear. Buoyed by the success of his minimalist timepieces, initially housing German movements but also Soprod calibres, now assembled in Britain, he has concocted a modern brand of characterful watches with, for example, cases made from Schofield's own trademarked carbon composite or straps crafted from cricket ball leather. So very British!



IN THE PRESS  
ALEXANDRE  
MEERSON

# GQ MAGAZINE

NOVEMBER 2016



“The watches are sophisticated, smart and of impeccable quality, being based around movements of Parmigiani Fleurier”





BRITISH

KING'S DIAMETERLY

# THE ONLY SUIT YOU NEED THIS AUTUMN

Page 244

## Benedict Cumberbatch

From Hamlet to

Doctor Strange behind the latest controversy



Watch by Deaucher  
£3,400. Deaucher.com

Watches such as La Tempa Suspense and last year's Slim of Hermes GP.

More important than worrying over the historical arguments is the fact that there's a wealth of contemporary watches that "tail" end of the market. Ball & Noy, Oris, TAG Heuer, Tudor (the moment) and Breitling all have a significant proportion, or even a majority, of their collections based on out-of-house movements. But no one could realistically suggest that these are brands without authenticity, or a claim to a place in your collection. Similarly, no one would expect Deaucher, Chanel or Dior to have invested in their own Swiss manufacturers, but all three brands produce watches that have quite a legitimate demand on your attention as any manufacturer equivalent.

That shouldn't be any surprise, really, given that all three have links to serious manufacturers and (at least) as much expertise as they need. Deaucher's Reflex is one of the great watch

But you don't even have to have a manufacturing station. Take the example of Alexander Meroni, whose eponymous brand made its debut in 2014. The watches are understated, smart and of impeccable quality, the movement making subsidiary of Parmigiani Fleurbaud owned by Hermès. The Altitude is a dress watch that suffers nothing in comparison to corresponding watches from long-established houses – the curve of the case back, for example, is gently curved, a line that is reflected in the sapphire crystal, while the "dolphin" hands are unusual, too, having contrasting finishes on each side, and the lugs are beautifully twisted and shaped.

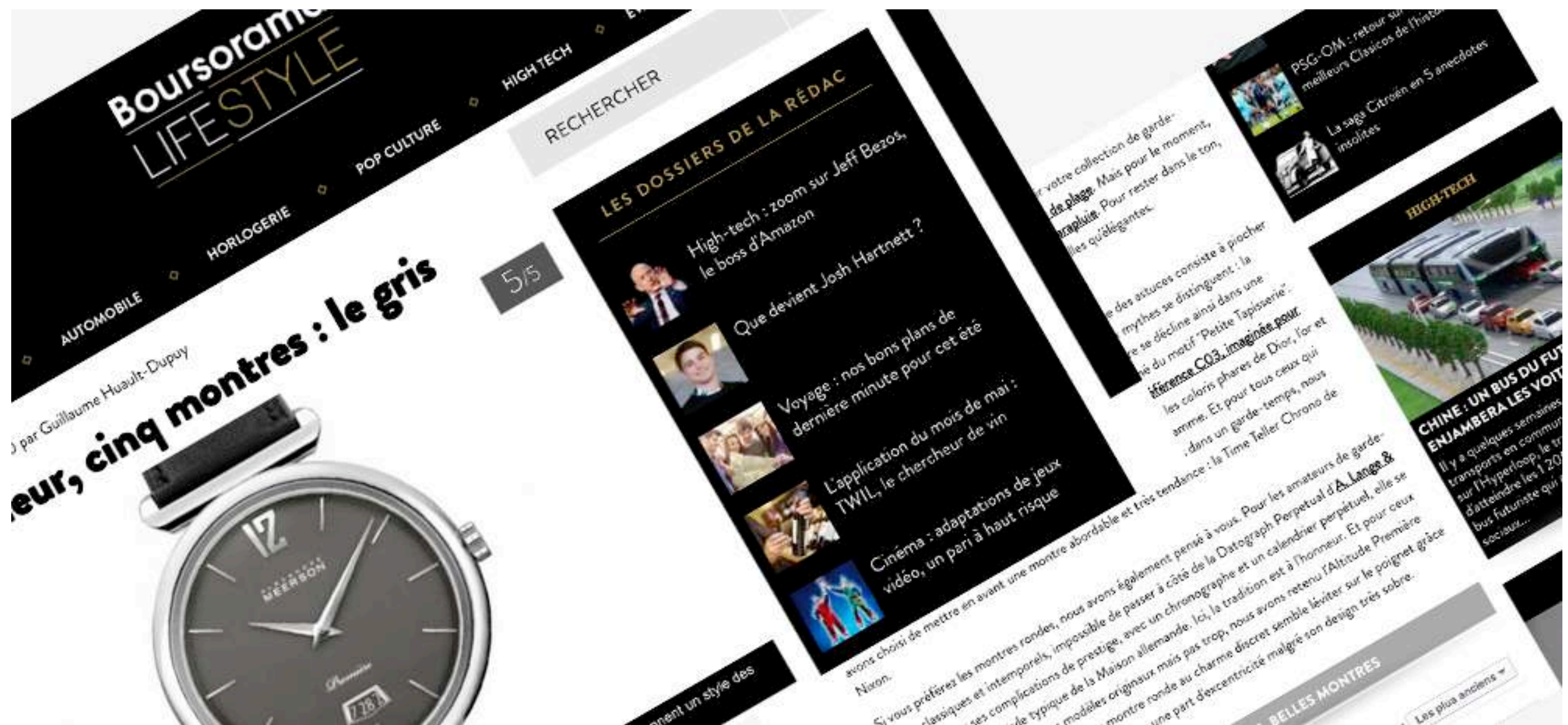
That hasn't come about by accident – watch designer Emerich, in whose studio he apprenticed. After that, he built a career in the watch industry, working as both designer and manager. That gave him both the eye and the contacts to open the doors of top suppliers. As it happens, the industry is rife with independent watchmakers work as much for industry clients as for their own labels. Add

and in terms of Chrono24, which is a dedicated to, and partly designed by, the Nineties and Nineties' watch post-manufacture world.

Unquestioned pursuit of the 'manufacture' label means ruling out some very worthy watches indeed







IN THE PRESS  
ALEXANDRE  
MEERSON

**BOURSORAMA**

NOVEMBER 2016



“Si vous préférez les montres rondes, nous avons également pensé à vous. Pour les amateurs de garde-temps classiques et intemporels, impossible de passer à côté de la Datograph Perpetual d'A. Lange & Söhne.”





IN THE PRESS  
ALEXANDRE  
MEERSON

## CLASSIC DRIVER

NOVEMBER 2016



“Could Alexandre Meerson be the Horacio Pagani of the watch world?”



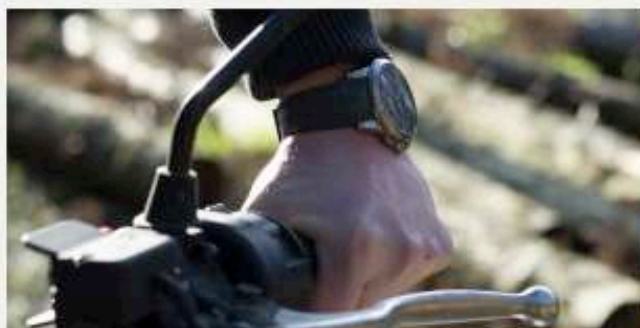
# Could Alexandre Meerson be the Horacio Pagani of the watch world?

16 November 2016



*Designed entirely in Britain and employing unique Swiss movements handcrafted by close to 90 individual Swiss artisans, Alexandre Meerson's latest bespoke timepiece, the D15 GMT, is the house's first traveller's watch, inspired by those people who practice their arts...*

After years working to a brief as a consultant for some of the world's most significant watch and jewellery brands, the French designer Alexandre Meerson established his own eponymous house in the Surrey hills. "I'm trying to write a new chapter in my family's long history of design," Meerson explains to us. "My father was one of the guys who invented the concept of the fashion watch in the 1950s, focusing predominantly on style." Meerson's father inspired him to pursue a career in design, and after craving creative freedom for so long, his independent watch brand was born in 2007.



"My aim is to design modern-classic timepieces from A to Z," he explains. "While the entire design for each piece is completed at our UK-based studio, we have more than 88 Swiss artisan watchmakers that we coordinate to build every component of the movements to our specification." Meerson's ethos is about integrity, and each piece is hand-built to order and bespoke to the customer. "I design the silhouette, but each is personalised with different materials, colours, engraving and made-to-measure leather straps."



The latest model is the slim and tasteful D15 GMT, which employs a complication for travellers that allows for the hour hand to be adjusted in one-hour increments on the wrist. "Over 76 hours of polishing goes into the waterproof case alone," explains Meerson, "I wanted the lugs to be as sharp as a Japanese sword, but not so sharp they cut the skin." The design and finish are fabulous, prompting you to look closer every time you'd merely wanted to glance at the time. Meerson likens his approach to that of Pagani, with its low-volume, highly personalised modern supercars that are forever in demand. "I don't want to flood the market with my watches," he comments, "and while this might increase the price, it also increases the exclusivity." With all the right ingredients, could these watches be looked back at in the same way as the Zonda in 10 years?



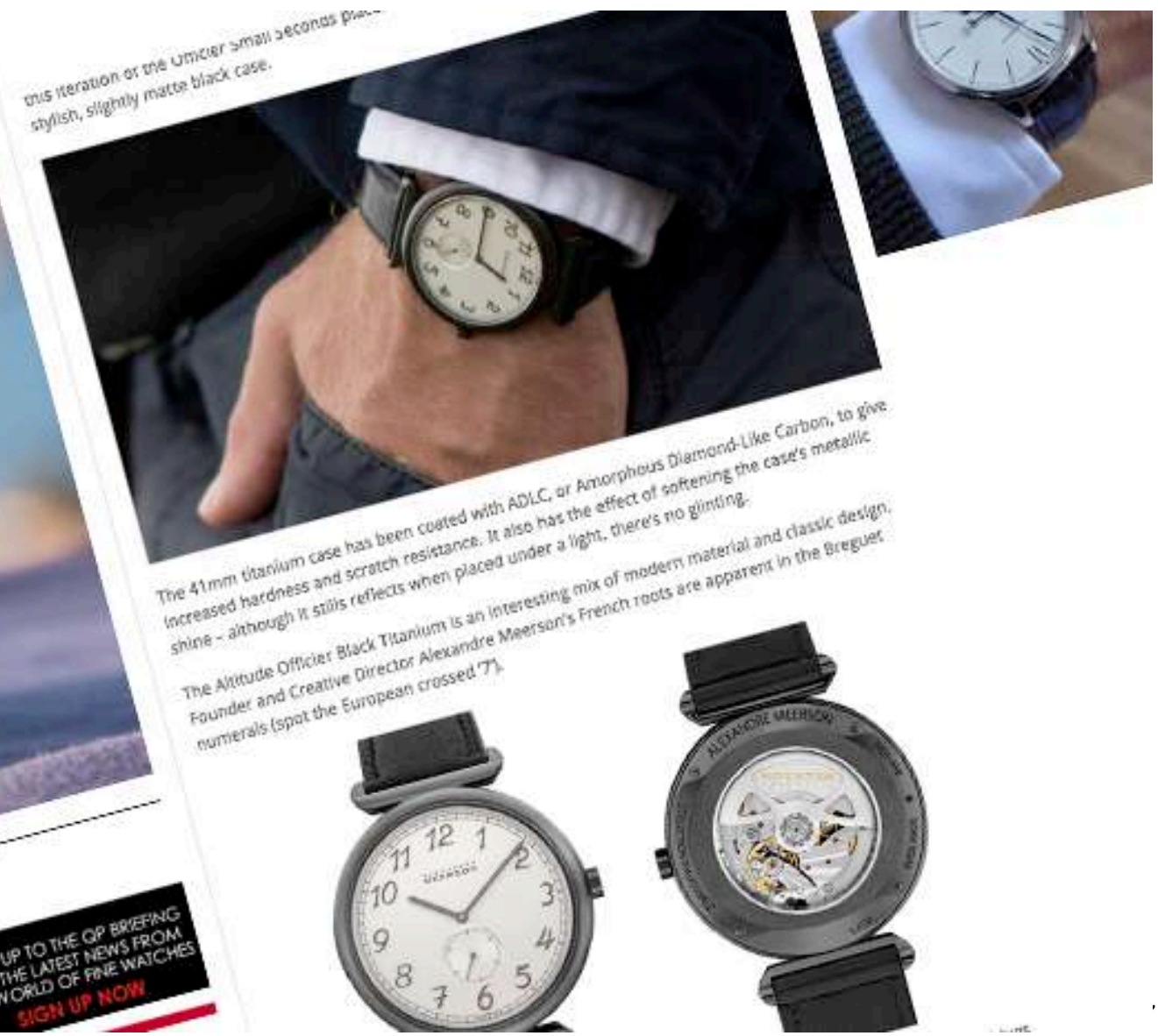
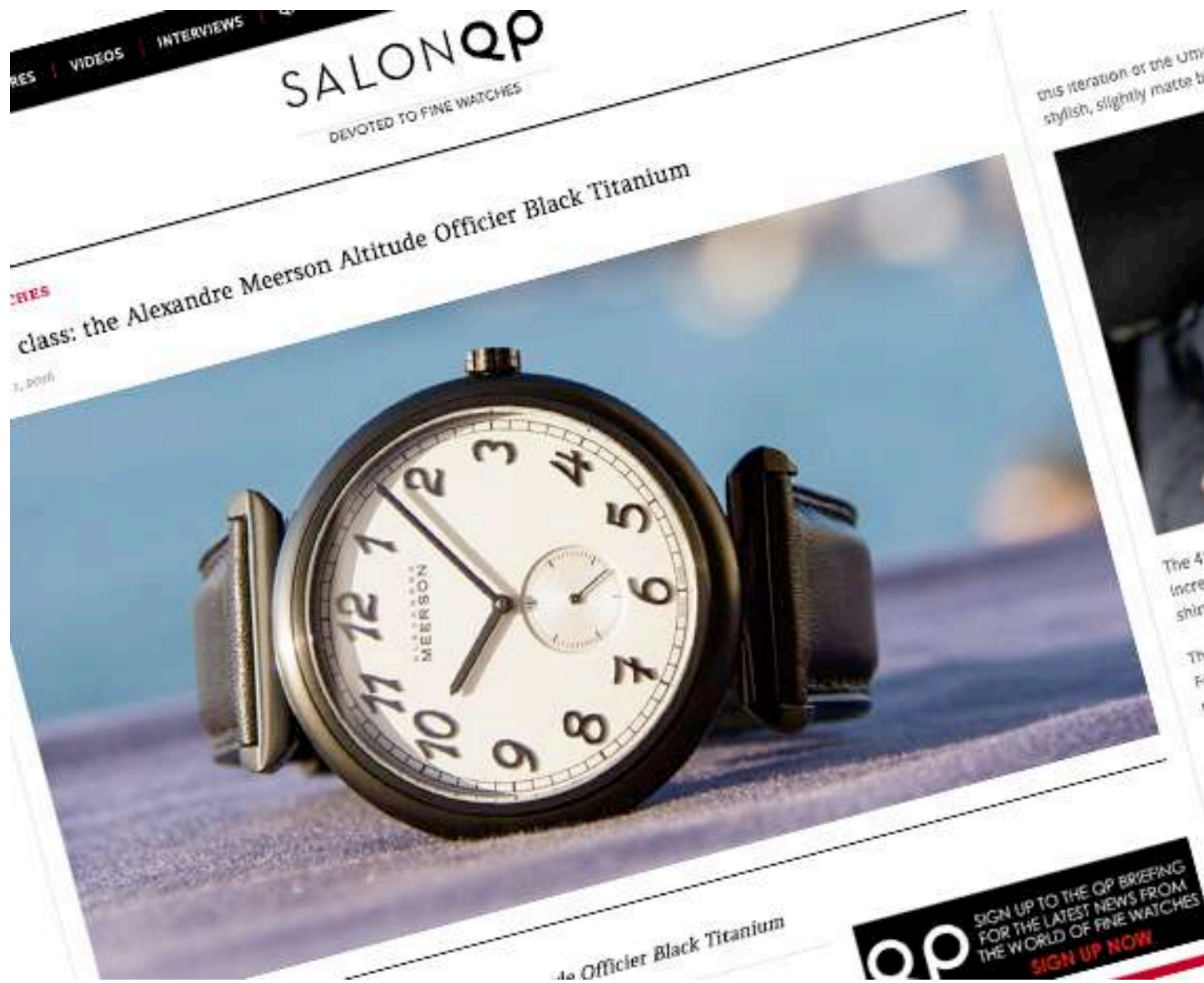
IN THE PRESS  
ALEXANDRE  
MEERSON

# SALON QP

SEPTEMBER 2016



"the Altitude Officier Black Titanium, the company's most fashion-oriented watch yet – although 'fashion-oriented' may be a stretch. Playing to trends is not really Meerson's style, so this iteration of the Officier Small Seconds places the traditional features of the Officier into a stylish, slightly matte black case."





# L'HONORÉ

"En creant une maison horlogere a son nom en 2012, Alexandre Meerson visait l'excellence. Dans cet esprit, sa D15 Mk-1 GMT Pacific Coast, produite en série très limitée, arbore un boîtier graphique en titane de 44mm, et embarque un boîtier automatique Vaucher, doté d'un module double fuseau horaire"

NOVEMBER 2015



IN THE PRESS  
ALEXANDRE  
MEERSON

02



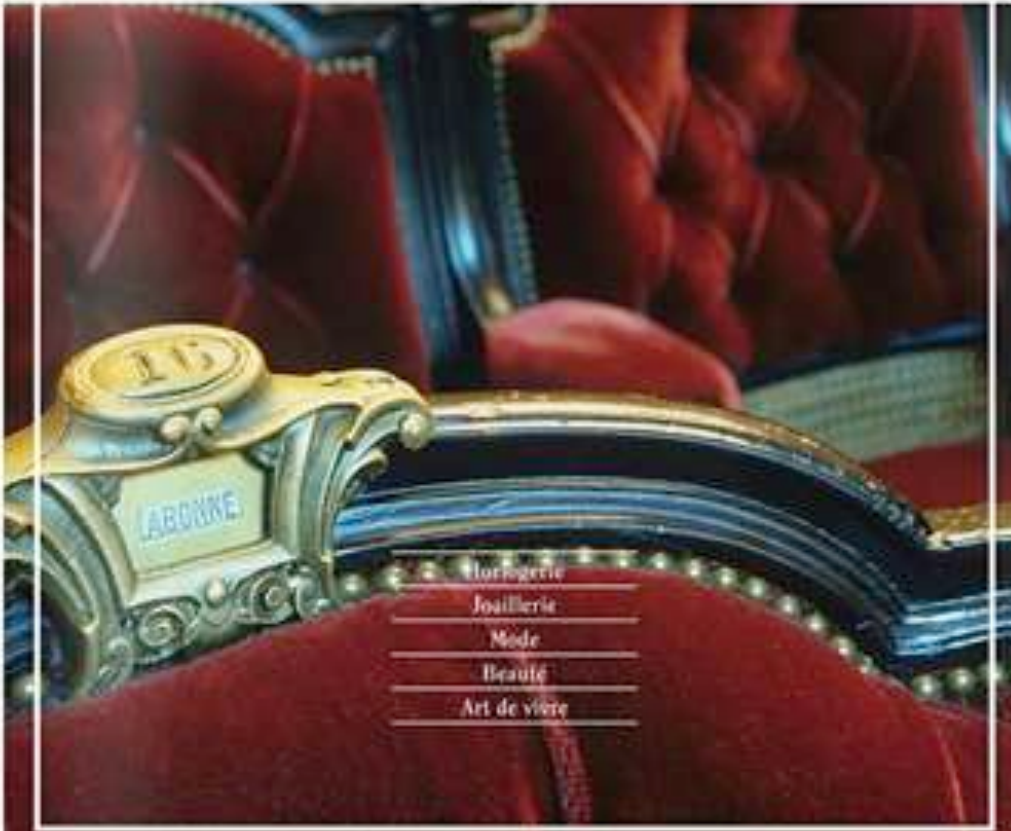
ALEXANDRE MEERSON  
D15 Mk-1 GMT Pacific Coast

[ LA MONTRE ]  
The watch

En créant une maison horlogère à son nom en 2012, Alexandre Meerson visait l'excellence. Dans cet esprit, sa D15 Mk-1 GMT Pacific Coast, produite en série très limitée, arbore un boîtier graphique en titane de 44 mm, et embarque un boîtier automatique Vaucher, doté d'un module double fuseau horaire. Cette pièce de belle horlogerie affiche la date et l'indication jour-nuit. Elle est conçue pour les voyageurs en quête d'exclusivité. When Alexandre Meerson created a watchmaking firm in his own name in 2012, he was aiming for excellence. In keeping with this spirit, his D15 Mk-1 GMT Pacific Coast, produced in a very limited edition, features a stylish 44 mm titanium case housing a Vaucher automatic movement, equipped with a dual time band module. This fine watch displays the date and sports a day-night time indicator. Designed for travelers on a quest for exclusivity.

Palais Garnier  
Figure de style - Exercice de style

[ N°3 ] **L'HONORÉ** [ AUTOMNE ]  
- Magazine - 2016



Horlogerie  
Joaillerie  
Mode  
Beauté  
Art de vivre



ALEXANDRE HEERSON  
DYS H&I GHT Pacific Coast

## [ LA MONTRE ]

### The watch

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# BLOOMBERG

““We sell watches directly to clients; we don't deal in intermediaries" says Alexandre Meerson, who launched his eponymous brand last year at Salon QP.’

NOVEMBER 2015



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## London's Salon QP Is a Watch Fair for Everyone

No free-flowing Champagne or million-dollar timepieces. Just good watchmaking and the people who love it.

by Stephen Pulvirent  
@StephenPulvirent

November 13, 2015 — 8:00 AM GMT

**ALEXANDRE MEERSON**  
D15  
\$18,600

Bloomberg Pursuits

■ Trying on the Top Best New Watches at SalonQP

Trade shows in the wristwatch world tend to be opulent events populated by retailers and journalists, mostly closed to the outside world (the actual customers). They are less about celebrating modern watchmaking and more about straight commerce. Think of

IN THE PRESS  
ALEXANDRE  
MEERSON



IN THE PRESS  
ALEXANDRE  
MEERSON

# BLOUIN ARTINFO

NOVEMBER 2015



“Many of his creations are simple and understated, such as the Officier range. These have the Meerson name and a discreet “Swiss made” at the bottom of the dial straddling the 6 o’clock point. “

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## Art on the Wrist: The Heritage of British Watchmaking

BY MARK BEECH | NOVEMBER 12, 2015



Take the case of **Meerson**, a UK-based brand founded by Frenchman **Alexandre Meerson**, who first worked in luxury retailing for **Richemont** and **LVMH**. His dream was to “write his own chapter” in brand design and he decided to set up in Surrey, where he had been living for 11 years. But most of his 88 artisans are in Switzerland because he says they are best qualified, “This is very important because it is like making a good wine, you have to have the right terroir.” While the entry price for a Meerson watch is about £5,900 for a **Première Classic**, bespoke models can cost as much as £60,000. Meerson is particularly proud of a tailor-made version made for a client to match his McLaren, right down to the car’s color and bearing the chassis number. He says that production is running at 100 units a year and while he has yet to set a target for 2016, it could be around 125 to 150. Many of his creations are simple and understated, such as the Officier range. These have the Meerson name and a discreet “Swiss made” at the bottom of the dial straddling the 6 o’clock point. While they are



# Art on the Wrist: The Heritage of British Watchmaking

BY MARK BEECH | NOVEMBER 22, 2015



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**Christopher Ward** watches are similarly designed in England and made in Switzerland. The company is showing its latest moon watch at the **SalonQP** this month, a model hailed by co-founder **Mike France** as "an astonishing achievement." This watch was developed by the company's watchmaker **Johannes Jahnke**. The moon disc rotates slowly and constantly — whereas most such watches jump once a day, leaving them inaccurate for several hours at a time. If the watch is kept wound, it is accurate to within a day for every 128 years. France jokes that Christopher Ward came into being because of "boredom" after he sold UK educational retailer **The Early Learning Center** in 2004. Watches were interesting and had relatively high value for online sales. "It wasn't a huge master plan," he says. "Now we are the number one British brand for mechanical watches." The brand's marketing centers on it being "very proud" of its roots and likes narratives "steeped in Britain" such as a watch that celebrates the 70th anniversary of the battle of Britain. Ward's France has some concerns about



A Bela Relojaria é Eterna

# ESPIRAL DO TEMPO

[Watch Test](#) [Exclusivos](#) [Studio](#) [Novidades](#) [Noticias](#) [Edição Impressa](#)

FILTAR CONTEÚDO

GRANDE DESTAQUE

PUB

Nov 27, 2015

Outro jovem criador independente, Alexandre Meerson, desvelou sob embargo o desenho de um novo cronógrafo que homenageia um modelo feito pelo seu pai na década de 80 e apresentou mais uma versão do seu GMT – um relógio com uma caixa enganadoramente aparentada com a dos cronógrafos devido aos dois botões que ladeiam a coroa... só que os botões servem para fazer avançar ou recuar o ponteiro do segundo fuso horário.



## ESPIRAL DO TEMPO

“Outro jovem criador independente, Alexandre Meerson, desvelou sob embargo o desenho de um novo cronógrafo que homenageia um modelo feito pelo seu pai na década de 80 e apresentou mais uma versão do seu GMT”

NOVEMBER 2015



IN THE PRESS  
ALEXANDRE  
MEERSON



# BLOUIN LIFESTYLE

"his 88 artisans are in Switzerland because he says they are the best qualified. "This is very important because it is like making a good wine, you have to have the right terror."

NOVEMBER 2015



IN THE PRESS  
ALEXANDRE  
MEERSON



he only makes 20 watches each year and prices start at £100,000. Some of the others have much larger volumes of hundreds of thousands of pieces a year, and prices of £300 up to £50,000.

Makers generally agree, whenever parts are manufactured, to be British the watches should at least be designed in the UK by a company based in the country.

Take the case of Meerson, a UK-based brand founded by Frenchman Alexandre Meerson, who first worked in luxury retailing for Richemont and LVMH. His dream was to "write his own chapter" in brand design and he decided to set up in Zurich, where he had been living for 11 years. But most of his 88 artisans are in Switzerland (because he says they are best qualified). "This is very important because it is like making a good wine, you have to have the right terror."

While the entry price for a Meerson watch is about £5,000 for a Premier Classic, bespoke models can cost as much as £50,000. Meerson is particularly proud of a tailor-made version made for a client to match his McLaren, right down to the car's color and bearing the chassis number. He says that production is running at 100 units a year and while he has yet to set a target for 2016, it could be around 120 to 150.

Many of his creations are simple and understated, such as the Officer range. These have the Meerson name and a dated "Swiss made" at the bottom of the dial shading the 6 o'clock point. While they are certainly not flashy, he admits to best design flourish as well as with the asymmetric hand, something that initially confused his Swiss colleagues, who thought it was a mistake. This innovation is now known as "the Meerson hand."

Christopher Ward watches are similarly designed in England and made in Switzerland. The company is showing its latest watch at the Sup'OT this month, a model helmed by co-founder Mike Fryce as "an astonishing achievement." This watch was developed by the company's watchmaker Johannes Jemke. The moon disc rotates slowly and constantly — whereas most such watches jump once a day, leaving them inaccurate for several hours at a time. If the watch is kept wound, it is accurate to within a day for every 128 years.

Fryce says that Christopher Ward came into being because of "freedom" after he sold UK educational retailer The Early Learning Center in 2004. Watches were interesting and had relatively high value for online sales. "It wasn't a huge market

alexandre meerson

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## ALEXANDRE THE GREAT



Dial of the Première watch

*Putting one's name on a watch dial – especially if you're the son of a famed jewellery designer – requires a mix of vision, chutzpah and regard for the family legacy. Alexandre Meerson takes on the challenge.*

*by Ken Kesler photography Micha Theiner*

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the living in an era that has more in common with the 1930s than one first might suspect. Leaving aside the threat of a new fascism, this decade saw the same enabling effect on luxury manufacturers as did the 1930s. In its wake, new wealth was created, for example the French cars of the 1930s are the most beautiful ever produced. Now look at any Lamborghini. Concomitant with this is an irrepressible desire for products.

It would be applied to the watch world seemed to be a challenge for those houses with creations bearing six-figure price tags. Alexandre Meerson, however, has decided to offer the luxury, the same tailoring to an individual's tastes, but at a range more in line with the middle sector: £5,900.

This is hardly entry level, neither is the price span what one would expect of watches with unique designs tailored to the clients. If any single aspect of the make-up points to this willingness to inflict upon his brand the added complexity of numerous dial and strap options, it is his simple admission. Alexandre told *Revolution*: "I am more than a watchmaker."

There is a dichotomy that defines the watch industry, the technical versus the visual. Although there is a lot of cynicism about the man, he clearly believes that the watch is drawn to fine watches values the aesthetics as much as the technology. Having settled ("settled"? what an inadequate word for this...) on calibres from Vaucher, he knows that he is not between those who are driven by taste, and those who are driven by the movements. He's the rare man willing to be a watchmaker.

He arrived in Paris as a refugee after the Second World War. There was a tradition in the Meerson family in watchmaking, photography. When he arrived in Paris, he was discovered by a distant uncle who happened to be a silversmith.

creating beautiful, decorative objects.

"Because of his interest in style and fashion, it was very buoyant, being a teenager in the 1940s and becoming an adult in the 1950s, with all the great creators and designers who were in his grasp. He was one of the guys who invented the concept of the fashion watch and fashion jewellery in the 1950s. For two decades, he was designing for other brands, first under his uncle for a store in La Madeleine in Paris, which became a brand sold around the world. He created jewellery in silver and watches in strange shapes. He went on to design for other big names through his career, including Tiffany, Mikimoto, Van Cleef & Arpels, Stern, Wempe – you name it."

## FAMILY AFFAIR

On 1 January 1976, Meerson senior created his own brand, Emerich Meerson, which included watches and jewellery. "I joined the business very young, as a kid, and I grew up between his studio and the watchmaking atelier in Besançon. While my father concentrated on the design and the manufacturing, the insides were less of a priority," says Meerson. "He used ETA movements, were less of a priority, quartz. I graduated mechanical and then in the 1970s and 1980s, quartz. I graduated from high school at 17 and I worked in my father's studio and on the shop floor." He moved to New York where he worked in retail. "I learned a sense of style and excellence there and I brought back a passion for the mechanical watch."

This became the basis of the eponymous brand launched on 5 November 2014. "I have presented what I hope is a new chapter in the family's history, under my name. It took me over seven years to launch it because I spent 15 years working for other brands as a consultant, many within LVMH or Richemont, including companies specialising in watches, jewellery and accessories.

"Eight years ago, I decided to set up my own studio with the goal of expressing myself in the only way I know. I know how to design, accessories are my passion and watches embody perfectly the mix of creation, style and technology. I decided I would not follow rules, rather the values in my heart, with integrity."

IN THE PRESS  
ALEXANDRE  
MEERSON

# REVOLUTION

NOVEMBER 2015



A four page spread covering the story of the brand and our collections.





Clockwise from top left: Officer in all black; the D15 GMT; the Premiere with bar indices; the Officer in yellow gold.

Some might see launching an eponymous brand as egotism. For Meerson it was more of an exercise in accountability to himself. "I wanted to know that if I signed something off, it was exactly what I wanted from the outset. Independence was crucial and it took me a long time to build my contacts, find funding and after-sales servicing. It was not simply a case of designing the product, I had to convince everyone in my supply chain to work with me."

Family is fundamental to Meerson and he is fully cognisant of the historical importance of his father's achievements. Although the Emerich Meerson brand had been sold, the name and designs once again belong to the family, and Meerson plans to introduce watches, jewellery and other items that "create a bridge between the two": his father's legacy and his new venture.

#### A GOOD HEART

"As 'Alexandre Meerson' is now firmly rooted in watches, we will start with those. Watches bearing my name have to be entirely hand-made, mechanical – preferably automatic – and, as they are seen as a whole, the movement has to be excellent."

Here's where Alexandre Meerson defies the tenets of the very genre in which he practises. Instead of using – as is still the rule with

too many fashion brands – the cheapest quartz calibres imaginable, the movements inside his watches come from the aforementioned Vaucher, with modules from Dubois-Depraz. This means guaranteed quality and credibility, unlike fashion watches with names best left on boxer shorts.

"From the beginning, my strategy was to use the best, with the best craftsmen. Therefore, we started our collaboration with Vaucher using the company's existing calibres. We started by working exclusively on the decoration and the position of certain pinions such as small seconds and date. So they're tailored to Alexandre Meerson, including the particular pairing of the Dubois-Depraz elements with the Vaucher calibre."

Although aesthetics are a primary concern, Meerson says that the movements are as important as the strap. "The case, for example, needs 74 hours of finishing and polishing and it is a completely modular case that can be tailored to the client. The movement fits inside to the micron." Where the watches come into their own are the designs, right down to their specially designed fonts. Comfort matters, too, Meerson wearing an example of each watch design for at least a year before he sells the model.

Currently on his wrist is a watch with a case inspired by a



"summer". I put it on and it instantly sits as if it were me. "It's 44mm but it feels as small as 41 or 42mm." The D15 MK-1 GMT, with easy time zone change and

regulation. The factor in individualising the watch: the company will produce 100 pieces per year, and that covers the three families: the Premiere dress watch and, my favourite, the Officer.

And strap choices of 30 skins in assorted colours, like those insane numbers car manufacturers exponentially high. And the strap quality is as good as

the market, Alexandre Meerson must be doing well. The company just won the 2015 Brand Award for Retailing. Says Meerson: "This award recognises that we have embraced all aspects of multichannel marketing directly with our customers and partners. We take this accolade given by the British retail industry as an encouragement and as a responsibility, a duty to build a

In addition to such rapid recognition, the brand has also secured a high-profile ambassador, Australian rugby legend Adam Ashley-Cooper. Vice-captain of the Australian team, Ashley-Cooper scored a remarkable hat-trick in this year's World Cup, with three tries when Australia played Argentina. According to Meerson, the D15 GMT – the watch Ashley-Cooper will wear – "was launched just in time for the 2015 World Cup in the UK". The fact that the tournament was in Britain is particularly relevant to the brand, as its design centre and registered address are in Surrey.

There is a lot to take in, the watches at first seeming simple, but the attention to detail borders on the obsessive. Yet the mission statement, according to Meerson, is crystal clear: "We don't see ourselves as a watch brand. We're a *maison de style et horlogerie*, and my obsession is to work on luxury for today, but it has to be extremely respectful of the past, of tradition and know-how, and excellence, so no corners are cut. And when I say 100 per cent Swiss-made, it is 100 per cent Swiss-made, without any concessions."

Echoing my notion that his attitude recalls the *haut monde* of the 1930s, Meerson says, "I don't pretend that we are inventing something new. I want to go back to what a *maison luxe* is. It's not about fashion. It's about style." ★





# CENTURION

The Altitude Premiere True Blue Small Seconds, in gold, featured alongside class dress watches, in Centurions latest magazine.

NOVEMBER 2015



IN THE PRESS  
ALEXANDRE  
MEERSON







# WATCHPRO

## WATCHES OF THE YEAR AWARD

"If this is what Meerson and co are capable of producing in their first year, I can't wait to see what they fo with the next five."

NOVEMBER 2015



IN THE PRESS  
ALEXANDRE  
MEERSON

### ALEXANDRE MEERSON D15 MK1 GMT

While Alexandre Meerson has been in the business of designing watches for years, his own eponymous luxury brand is still a mere whelp, having only celebrated its first anniversary this September. The funny thing is you'd never guess it from the incredibly confident designs emerging from his Surrey HQ. The launch Altitude collection has now been joined by the D15 Mk1 GMT, a muscular luxury sports watch seemingly tuned into a wealthy jet-set, for whom the big brands do nothing. So assured are the lines, from the angular faceted lugs to the beautifully balanced dial that you may be forgiven for thinking that the D15 is some forgotten classic being dusted off for a modern audience. But it's not all design, under the hood lies an automatic twin-barrel movement from Vaucher Fleurier with GMT indication. If this is what Meerson and co are capable of producing in their first year, I can't wait to see what they do with the next five.









Only two players earned the 2010 Rugby World Cup with more money than the sport's biggest wage star, South African captain, the man of the match, who is reportedly more than twice as rich as any other player in the world. In the top 10, only two players are from outside the British Isles, and only one is from outside Europe.

The Administration always carefully studied and discussed the World Bank's plans for the 1980s and the only criticism he registered at Williamsburg, beyond a handful of minor questions, concerned the role of the corporate community. "It did not, for the most of it, strike me that business had gone too far," he wrote later. "It is a little more."

What have you made of being in the World Cup's wildly expanded pool of football?

At 1:45, it's half of the show. I've got two minutes and 45 seconds left. The highly choreographed show has more than enough preparation, and that's not to beat the game master's 15 and 16 minutes leading into the England and Wales match. Using my broadcast time, you need to be playing your best, and to get a clear pitch, you've got to be playing some of the best players. Wales and England will certainly provide that. I've got five minutes and get into the best four goals, and that's only good steps of the last of these lines. Being in a push of goals is a tougher challenge, not that you want it that way.

“You had to pretend in the group stage four years ago, yet still made the semi-finals. Does that mean you don’t really need to go out and win?” “There’s a right to be nervous and fearful, so anything can happen... the sudden-death might go anything. It’s gonna be interesting, because we’ve got to make it one game at a time. I think that’s a challenge, but it’s the way you have to live.”

You're basically playing two away matches at Twickenham, aren't you. The great point you make is the game's different?

Certainly it's more like a friendly, but we're played at Twickenham a lot so it's not that uncomfortable. If we make the final, we would personally have played a few times there, so we are more than familiar of a home ground atmosphere. It's great to have and it provides a home atmosphere. And, yeah, there's a huge contingent of fans in a London stadium. We need to show it.

The *Andromeda* ride has grown through a lot of iterations in recent years. Where is it now? "The location and the ride itself, and we're going through a lot of changes—not only with players coming in and out, but also changes in our thing itself and the way up of the track. The track itself seems to be stuck in the end of season one last year, and it felt like the changes for the season were pretty much done. After three years with him, it probably had, as I'd imagine was, but you couldn't give it the player who had experienced the existing before we moved and so, through a thick atmosphere and, having a new way of looking at being a failure. That's what he's really trying to bring the essence of the team and highlighting to everyone the importance of the galaxy. The players know what they're playing for, what they represent, and that's the essence of it."

more important is it to keep back of individual  
 rule while still enforcing the team ethic?  
 "That's the thing about a coach, you know, is the  
 way, as you know, when the culture and chemistry  
 is strong, but all have different backgrounds."



"BEING A SPECIALIST IS A THING OF THE PAST. YOU'VE GOT TO KNOW HOW TO PLAY IN A NUMBER OF POSITIONS. I LIKE TO THINK I STARTED SOMETHING THAT'S NOW COMMON"

different personalities, different strengths, and for everyone to feel comfortable. That way is like that, let me just say, even if other people, especially let me, with many different backgrounds.

**The selection policy changed this year** - Australia has now paid respect with 80 caps who have played Super Rugby for seven years. What do you think of that, and will you still be available once you come to France? "Just, I think the new policy was probably brought in for that reason. They're calling it the 'Seven Test' in Australia. So being a seven capman in the squad, but I'm not training for it ahead. I've already got my head up trying for my country, but when it comes the decision to represent Australia for France, I'm effectively saying we have nationalised support was ending after the World Cup."

**Why make the move now?**  
 "It's a historic moment. I've got everything finally playing in America, and I feel like I've reached a new level. Everything was just very different. I've got things a lot more relaxed now."



moment, and I know the place. So why not I went to  
both tracks and have I given it a check?

**How has your garden changed over the years?**  
The shrub world is really stable. For some lucky reason, I got a lot of early 1970s just 1000 shrubs last year, and the same old change movement. But all the shrubs changed for the personally in the garden of experience and discovery. The shrub world is really changing itself against the best, and against it.

**Do you appreciate it more as you get older?**  
 "The day has not come when I've felt particularly happy. The first couple of years, you don't realize how, at 20, it is being young again, and you feel every single one of those things. It becomes a burden instead. Another problem. Not knowing that you're no longer and making the most of the time you have left."

You're trapped around in the bushes a lot. Usually you have problems by being in one position? Uhmm, it's certainly not gonna affect me as long as you can't see me. About it, that's right, I think so, indeed yes. I was once in a lot of a really scary place because the sound back there, with the trees were kind of weird, like to go up when you heard it in a position. Being a scientist is a lot of the job. Although, the way the game has evolved, especially in the weather/bushes, you've got a lot more than to play in a number of positions... I like to think I started realizing that's how we evolved.

Finally, will you let yourself stop and think about it being your last World Cup?

"The reality is that it probably is. But I can't look at it that way. It's either that, or the way we've thinking about the last game here was not something that I've been a true World Cup and they are so much fun. I thought the experience just beautifully it can be rewarded. A World Cup again will definitely have the tradition in France, let's say." ■

Author's address: Department of Psychology, University of California, San Diego, 3542 La Jolla Village Drive, San Diego, CA 92093, USA. E-mail: [shawn.mcclelland@ucsd.edu](mailto:shawn.mcclelland@ucsd.edu)





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**SHOOTING & TEST : ALEXANDRE MEERSON  
D15 MK-1 GMT**

Paris, le Grand Palais, c'est la fin de l'été. Quoi de mieux pour égayer cette journée qui annonce déjà l'automne que de tester et d'emporter en ballade la dernière création d'Alexandre Meerson ? Laissez moi vous présenter la Meerson D15 MK-1 GMT.

Quand on connaît un peu **Alexandre Meerson** ([faites connaissance ici](#)), les valeurs qu'il défend et les codes qui lui sont chers, on n'est pas surpris par ce modèle certes beaucoup plus sport mais qui reste sans concession en termes de conception et d'exécution et qui cache bien des surprises ainsi que d'agréables subtilités dès qu'on prend le temps d'y regarder de plus près.

## LES RHABILLEURS

"Paris, le Grand Palais, c'est la fin de l'été. Quoi de mieux pour égayer cette journée qui annonce déjà l'automne que de tester et d'emporter en ballade la dernière création d'Alexandre Meerson ? Laissez moi vous présenter la Meerson D15 MK-1 GMT."

SEPTEMBER 2015



**IN THE PRESS**  
ALEXANDRE  
**MEERSON**



# SHOOTING & TEST: ALEXANDRE MEERSON D15 MK-1 GMT

Posted on September 9, 2015 by **Jérôme Burgert**

WATCHMAKING



Paris, the Grand Palais, is the end of summer. What better way to brighten up this day that already announces autumn than to test and take the latest creation by Alexandre Meerson for a walk? Let me introduce you to the Meerson D15 MK-1 GMT.

When you know Alexandre Meerson a little ( [Get to know here](#) ), the values he defends and the codes which are dear to him, we are not surprised by this model certainly much more sporty but which remains uncompromising in terms of design and of execution and which hides many surprises as well as pleasant subtleties as soon as you take the time to take a closer look.



As usual, Alexandre Meerson offers a multitude of choices in terms of finishes, materials and colors in order to offer semi-customization. This D15 model is therefore available with a choice of 3 dial colors : Blue (True Blue), White (Silvered White), or black (Eternity Black) and 3 case finishes : Titanium, Gray Gold and Titanium covered with an ADLC treatment (Black). As for the strap options (yes, we like the strap options a lot), they are tailor-made according to the owner's wrist size in a choice of skins that we also like very much: We can stay sober and discreet with a Barenia calf, a Mississippi alligator or a stingray or appear more exotic in Nile perch, Salmon or sea bass: Choice according to your mood!



But let's go back to the models that we were lucky to have in the hands and on the wrist. The two models in our possession that day have titanium boxes. One dial is blue, the other white.

## MOVEMENT

Let's start at the beginning, will you? To make the heart of this elegant, sporty heart beat, Alexandre Meerson chose a very fine caliber from the Manufacture Vaucher (Manufacture by Parmigiani Fleurier and engine manufacturer from Hermès ) to which he added a Dubois-Dépraz complication plate for the GMT complication . In a few very simple words: Very nice mechanics.

## THE BOX

Alloy chosen for its lightness (60% of the weight of steel), the work carried out on grade 5 titanium alternating satin and polished appearance is simply impressive. The shape of the asymmetrical case recalls the Art-Deco trend, a source of inspiration dear to its creator and the flattened curves with 4 cardinal points are all details that allow this resolutely sporty timepiece to be also very elegant.



Regarding the proportions of this case, it displays a diameter of 44mm which may seem imposing on paper but which can be easily forgotten once on your wrist, because not only the short horns are well worked and the back of the case slightly concave to perfectly fit your wrist, but with a thickness of only 10.05mm, this D15 knows how to be discreet under a shirt even when wearing it with your most fitted suit (you can believe us we tried).

## THE DIAL AND THE HANDS

As you would expect, both the dial and the case are extremely worked. Built in one piece, the reliefs are cut in the mass for a beautiful visual depth without increasing the thickness of the box. The attention to detail and construction is again of a very high standard.

The proportions of the different elements that make up the dial are very harmonious. We also greatly appreciate that the length of each needle is in perfect alignment with its counter (no, this is not always the case). The hands of this D15 are covered with a photo-luminescent material almost invisible during the day which takes on a beautiful bluish color at night.

You will also have noted in the photos the set of textures between the 24H GMT graduated counter (The red point needle) and the rest of the dial? What may appear at first glance as a purely aesthetic fantasy (discreet I agree), however, also has real functionality since it involves isolating the 24H graduation from the second time zone in order to facilitate reading.



## THE HIDDEN SURPRISE

I know, for a 3 hands with GMT function, date at 6 o'clock and small day / night indicator at 9 o'clock, you surely say to yourself "but what good can the push buttons do? Isn't that a chronograph? This is correct and your question is legitimate and well founded ... Imagine that Mr. Meerson hijacked the chronograph codes and reused the push buttons to offer us an ultra-fast adjustment of the hours when the happy owner of his watch goes on a trip. You will only have to press the push-button at 2 o'clock to advance one hour and the one located at 4 o'clock to go back one hour. Ingenious? Nice? Convenient? We also find.



## CONCLUSION

An elegant with a sporty heart? A sportswoman who has class and who knows how to show delicacy and elegance? Regardless of the dominant, I must admit that this Meerson D15 plays perfectly on both terrains. Whether you take the plane to Bali in casual traveler mode or you are invited to an ambassador's evening in Vienna (we will then recommend the stingray bracelet, matt obviously), your Meerson D15 will know how to accompany you and make the difference in all discretion ... except of course to meet the gaze of an esthete who will not remain indifferent to such a level of finish and attention to detail.

Small flat all the same, at 15,900 EUR for the "basic" model, this latest born from the house of Meerson is clearly not for all pockets... Could this be the price of a job well done?



# IW

"Alexandre Meerson is a relative newcomer to the world of horology, but his handsome timepieces have already led to fervent key tapping by the world's watch press."

SEPTEMBER 2015



IN THE PRESS  
ALEXANDRE  
MEERSON

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**iW** international **WATCH**

FEATURES | FROM THE SOURCE | WATCH BRANDS | LWR | EVENTS

Alexandre Meerson is a relative newcomer to the world of horology, but his handsome timepieces have already led to fervent key tapping by the world's watch press. His company, Meerson, has focused closely on the interface between the wearer and their chosen timepiece. Meerson has adopted a holistic approach to watch design, not merely concentrating on the

CHRONOSCOPE

INTERVIEW

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NEWS

### Alexandre Meerson D15 MK-1 GMT

Часовые марки появляются на свет регулярно, но далеко не все из них пытаются добиться того, чтобы громкие слова о высоком уровне выпускаемого ими продукта соответствовали действительности. Поэтому обращает на себя внимание подход к производству, продемонстрированный французским дизайнером Александром Меерсоном, который в прошлом году запустил собственный бренд и начал делать экстраординарные часовые часы, интересные как конечной, так и дизайн. Пример тому, одна из последних его работ — модель D15 MK-1 GMT.



Меерсон конструирует свои часы механизмами Ulysse, что выгодно отличает его от большинства подобных производителей, использующих калибры ETA и Sellita. Ulysse — это фабрика, принадлежащая мануфактуре Patrimoine Républicain. Ее услуги пользуются также компаниями Richard Mille, Cartier и Huitfeldt и, помимо того, она создает калибры для других производителей, которые

# CHRONOSCOPE

"Часовые марки появляются на свет регулярно, но далеко не все из них пытаются добиться того, чтобы громкие слова о высоком уровне выпускаемого ими продукта соответствовали действительности"

AUGUST 2015



IN THE PRESS  
ALEXANDRE  
MEERSON



## Nuevo Alexandre Meerson D15 MK-1 GMT [ACTUALIZADO]

🕒 JULIO 3, 2015 📍 SANTIAGO 💬 0 COMMENTS



**Alexandre Meerson** se presentó en la sociedad relojera el año pasado en el **Salon QP** de Londres y causó sensación entre la prensa y visitantes por su propuesta elegante y asequible y que nosotros revisamos **en este video**. Ahora Alexandre (que tiene ascendientes españoles) presenta su nuevo reloj, el **D15 MK-1 GMT** su modelo viajero con doble huso horario.

# HORAS Y MINUTOS

A full review of the MEERSON D15 MK-1 GMT by Horas y Minutos.

JULY 2015



IN THE PRESS  
ALEXANDRE  
MEERSON

**Alexandre Meerson** se presentó en la sociedad relojera el año pasado en el **Salon QP** de Londres y causó sensación entre la prensa y visitantes por su propuesta elegante y asequible y que nosotros revisamos **en este video**. Ahora Alexandre (que tiene ascendientes españoles) presenta su nuevo reloj, el Alexandre Meerson D15 MK-1 GMT su modelo viajero con doble huso horario.



El reloj es realmente atractivo (salvo el nombre, demasiado largo). La caja de **44 mm de diámetro** está realizada en **titanio grado 5 y oro gris**, una versión de oro que me da la impresión que vamos a ver cada vez más. Si bien 44 mm es una medida arriesgada para un reloj que pretende acompañar a un traje, la altura de la caja es de tan solo 10 mm (10,05 para ser exactos), lo que disminuye su volumen y lo convierte en un todoterreno.





Siguiendo la filosofía de la empresa este Alexandre Meerson D15 MK-1 GMT se ofrece en [su web](#) en numerosas versiones, que estarán disponibles a partir de septiembre. Pero ya se ve que su gran estrella va a ser el de esfera azul porque mantiene un equilibrio perfecto entre elegancia y dinamismo, que es lo que el diseñador estaba buscando: un reloj para un público que le gustan los buenos relojes pero busca una alternativa al clasicismo.

La esfera es perfecta en cuanto a su legibilidad. El único punto débil podría ser una manecilla horaria demasiado corta, pero seguramente se ha hecho así a propósito para realizar una lectura bien contrastada de las horas y minutos. Además hay una subesfera interior que también marca con índices pintados cada hora, lo que prolonga la sensación de longitud de la manecilla. La manecilla del segundo huso horario se distingue claramente porque no tiene la forma de espada de sus compañeras y está esqueletada para no interrumpir la visión de la esfera. Porque eso sí: al ser mucho más larga que la manecilla de la hora va a estar siempre visible, lo que puede no gustar a todo el mundo. Y si se alinea con la manecilla de la hora el efecto puede resultar extraño ya que por donde sobre sale tiene un ancho distinto. En fin, va en gustos.





El segundo huso horario del Alexandre Meerson D15 MK-1 GMT se gestiona mediante dos pulsadores a las 2 y a las 4 de generosas proporciones, lo que le asemeja a los cronógrafos y le da ese toque deportivo que le ayuda a disfrutar de ambientes tanto formales como de ocio. Todo ello se mueve, una vez más por un calibre de Vaucher Manufacture Fleurier aunque si no estoy equivocado el módulo GMT es de Dubois Depraz (o al menos el año pasado Mr. Alexandre Meerson me contó que las complicaciones futuras serían de D.D.). Destaca especialmente la forma del rotor, muy estilizado.

ACTUALIZACIÓN: confirmado, el módulo es GMT es de Dubois Depraz.



El precio anunciado de las versiones que vemos aquí es de 13.500 libras esterlinas, que al cambio son 19.000 euros, y como ya he dicho estarán disponibles a partir de septiembre con numerosas opciones para personalizarlo. Y lo veremos en el Salon QP de noviembre.



# QP MAGAZINE

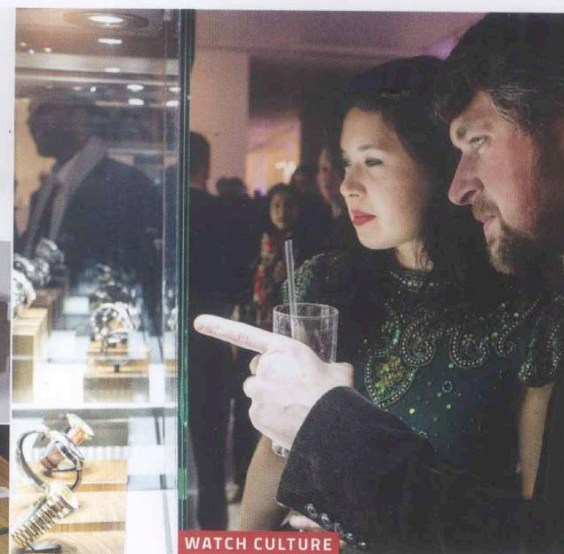
The White Silvered dial MEERSON D15 MK-1 GMT, featured in a lovely piece within the July 2015 issue of the QP Magazine.

JULY 2015



IN THE PRESS  
ALEXANDRE  
MEERSON

Clockwise from right:  
SalonQP visitors admire a  
range of new models;  
Montblanc's watchmaker  
demonstrates his craft; the  
Rolex you could win



WATCH CULTURE

## SalonQP dates announced

*Tickets are now on sale – and, if you buy online, you could win a pre-owned Rolex GMT-Master II*

The 7th edition of our annual exhibition extravaganza, SalonQP, is now confirmed for 12–14 November, once again at the prestigious Saatchi Gallery in London. Featuring dozens of the world's best watch brands, it is Europe's premier luxury watch show and a must-visit event for watch collectors and enthusiasts.

This year's show will see the return of A.Lange & Söhne, Tudor and Ralph Lauren, joining SalonQP regulars such as Chopard, Montblanc, Nomos Glashütte and Bremont. Leading independent brands MB&F, Arnold & Son and Grönefeld are also on a list of exhibitors that already extends to more than 30 brands, with many more to be confirmed in the coming months.

Alongside the exhibiting brands, SalonQP will present curated exhibitions, the winning watches from the Grand Prix d'Horlogerie de Genève, luxury cars, cocktail bars, watchmaking demonstrations and the much anticipated seminar series.

What's more, all those purchasing tickets online will be entered into a competition to win a pre-owned 1999 Rolex GMT-Master II (ref. 16710) worth over £3,000, kindly provided by SalonQP's official ticketing partner, Watchfinder. So book yours now!

*Tickets for SalonQP are now on sale at [SalonQP.com/tickets](http://SalonQP.com/tickets)*

## NUMBER CRUNCHING

### BE BETTER AT ETA

If you want to get ahead in watchnerdery, you need to get some reference numbers down pat. We're kicking off with the industry's tractor movements, courtesy of the Swatch Group...

## 7750

Adopted by ETA in the 1970s after the movement patents were rendered homeless by the Quartz Crisis, Valjoux's automatic chrono of 1974 has proved the industry's most robust and affordable stopwatch

## 6498

The classic, oversized manual movement still known fondly by the name of its 1950s originator, the "Unitas" is another of ETA's acquired workhorses, which has lately found renewed popularity among indie brands.

## 2824

Derived from Eterna's Caliber 1429 (the brand's Ébauches SA was another ETA acquisition) and upped from 18,000vph to the more serviceable 28,800vph, it's the Ford V8 of the industry. Its finer-finished cousin is the 2892.

## NEW WATCH

### COMPARE THE MEERSON

The chunky facets of the D15 Mk-1 GMT from Alexandre Meerson are a far cry from the sleek Altitude dress watch the Surrey-based French designer debuted at SalonQP last year. However, the new line still benefits from Meerson's exacting eye for detail.

Billed as a "travelling sports watch", the D15 is notable for its wrist-hugging lugs and gently curved caseback, crafted by the same casemaker used by Patek Philippe. As with the Altitude, a Vaucher movement ticks inside, but fitted with a Dubois-Depraz GMT module. It's available in "grey gold" (below) or titanium, with a stealthy black titanium ADLC version planned as well. [meerson.com](http://meerson.com)





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## Hands on review of the Alexander Meerson D15-MK1 GMT

Date: Jul 01, 2015, 14:28 PM - ([view entire thread](#))



With the D15-MK1 GMT, Alexander Meerson expands not only his collection but his stylistic approach. Being an addition to the simple and refined Altitude, the MK1 GMT-D15 aims to be a more casual watch, without abandoning a certain elegance, made to accompany its owner on a daily basis and providing a useful complication: the display of the second timezone. The concept is attractive since I've always considered the versatility as an asset for a traveler watch.

Contrary to the rhythm of the collection presentations may suggest, Alexander Meerson first worked on the D15 before addressing the more difficult exercise: to design a 2 or 3 hands watch with Altitude. By doing this, he wished to create the basis of his collection with the most affordable pieces what is very understandable and wise from a strategic perspective. Thus, if the D15 comes in a second time, it takes into account the first aesthetic guidance of Alexander Meerson in a less rigid context. The principle that guided him was to pay homage to top athletes and sportsmen who have the ability to make natural the most complex gestures. Don't we say very often that when a top-class champion is performing one of his movements it "looks easy"? This fluidity, this ease is found in the case of the D15 and particularly with the side view.



# MONTRES DE LUXE

In this piece in PuristSPro, François-Xavier Overstake offers an in-depth review of the MEERSON D15 MK-1.

JULY 2015



IN THE PRESS  
ALEXANDRE  
MEERSON



# WATCHPRO

## HOT 100 TRAILBLAZERS

We are very proud to have been named in the excellent company of other Trailblazers - as part of the people driving the watch industry forward. Thank you to all at WatchPro, we are honoured and take this as a fantastic encouragement.

JULY 2015



IN THE PRESS  
ALEXANDRE  
MEERSON

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HOT TOPICS » WATCHES OF THE YEAR 2014 WATCHES OF THE YEAR 2013 SMARTWATCHES W

### WATCHPRO HOT 100 2015 TRAILBLAZERS

July 8, 2015 13 / 14



Alexandre Meerson, founder and creative director, Alexandre Meerson. That moment in life when a long-cherished dream comes true doesn't happen to everyone, but it did to Alexandre Meerson back in November when he unveiled his eponymous watch brand to the industry. "We have fulfilled our ambition to give birth to a real maison," says Meerson. "The last year has demonstrated that there is a strong appetite and curiosity for product coming from new brands that is beautifully designed and delivered with integrity. This encourages us to continue to innovate, create and bring our particular vision of today's luxury to the market for self-confident individuals with a keen sense of style." Alexandre Meerson is very much a British watch brand, despite its designer's French origins. While some of the 88 artisans involved in the creation of its watches are based in Switzerland, its in-house design and engineering studio, supply chain management and customer service headquarters are all in the UK. "The Surrey Hills in England is a real inspiration – it is the home of the brand, where I create and it's a refuge of peace," says Meerson, explaining his choice of location for the Hot 100 shoot. Despite being just a few months into the business, Meerson believes that the brand has already achieved a balanced offering of watches, with classic, casual and sporty designs. A particular highlight is the D15, a sporty titanium GMT. "The level of engineering and micromechanical craftsmanship deployed to the D15 is very strong," he says. "Especially the sculpture of the dial, seamless integration of the movement and the water resistance architecture." Meerson truly has achieved his dream, but as a man who "lives to operate behind the scenes" with a genuine passion for craftsmanship, we imagine that this is the beginning rather than the end of a journey.

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## Equation du Temps

La plupart des blogs horlogers ne font que retranscrire les communiqués de presse des marques. En tant que passionné d'horlogerie, je souhaite vous apporter un éclairage particulier en vous faisant partager mes propres impressions et photos. J'espère également vous faire découvrir certaines marques qui se trouvent rarement sous les feux des projecteurs.

François-Xavier

dimanche 21 juin 2015

### Alexandre Meerson: D15 MK1-GMT

Avec la D15 MK1-GMT, Alexandre Meerson élargit non seulement sa collection mais son approche stylistique. Se joignant aux simples et raffinées Altitude, la D15 MK1-GMT a pour ambition d'être une montre plus décontractée, sans se départir d'une certaine élégance, faite pour accompagner son propriétaire en toutes circonstances et en proposant une complication utile: l'affichage du second fuseau horaire. Le concept est alléchant puisque j'ai toujours considéré la polyvalence comme un atout pour une montre de voyageur.



Contrairement à ce que le rythme des présentations le laisse supposer, Alexandre Meerson a d'abord travaillé sur la D15 avant de se pencher sur l'exercice difficile et plus contraint de la montre à 2 ou 3 aiguilles avec les Altitude. Il a cependant souhaité créer la base de sa collection avec la pièce la plus abordable ce qui est très compréhensible du point de vue stratégique. Ainsi, si la D15 vient dans un second temps, elle intègre en revanche les premières orientations esthétiques d'Alexandre Meerson, et ce dans un contexte moins rigide. Le principe qui l'a guidé a été de rendre hommage aux sportifs de haut niveau qui ont la capacité à rendre naturels les gestes les plus complexes. Ne dit-on pas souvent d'un champion que l'exécution d'un de ses mouvements "semble facile"? Cette fluidité, cette aisance se retrouvent dans le boîtier de la D15 et notamment lorsqu'il est observé de profil.



Un fois posée sur la carrure, la D15 révèle en effet la silhouette d'un nageur de papillon en pleine action. Cette réussite esthétique est due au travail complexe effectué au niveau des cornes multi-facettées et à la finesse du boîtier. La forme ainsi obtenue a plusieurs vertus. Elle contribue à apporter une touche de raffinement nécessaire en raison de la présence des poussoirs latéraux. Elle améliore également le confort au porter permettant à la montre de bien se positionner sur le poignet malgré un diamètre généreux (44mm). Compte tenu du rapport diamètre / épaisseur (10,05mm) très élevé, la D15 est extrêmement élancée et à aucun moment, elle n'apparaît comme pataude, problème relativement récurrent pour les montres à double fuseaux qui utilisent des poussoirs pour régler la deuxième aiguille des heures. D'autres détails comme les carrures droites qui cassent agréablement l'uniformité ou l'efficace intégration des poussoirs apportent la preuve du soin apporté au design du boîtier.

### Qui suis-je ?



**François-Xavier Overstake**

Passionné d'horlogerie, je participe depuis de nombreuses années à plusieurs forums horlogers sous le pseudo "foversta" et suis également modérateur sur PuristSPro. Mes relations dans le monde horloger me permettent d'accéder à des montres exceptionnelles ou rares. A travers ce blog, je souhaite partager avec vous ma passion.

[Afficher mon profil complet](#)

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Equation du Temps sur Instagram



# EQUATION DU TEMPS

A review of the MEERSON D15 MK-1 GMT by François-Xavier Overstake.

JUNE 2015



IN THE PRESS  
ALEXANDRE  
MEERSON



## Alexandre Meerson: D15 MK1-GMT

juin 21, 2015



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Une telle finesse de boîtier n'est pas aisée à obtenir car Alexandre Meerson a veillé à ce que l'étanchéité de 100 mètres soit à la hauteur du caractère polyvalent de la montre. De plus, les poussoirs, pour des raisons esthétiques et pratiques, ne possèdent pas de sécurité empêchant leur action inappropriée. Bien entendu, la hauteur maîtrisée du calibre de base en provenance de Vaucher est un atout dans ce contexte. Avec le module exclusif Dubois Dépraz, le mouvement complet qui anime la D15 ne dépasse pas les 5mm d'épaisseur. Mais ce n'est pas tout. Le mouvement est également inséré dans une cage protectrice dont le but est d'augmenter l'étanchéité. L'épaisseur du boîtier est donc étonnante compte tenu de la présence de cette cage.



Le calibre de base est visible à travers le fond transparent du boîtier. Malheureusement, son diamètre de 26,2mm semble un peu perdu dans le boîtier. J'aurais peut-être préféré un fond plein mais les contraintes commerciales imposent la visibilité du mouvement. Comme avec les Altitude, elles aussi équipées d'un calibre Vaucher, il est fini avec soin et sans effet spectaculaire. Le résultat est net et propre mais j'aurais aimé une présentation de la masse oscillante plus valorisante. Grâce au travail de design du cadran et au module, la taille du calibre de base ne se ressent pas côté cadran ce qui est une bonne nouvelle. Les performances du mouvement sont conformes à celles de la base Vaucher à savoir une fréquence de 4hz et une réserve de marche d'une cinquantaine d'heures. Il est important de préciser qu'un travail particulier a été effectué sur le double-barillet pour un meilleur couple et animer plus efficacement le module d'affichage.



L'esthétique du cadran suit le même principe que celui du boîtier en se focalisant sur la lisibilité afin que la montre soit agréable et pratique au quotidien. Un détail résume cette volonté: la trotteuse centrale a été raccourcie afin de libérer l'espace périphérique et rendre la lecture du second fuseau plus nette. Je dois avouer que cette trotteuse, qui devient avant tout un indicateur de marche, est surprenante à observer au départ mais je m'y suis habitué très vite. L'aiguille évidée à extrémité rouge indique l'heure du second fuseau grâce à une graduation sur 24 heures. Elle est généralement utilisée en voyage pour afficher l'heure du domicile tandis que l'heure locale utilise les aiguilles principales. A noter que cette graduation périphérique n'est pas finie de la même façon afin de distinguer le jour ( finition lisse) de la nuit ( finition grenée): une petite subtilité, à peine perceptible, très appréciable. Le cadran est complété par un discret indicateur jour&nuit lié aux aiguilles principales et par un affichage des quantièmes par aiguille.

Si la carrure du boîtier évoque la natation, le cadran en revanche quitte l'atmosphère de la piscine pour se retrouver sur un terrain de rugby. En l'observant attentivement, son caractère légèrement bombé et les index concentriques esquissent une sorte de représentation d'un ballon... qui serait toutefois spécial car d'une couleur bleu sur les photos!

En fait, 3 couleurs de cadran sont disponibles: blanc argenté, noir et bleu. C'est cette dernière qui me séduit le plus même si elle devient un peu trop la "couleur à la mode". Il s'agit toujours d'une couleur très délicate à obtenir et les cadraniers ont généralement des difficultés à répondre parfaitement aux spécifications des marques qui ont passé commande. Le bleu de la D15 est heureusement très bien dosé et se pare de beaux reflets de lumière. Le cadran blanc argenté m'a semblé beaucoup plus banal et rend la montre plus grande au poignet, ce qui est plutôt à éviter pour un diamètre déjà généreux.



La grande force de la D15 est finalement son usage facile au quotidien. Les poussoirs s'activent sans souci y compris lorsque la montre est au poignet, les informations du cadran sont clairement lisibles et le confort au porter est incontestable. La D15 est donc pour moi une montre réussie et peut-être même plus convaincante que les Altitude car Alexandre Meerson a pu exercer son talent avec moins de contraintes étant plus dans les figures libres que dans le parcours imposé. Cependant, il doit veiller à ne pas créer un écart esthétique trop important entre les différentes lignes de sa collection afin de construire son identité et sa cohérence de marque. Si je retrouve quelques détails ici et là qui m'évoquent les Altitude comme le travail sur les cornes ou le bombé du cadran, la rupture de style demeure nette. Il doit donc travailler à créer un lien plus perceptible entre les composantes de la collection.

Merci à Alexandre Meerson pour sa disponibilité.



# SALON QP

Fine watch experts Salon QP share kind words on the release of our new collection, the MEERSON D15 MK-1 GMT, and the progression of our brand.

JUNE 2015



IN THE PRESS  
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## SALONQP

DEVOTED TO FINE WATCHES

### NEW WATCHES

Presenting the Meerson D15 MK-1 GMT, a high-luxe sports watch

June 11, 2015



*UK-based French watch entrepreneur Alexandre Meerson shows his fledgling brand is not just about dress watches.*

Launching a successful luxury watch company is supremely tough endeavour, but Alexandre Meerson is making it look distinctly easy. The French designer and entrepreneur, based in the UK, introduced his eponymous brand at last year's SalonQP, where his seriously elegant **Altitude dress watches** were one of the surprise hits of the show. Since then, Meerson has been quietly gathering clients, selling watches and building his brand.

Eight months on, he has now unveiled his very different follow up: an angular but sporty GMT watch called the D15 MK-1. Though a more casual affair than the Altitude watches, it displays the same obsessive attention to detail and unconventional – but not *too* unconventional – design.





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ACTUS

## Alexandre Meerson dévoile sa D15

Ecrit le 22 juin 2015,  
par Romain Rivière

Six mois après le lancement de sa première collection, Alexandre Meerson lève le voile sur sa nouvelle montre, le chronomètre GMT D15.

Fin 2014, le français [Alexandre Meerson](#) avait présenté la première collection de sa marque éponyme. Il s'agissait de montres classiques. « Le plus dur, à mon sens, classique signifiant généralement banal et poussiéreux », explique le fondateur. Cette ligne, Altitude, déclinée en différentes versions, est composée de garde-temps en or et en titane à la finition parfaite, et au design sobre, élégant, d'inspiration Art Déco. Elles sont équipées de calibres Vaucher entièrement manufacturés. « Le travail à la main demeure l'impératif absolu dans ma quête de perfection », précise Alexandre Meerson. Cette quête passe par **une approche du métier comme de l'artisanat au sens le plus noble du terme**, et se caractérise par des produits dont chaque composant – calibre, boîte, bracelet, etc. – est réalisé manuellement. « Mon ambition, reprend l'horloger, est d'être une sorte de tailleur, proposant des montres quasiment sur mesure qu'on n'achète pas pour revendiquer une quelconque appartenance sociale, mais pour un goût réel des belles choses. »



C'est dans ce même état d'esprit que la marque présente, en juin 2015, sa **nouvelle collection, baptisée D15** – du nom du fils d'Alexandre Meerson, David, et de son numéro au rugby. A l'inverse d'Altitude, cette ligne est composée de **chronomètres au design puissant, graphique, anguleux, presque futuriste**. Sous le boîtier de 44 mm en titane ou en or, dont la forme légèrement courbée permet d'épouser le poignet, bat là-encore **un calibre Vaucher auquel a été ajouté, cette fois, une complication GMT Dubois-Dépaz**. Certifié Cosc, ce garde-temps affiche ainsi les heures, les minutes, les secondes, un second fuseau horaire ainsi qu'une indication jour-nuit. Sa spécificité réside dans sa



conception inspirée des chronographes, dont les poussoirs, à deux et quatre heures, permettent une mise à l'heure instantanée et simplifiée du second fuseau horaire. Étanche à 100 mètres, à D15, dispose, notamment, d'aiguilles et de chiffres en SuperLuminova, et de bracelets en alligator de Louisiane ou en veau Barenia.



## LE BIJOUTIER2

Le Bijoutier international. A lovely piece announcing the launch of the MEERSON D15.

JUNE 2015



**IN THE PRESS**  
ALEXANDRE  
**MEERSON**



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## Alexandre Meerson, naissance d'un classique

Détails

Publication : 21 mai 2015

Affichages : 710

J'aime 29

Tweeter 4

2



A l'occasion d'une visite parisienne, j'ai eu l'opportunité de rencontrer un jeune créateur français vivant en Grande-Bretagne et ayant décidé de fonder une marque horlogère suisse. De toutes ces influences culturelles alimentant son quotidien et enrichies de nombreux voyages jusqu'aux antipodes de la culture horlogère japonaise dont il admire les créations, Alexandre Meerson a voulu tirer la



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# PASSION HORLOGERE

MAY 2015



A beautiful piece by Thierry Gasquez in  
PASSION HORLOGERE.



## Alexandre Meerson, naissance d'un classique

écrit par *Passion Horlogère* | 21 mai 2015



A l'occasion d'une visite parisienne, j'ai eu l'opportunité de rencontrer un jeune créateur français vivant en Grande-Bretagne et ayant décidé de fonder une marque horlogère suisse. De toutes ces influences culturelles alimentant son quotidien et enrichies de nombreux voyages jusqu'aux antipodes de la culture horlogère japonaise dont il admire les créations, Alexandre Meerson a voulu tirer la quintessence avec, pour seule obsession, la création d'un style qui se voudrait intemporel. Rencontre avec un homme qui a pour seule ambition de participer à la création du luxe d'aujourd'hui.



Lorsqu'on évoque l'horlogerie et la joaillerie, tout comme l'accessoire de luxe, Alexandre Meerson définit ces univers comme étant toute sa vie. Son père, Emerich Meerson, a fait partie de ceux qui ont inventé le concept de la montre « fashion » dans les années 60. Ce dernier a travaillé sur les matériaux et sur les formes. Il a développé sa propre marque avec des modèles portés par Françoise Sagan, ou encore par Madonna à l'époque de « Recherche Susan désespérément ». Il a créé pour Tiffany & Co, Stern, Wempe... et pour de nombreuses autres marques.



meerson.com

Alexandre est né dans ce milieu de créations horlogères. Il a passé beaucoup de temps dans l'atelier de son père à Paris ainsi qu'à Besançon. Il affirme avoir toujours eu la culture de l'excellence avec des pièces belles et élégantes, tout en demeurant discrètes. « Aujourd'hui, avec mes créations, j'ai voulu rechercher la « petite musique », l'harmonie, le style. » me livre-t-il. Il reconnaît cependant que ses goûts sont différents de ceux de son père. Lui aime l'horlogerie avec des pièces mécaniques, alors que son aîné était plus dans le quartz.

Concernant son parcours professionnel et la démarche qui l'a conduit à créer ses propres montres, voici ce qu'il nous dit :

« J'ai toujours travaillé du côté produit, et j'ai connu la transition du designer qui a travaillé ensuite sur les écrans. J'ai eu un ordinateur très tôt, donc c'est un environnement qui ne m'a pas déstabilisé. Avant de créer ma marque, j'ai travaillé pour LVMH ou pour Richemont en qualité de consultant. Puis, il y a 7 ans, j'ai eu ce désir impérieux de créer pour moi. Je voulais proposer ma vision du luxe. Ce fut un plaisir de A à Z. Tout à l'opposé du « bling bling ». J'ai souhaité demeurer intègre dans la conception, en ne travaillant qu'avec des artisans, en utilisant des matériaux nobles et en m'entourant de passionnés. Mon projet se veut très respectueux du passé, en alliant le style à la mécanique, pour donner quelque chose de très contemporain. »





*Alexandre Meerson – Altitude Première*

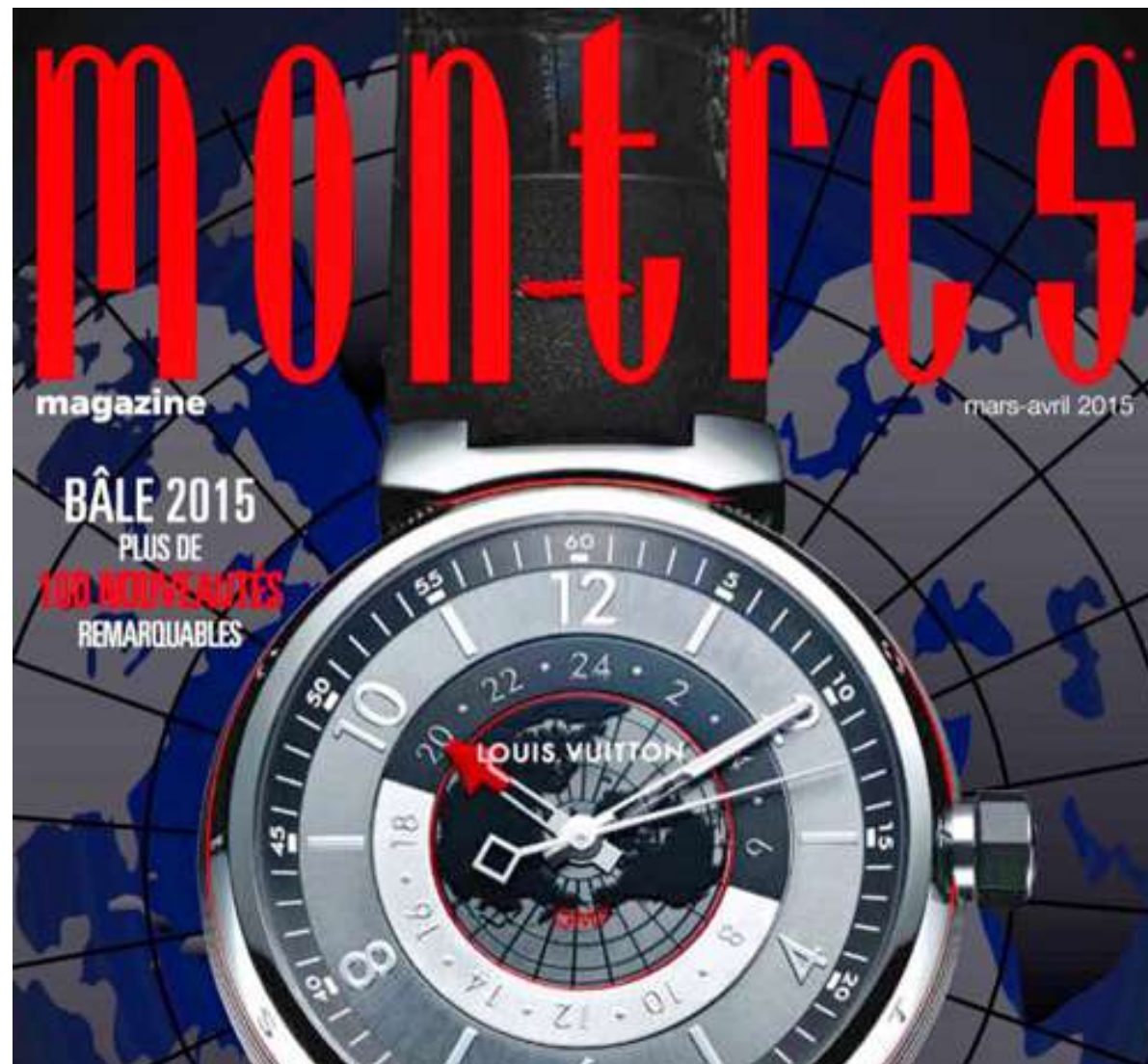
Quand on évoque ses montres, Alexandre sait que personne ne l'attend car l'offre est quasi-saturée. Mais son projet a pour but de présenter son interprétation personnelle, celle qu'il pense partager avec de nombreux collectionneurs ou amateurs de belles choses. Ce projet, c'est celui de la montre habillée, la « dress watch », ou montre classique. C'est la collection Altitude Première.

– Fin de la première partie –

Vous pouvez découvrir les montres [Alexandre Meerson](#) en exclusivité en France au Bon Marché, 24, rue de Sèvres, 75007 Paris

Thierry Gasquez  
Président





IN THE PRESS  
ALEXANDRE  
MEERSON

# MONTRES

APRIL 2015



A beautiful introduction to the Altitude Officier line, from our inaugural collection, inside the March - April 2015 addition of Montres Magazine.

## Au fil du temps



### ALEXANDRE MEERSON, L'ANGLO-SUISSE

L'horlogerie a généralement l'accent suisse. Depuis 2014 avec la Maison Alexandre Meerson, il faut aussi compter avec l'Angleterre. Des garde-temps conçus au cœur du Surrey, avec le meilleur du savoir-faire helvétique, grâce à Vacher Manufacture. La première collection Attitude, limitée à 249 exemplaires, s'habille de matériaux précieux, or, platine, titane. Ces montres élégantes de formes art déco classiques s'inspirent des codes de la haute couture. En France, la marque s'installe en exclusivité au Bon Marché.



INNOVATION  
DES MONTRES  
Le monde de l'horlogerie est en pleine effervescence. Les marques se battent pour proposer des modèles toujours plus innovants. Alexandre Meerson est à l'avant-garde de ce mouvement. Sa collection Attitude est une véritable œuvre d'art, qui allie le meilleur du savoir-faire suisse à l'inspiration anglaise. Les montres sont conçues dans le Surrey, en Angleterre, et sont assemblées en Suisse. Elles sont disponibles en or, platine et titane, et sont limitées à 249 exemplaires. La collection Attitude est une véritable révolution dans le monde de l'horlogerie. Elle est disponible en exclusivité au Bon Marché.





**ALEXANDRE MEERSON  
ALTITUDE OFFICIER SMALL  
SECONDS**

« Alexandre Meerson's modern take on vintage design is achingly stylish and exceedingly accomplished as part of a debut collection. This titanium-cased small seconds uses glorious off-kilter Breguet numerals on a graphite dial and a Vaucher Fleurier movement.

RRP: £8,600

Contact: 01483 203 169

## WATCHPRO

The Altitude Officier Small Seconds is featured inside the March 2015 edition of WatchPro's magazine.

MARCH 2015



IN THE PRESS  
ALEXANDRE  
MEERSON

# VOGUE

## RECCOMENDED MEN'S BRAND

ALEXANDRE MEERSON in the French VOGUE,  
featured as 1 of 7 new watch brands for men  
VOGUE recommend.

FEBRUARY 2015



IN THE PRESS  
ALEXANDRE  
MEERSON

ABONNEZ-VOUS



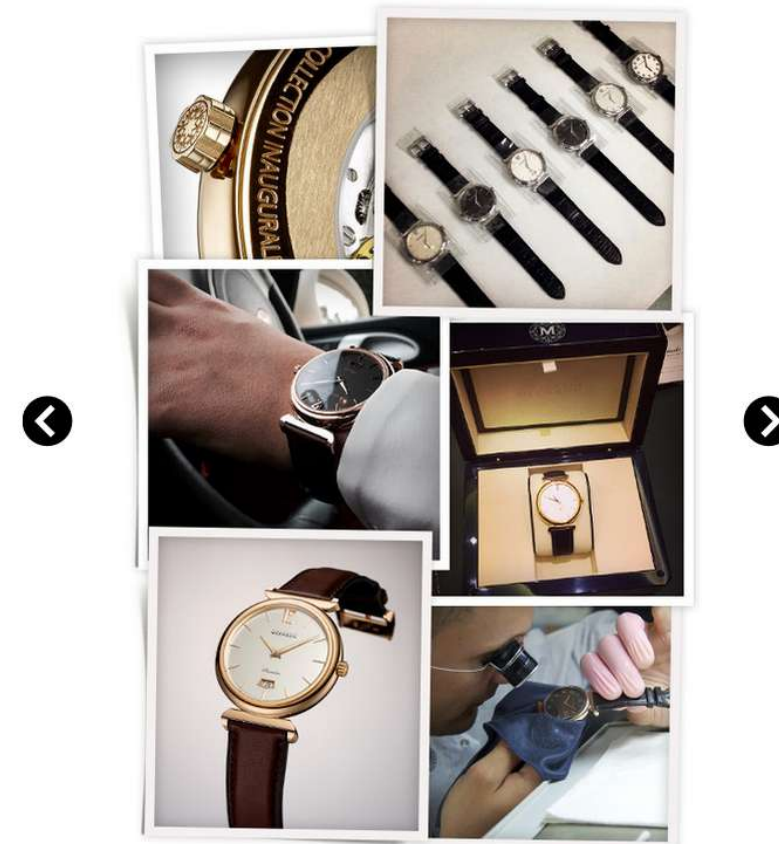
VOGUE

MODE DÉFILÉS FASHION WEEK LIVE SUZY MENKES BEAUTÉ BIJOUX CULTURE VIDÉO VOGUE HOMMES SOIRÉES VOYAGES

VOGUE HOMMES HORLOGERIE

7 nouvelles marques de montres au  
masculin

3 / 7



Alexandre Meerson

Nouveau venu sur la place horlogère, ce Britannique fait revivre depuis 2014 l'héritage familial, ancré dans les mouvements depuis le début des années 50. A peine arrivé et déjà convoité par *Le Bon Marché*, Alexandre Meerson s'appuie sur l'expertise de *Vaucher Manufacture Fleurier* et *Dubois-Depraz* pour signer des automatiques allurées d'un chic très parisien, baptisées *Altitude* ou *Officier*. Un nouveau visage à suivre...

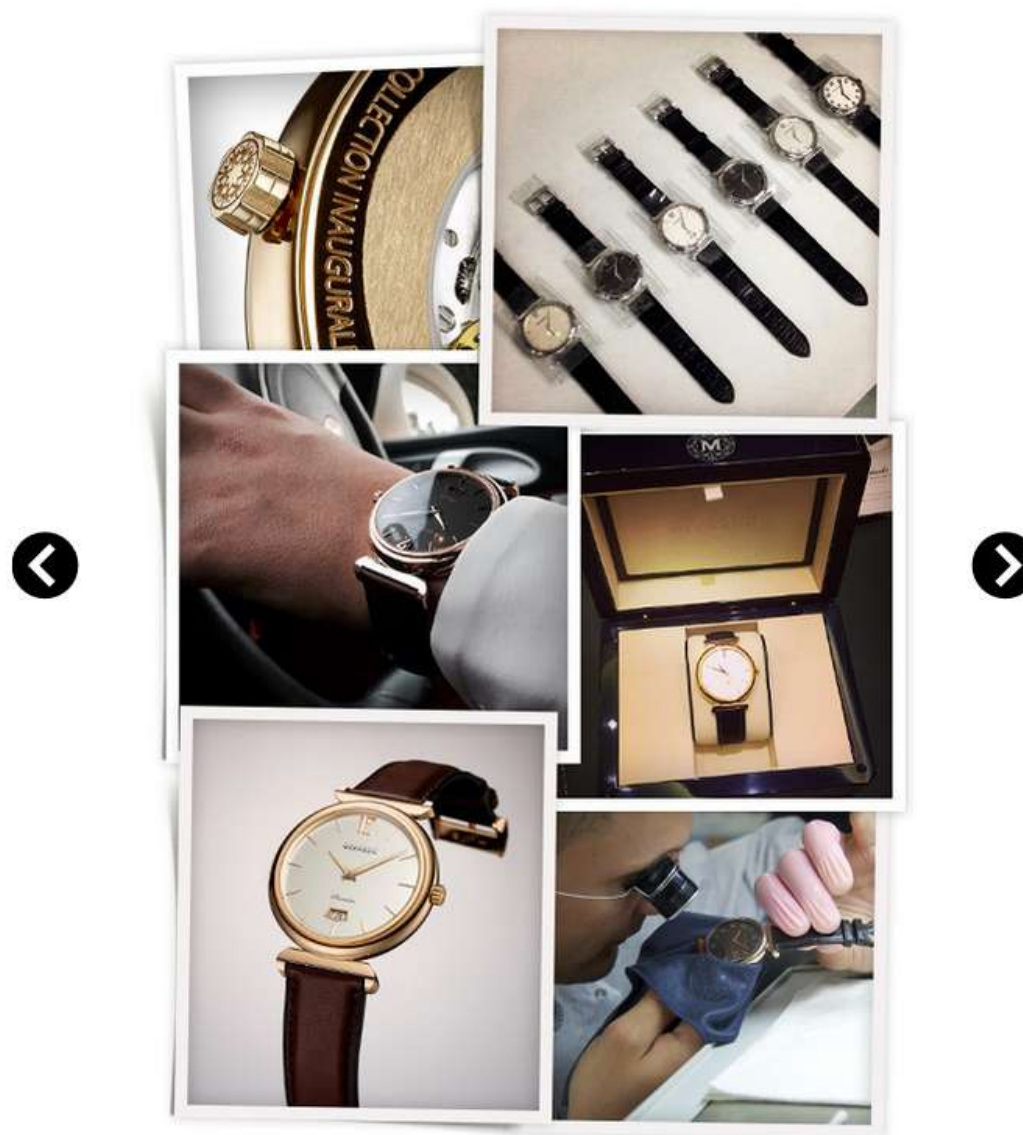
[Instagram.com/alexandre.meerson](https://www.instagram.com/alexandre.meerson)

Par Par Brune de Margerie et Anne-Sophie Mallard le 11  
Février 2015



## 7 nouvelles marques de montres au masculin

3 / 7



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STYLE

**United Kingdom**

Alexandre Meerson, haute horlogerie but with style

IN THE PRESS  
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MEERSON

**LUXE TV**  
FEBRUARY 2015 

LUXE.TV Introducing ALEXANDRE MEERSON,  
Maison de style et d'horlogerie.





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## Altitude Premiere & Altitude Officier – Review

Alexandre Meerson / by Brice Goulard

to you a new luxury brand with a simple but highly enjoyable design and : Alexandre Meerson. By only looking at the press photos and reading the the story was highly captivating and that the timepieces were not denied better than a try and all the photos, as good as they can be, will never the watch strapped on the wrist. That's why we get our hands on all the Altitude Premiere & Altitude Officier.



### Founder & Executive Editor

[Frank Geelen](#)

### Associate Editor

[Brice Goulard](#)

### Contributors

Ilias Giannopoulos

Mario Squillacioti

Max E. Reddick

Robin Nooy

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### WEEKLY WATCH PHOTO



# MONOCHROME

After being given the opportunity to handle the timepieces for the first time, Monochrome offer up full review of the Altitude Collection.

FEBRUARY 2015



IN THE PRESS  
ALEXANDRE  
MEERSON



A few months ago, we introduced to you a new luxury brand with a simple but highly enjoyable design and an interesting horological content: Alexandre Meerson. By only looking at the press photos and reading the press release, we found that both the story was highly captivating and that the timepieces were not denied of elegance. However, nothing is better than a try and all the photos, as good as they can be, will never replace the experience of having the watch strapped on the wrist. That's why we get our hands on all the collection: the Alexandre Meerson Altitude Premiere & Altitude Officier.



The two collections – Altitude Premiere & Altitude Officier – share several similarities, among which is the design of the case. It is composed of a totally round central part and of two lug modules, with an Art-Deco twist, that hold the strap. The integration of such modules in a modern watch is not that common and, most of the time, the previous attempts led to an obsolete, baroque look. In the case of the Alexandre Meerson watches, it only brings a delicate touch of vintage feeling but remains extremely contemporary and clean. The cases are available in a choice of grade 5 titanium – the only titanium alloy that allows a mirror polished finish – or 18k pink gold.

Vaucher is actually a very reputed manufacture that can be trusted, both for the reliability and the beauty of their movements. For once, we're in front of a new brand that is not relying on a simple ETA (or clone) movement and playing on the design only. The concept of Alexandre Meerson is clearly to introduce a high-end brand, including nice touches on the design, the finish and the movement. The only regret concerning this movement does not come from its finish or functionalities but more from its decoration that is a bit shy. More personalization could have been welcome.

### The Alexandre Meerson Altitude Premiere

The first watch of the collection is purely a dress, elegant and discreet watch. The Altitude Premiere features a clean and refined dial, with 11 applied baton indexes and a single Arabic numeral at 12, with an original Art-Deco font. This detail brings the right amount of eccentricity to break the possible stiffness of such an empty dial without troubling the elegance and discretion. The hands are shaped into glaives and faceted. As seen above, the dial is available with only 2 hands, with an additional sub-dial at 6 (circled and slightly grained with a concentric pattern) or with a date window at 6 (circled too).





## The Alexandre Meerson Altitude Officier

The other collection intelligently brings a more casual look by only changing the indexes and adding a minute track on the dial. The Altitude Officier comes with 12 sporty yet elegant applied indices shaped into Breguet numerals. The hands are also different with a more simple baton shape. Just like the Altitude Premiere, it is available in titanium and 18k pink gold, with a silver or graphite dial and in a choice of 3 displays (time-only, small second or date). However we do feel that this titanium small second with grey dial is the best combo available, with a just the right dosage of vintage military touch. It remains more a dress watch than a sports timepiece but it will be more easy to associate the Alexandre Meerson Altitude Officier with a weekend outfit.



### Quality and comfort on the wrist

We knew about the elegance before handling the collections but what surprised us when strapping the Alexandre Meerson Altitude – Premiere or Officier – is the quality of the construction and the finishing details. For a first range of watches, it brings a superb quality and a real high-end feeling. In order to have a comparison, we can say that the influence of the Vaucher Manufacture is not only visible in the

movements but also on the cases and dials, as we're close to the Parmigiani Fleurier level – and that's a real compliment here. The case is extremely clean, the polishing doesn't call any criticism and the assembly is really precise. Several details such as the circled date or the finely engraved crown are definitely proving that we're in front of serious watchmaking.



Once strapped, the Alexandre Meerson Altitude is comfortable and well proportioned. The 41mm of the case allows a nice presence on the wrist without being oversized and the protruding shape of the lugs is never an issue. The use of titanium is of course participating to the comfort, due to a reduced weight compared to stainless steel. The gold editions are certainly heavier but barely noticeably so. The watch is thin – 8.59mm – and thus it can easily fit under a cuff for more discretion.



## Conclusion



For a first try on his own – he worked for various LVMH and Richemont Group brands and comes from a watchmaking family – Alexandre Meerson brings a totally achieved collection, with a superb quality, an original and unique design, an interesting horological content and the right amount of exclusivity. The Altitude Premiere & Altitude Officier look great and feel great. They are very well finished, comfortable, pleasant to look at and to wear. The main issue with such a first attempt comes in two questions: got some more and what's next?

These watches are part of an inaugural collection that is limited to 249 pieces. More details on the official website of [Alexandre Meerson](#).





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ALEXANDRE  
MEERSON

**BFM**  
JANUARY 2015 

MEERSON on French Television BFM - a lovely feature about our watch collection launched in Paris at Le Bon Marche Rive Gauche.

# WATCHONISTA

Watchonista writer Joel Grandjean takes a fantastically in-depth and knowledgeable look at the launch of Meerson and our inaugural collection, Altitude, depicting the key details that have made our first moments in the public eye successful.

JANUARY 2015



IN THE PRESS  
ALEXANDRE  
MEERSON

## ALEXANDRE MEERSON: DETAILS THAT MAKE A DIFFERENCE

JAN. 07, 2015 - 558 READS



The brand that saw the light in an era of detailed art is focused on reinventing classics. It captivated the public at the Salon QP in London in November 2014. A month later, it went to Paris.



JOEL GRANDJEAN  
Watchonista's Editor in Chief

The news came just a few days before the festive season: Le Bon Marché Rive Gauche – a legendary boutique in La Rue des Sèvres, in Paris' 6th arrondissement – would exhibit Alexandre Meerson's watches exclusively, and for the first time, in France. Mechanical watches which are scrupulously assembled in Switzerland, of course, by the finest craftsmen. Since the brand was launched, it has always equipped its watches with the in-house AM-4808 caliber produced by Vaucher Manufacture Fleurier. The choice of an industrial reference reflects the brand's independence in terms of components and skills. On top of that, it shows the reliability of the tool, as it is capable of catering for the needs of two brands who do ultra-luxurious watchmaking.



Alexandre Meerson watches

From its concept to the amazing realization of the project

I heard about the brand for the first time at an event the Fleurier-based flagship watchmaker organized at BaselWorld in March 2014. The founder, Alexandre Meerson, was talking about the eponymous brand to the few selected journalists that were

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BY JOEL GRANDJEAN  
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Alexandre Meerson watches

## From its concept to the amazing realization of the project

I heard about the brand for the first time at an event the Fleurier-based flagship watchmaker organized at BaselWorld in March 2014. The founder, Alexandre Meerson, was talking about the eponymous brand to the few selected journalists that were there, his friends and watchmaking colleagues and co-contractors. He had nothing to present but his determination; no prototype, no sketch, and no technical sheet to show. Standing on the platform in front of this group of insiders, he only shared his beautiful family history. The tale was legitimate and worth listening to and it had a few commendable intentions and castles built in the air here and there. The guests remained slightly skeptical as they were expecting more. Thus, the launching of the brand was a pleasant surprise for its coherence, accuracy and vision.

Alexander Meerson's watches are a digest of "Haute Couture" and Art Deco and have a very sensual feel. Everything has been calculated in detail from their design to their production. Besides, the brand claims (and this is well documented) that subtle details are its signature. The details impress as soon as eyes are laid upon them; they appeal to us for an unknown reason and are comfortable, reassuring and amazing to wear.



Alexandre Meerson Altitude Première Small Seconds

The pieces display several levels of understanding and appreciation. It is as if the first intuitive and voluntary visual encounter inexorably made it impossible to look away from them.



## Watch depiction in seven acts

Should we always seek explanations? When it comes to this collection going by the name of Altitude, the answer is *no*. Yet, some digging was necessary: the collection takes its inspiration from the “Première” and “Officier” collections, which represented classic watchmaking with an inconceivable feeling of modernism. We also needed to check that the collection’s iconic potential did not thin next to the customization it offered in terms of choice of materials and finishes. Alexandre Meerson is fortunately never out of ideas, though.



Alexandre Meerson Première Classic

### Detail 1: the shape

“I wanted to create contemporary luxury that respected watchmaking tradition, that was innovating, and that corresponded to contemporary needs and behaviors”, explained the founder. He admitted that he is inspired by the culture around “Haute Couture” – a world he is no stranger to – and by the love for authentic creation and “ravishingly” beautiful products. He looked back on his childhood as the son of a jeweler who was obsessed with physical and aesthetic comfort.

Said comfort should add up to visually appealing creations so they were as easy to attach for the thousandth time as for the first time.

The 1950s style it corresponds to is inspired by Art Deco, which can be seen even in the lugs in every model. Incidentally, the lugs are designed to keep a low profile in order to give the wearer complete freedom of movement whatever they do and wherever they are. The strap’s round shape follows the contours of the wearer and makes them feel like the piece is a natural addition to their arm. The stylistic plurality generates a contrast between the clear and calculated lines of the strap’s extremity and the quasi-organic round shape of the bezel.



Alexandre Meerson Altitude Première Date

### Detail 2: the human touch

“Even though machines can be more precise, handmade craft is in constant pursuit of excellence that reveals human genius in its most accomplished quest for expertise”, Meerson highlighted. He prefers human touch to cold, unnatural perfection. Thus, apart from what is visible through the transparent sapphire glass on the watch’s back, it is good to know that various techniques are used individually in the finishes of all of the manufacture’s pieces.

From the hand-stitched strap to the manual cutting of the dial’s emblematic indexes, every model is an ode to the 88 Swiss craftsmen who created them.



### Detail 3: the folding clasp

"The strap's folding clasp is a homage to pure talent as it represents a stylized ballet shoe", Meerson pointed out. He is amazed by the fact that no sport other than ballet can so wonderfully express the apparent ease that comes from the demanding and relentless nature of effort and consistency in practice. In watchmaking, it is a technical achievement. The brand's vision is to create elegance based on complexity. This is even seen in the curve and angles of the ballet shoe.

### Detail 4: asymmetrical hands

On the one hand, readability is made easier and on the other hand, there's boldness that challenges visual harmony by adding deliberate aesthetic tension. As the creator explained: "When it comes to aesthetics, I always seek a perfect balance between shapes and functions". We find this aspiration in the hands of the Altitude collection, which has been specially beveled to indicate hours and minutes without lessening reading precision at a glance. The treatment applied to the surfaces in order to reduce the ambiguous effect of the deliberate asymmetry has become part of the collection's identity.



Alexandre Meerson watch caseback

### Detail 5: the number 12 on Altitude Première models

We find this unique typography in all "Première" models. This particular 12 uses the dial center as a perspective point and can also be read as "1Z". In fact, this is a tacit tribute to Meerson's grandfather and his name.

### Detail 6: the date aperture

It seems that this technical complexity that allows a wristwatch to display the date was given extra space, thus making it seem larger. "In my work, I seek inspiration outside watchmaking, in other ways of conceiving things where elegance is derived from simplicity and passion", Meerson confessed. He finally admitted that the inspiration for this particular aperture came from the splendid Art Deco stairs in the "Peace Hotel" in Shanghai, China.

### Detail 7: the number 7 on Altitude Officier models

The hand-cut Arabic indexes that divide the dial of the "Officier" models in hours pay homage to the wristwatch's timelessness. The number 7 was deliberately left with its lateral bar, which gives it a distinct French touch.

"This is an unequivocal intimate reminder of my legacy", Meerson shares. Indeed, this Frenchman who lives in Great Britain is a fan of reinvented classics. He founded a brand whose watches are more Swiss than others and which bear signature details that could well elevate them to the status of icons.

[www.meerson.com](http://www.meerson.com)



Prix : à partir de 350€

## Les grandes marques ne sont pas les seules à se poser les bonnes questions

En décembre dernier nous faisons la connaissance d'[Alexandre Meerson](#), créateur de la marque éponyme, jonglant entre Style et Horlogerie. Vous pouvez retrouver son interview complète et ses créations en [cliquant ici](#).

Hasard des calendriers (ou pas), Alexandre Meerson a lui aussi mis au point son bracelet connecté : « Aujourd'hui, la plupart des gens ont un smartphone et voyagent, plutôt que de nier l'évolution en disant « nous on fait de la mécanique, on n'intègre pas le smartphone » ou, à l'opposé, essayer de vulgariser les choses en intégrant l'électronique partout, je me suis creusé la tête et j'ai conçu l'une des premières montre de haute horlogerie connectée. Elle n'est pas connectée par la montre en elle-même mais simplement par son bracelet. Ce bracelet contient ainsi une puce qui permet au voyageur d'avoir des fonctionnalités pratiques telles que le vibreur ou la sonnerie. ».



IN THE PRESS  
ALEXANDRE  
MEERSON

## LES RHABILLEURS

JANUARY 2015



The D15 and its connected strap revealed. Real innovation, whilst maintaining integrity.



## RIG BRANDS AREN'T THE ONLY ONES ASKING THE RIGHT QUESTIONS

Alexandre Meerson - D15 Connected Bracelet

Last December we got to know [Alexandre Meerson](#) , creator of the eponymous brand, juggling between Style and Watchmaking. You can find his full interview and his creations by [clicking here](#) .

Chance of the calendar (or not), Alexandre Meerson has also developed his smart bracelet: " *Today, most people have a smartphone and travel, rather than denying the evolution by saying " we are doing the mechanical, we don't integrate the smartphone "or, on the other hand, trying to popularize things by integrating electronics everywhere, I brainstormed and I designed one of the first high-end connected watch . It is not connected by the watch itself but simply by its bracelet. This bracelet thus contains a chip which allows the traveler to have practical functions such as the vibrator or the ringtone. "*



On the other hand, it will not be a “general public” model since the D15 (the GMT watch which will host this brand new concept of bracelet) will only be produced in 15 copies , on pre-order.

Alexandre Meerson justifies himself by telling us: " *We are only going to design 15, because this is not my job, I am not an electronics engineer. I'm just trying to send a message that says you can create something without conforming, that you can imagine objects that combine the best of both worlds, without necessarily having one that overwrites 'other. "* He was right, didn't he?



# TIEMPO DE RELOJES

The Altitude Premiere Classic featured inside the January edition of Tiempo de Relojes' magazine.

JANUARY 2015



IN THE PRESS  
ALEXANDRE  
MEERSON



# TELEGRAPH LUXURY

## TOP THREE TIMEPIECE DESIGNS

The Altitude Première was named as one of the three standout timepiece designs by the Telegraph's watch expert James Gurney, as he picked his horological highlights this winter.

JANUARY 2015



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Altitude Première, £7,700; meerson.com

### WATCHES

## The ultimate timepiece trio

Our watch expert profiles three standout timepiece designs that are his horological highlights this winter



BY JAMES GURNEY  
JANUARY 04, 2015 08:00

### Zenith Master

Offered up as a 150th-anniversary tribute to the company's first coming into being, it goes without saying that the watch is a token of the company's future as much as an encapsulation of its heritage.

The [Zenith](#) Academy Georges Favre-Jacot watch is far more restrained than Zenith's Christophe Colomb tourbillon in concept and, in design terms, is a "simple" time watch, but with the major addition of a fusée-and-chain "constant force" mechanism, visible above the hands arbor. Although not having the same visible presence as a tourbillon, connoisseurs tend to place more value on the fusée and chain (a way of equalising the torque delivered to the balance assembly as the watch unwinds) as the mechanism has a more pronounced effect on a watch's precision over time.

That the idea descends from the pen of Leonardo da Vinci doesn't do any harm either. Fusée mechanism apart, the Academy Georges Favre-Jacot is properly traditional in its finish

# The ultimate timepiece trio

*Our watch expert profiles three standout timepiece designs that are his horological highlights this winter*



**BY JAMES GURNEY**

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## AGEFI LIFE

AGEFI Life magazine kindly heaps praise on our inaugural collection, Altitude, in their '3 Montres au Banc D'essai' column.

JANUARY 2015



IN THE PRESS  
ALEXANDRE  
MEERSON

## **ALEXANDRE MEERSON ALTITUDE PREMIERE CLASSIC**

Il faut avant tout porter une Alexandre Meerson !  
Car tout en cette montre est art du détail, centré  
justement sur le confort du porteur, à l'écoute  
de ses comportements contemporains. Un « être  
d'aujourd'hui » en quelque sorte, jamais économe  
du respect de la grande tradition horlogère. J'y perçois  
la vision du fondateur de cette marque éponyme,  
certainement atteint de perfectionnisme aiguë et proche  
de l'univers de la haute couture : courbe des cornes,  
polissage du fond, galbe des aiguilles, tout semble  
servir l'équilibre entre la forme et la fonction. Jusqu'à  
la boucle de bracelet inspirée, purement gracieuse,  
qui évoque le chausson d'une ballerine. Qualifierais-je  
ce modèle de moderne ? Oui, mais en mode intemporel,  
comme l'illustre ce poli de carrure en titane qui, tout  
en tirant profit des avantages du matériau, s'en distance  
volontairement du point de vue de l'aspect. Me vient  
à l'esprit le terme de Modern Classic, terme qui consacre  
le mobilier ayant survécu à son époque.

Marco Gabella



# L'aventure horlogère d'Alexandre Meerson

Le français Alexandre Meerson, installé en Angleterre, a créé une marque éponyme de haute horlogerie. Sa première collection, *Altitude*, présentée fin 2014, réinvente le style classique à travers des pièces d'une grande qualité.

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C'est une nouvelle marque britannique de haute horlogerie qui vient de faire son apparition. Alexandre Meerson, du nom de son créateur - français mais installé dans les collines du Surrey -, demeure indéniablement inspiré de la culture française en matière d'élégance classique. Commercialisée depuis la fin de 2014, après sept années de travail et de recherche de fonds - plus d'un million d'euros a été investi -, cette marque permet à Alexandre Meerson de perpétuer une tradition familiale, puisque son père, depuis les années 50, était lui-même horloger. « Baignant depuis toujours dans ce secteur qui me passionne, j'ai eu rapidement envie de lancer ma propre marque, afin de mettre en lumière ma vision de l'horlogerie, à savoir des pièces incarnant le luxe contemporain de manière non-ostentatoire », explique le créateur.

Au-delà de l'aboutissement d'un rêve, cette marque entend, avec toute la modestie d'une production extrêmement limitée - 249 exemplaires pour la première collection - et d'une distribution européenne des plus sélectives, apporter une alternative aux



montres de luxe. Conçus dans les seules matières nobles, or 750, titane ou platine, les garde-temps Alexandre Meerson, désormais proposés à Paris, au Bon Marché, bénéficient d'une grande qualité de fabrication. Entièrement réalisés en Suisse, ils abritent des calibres mécaniques Vaucher entièrement manufacturés. « La fabrication à la main reste un impératif dans ma quête de perfection », explique Alexandre Meerson.

Sa première collection, *Altitude*, déclinée en deux lignes, affiche une forte inspiration Art Déco. Sobre, épurée, mais non moins élégante, elle regroupe des montres de 41 mm, et, dès la fin de 2015, de 37 mm pour les modèles féminins, déclinées en trois aiguilles ou en deux aiguilles et date. En cohérence avec l'esprit de son créateur, ces montres arborent un style simple masquant, pourtant, une grande sophistication caractérisée par un sens pointu du détail : la ligne Première est ainsi orchestrée par des aiguilles dauphines asymétriques, des index à peine bisautés, une courbure subtile du boîtier, des couleurs de cadran finement réfléchies et des attaches droites et novatrices. Dans les déclinaisons en titane, ces montres bénéficient d'une grande légèreté leur conférant un réel confort au port. Sa prochaine collection, *D55*, en cours de production, sera commercialisée courant 2015. Dans le même esprit de luxe contemporain, il s'agira de chronographes GMT en titane au style particulièrement graphique. ■

## The watchmaking adventures of Alexandre Meerson

The Frenchman Alexandre Meerson, whose business is established in England, has created an eponymously named haute horlogerie brand. *Altitude*, his first collection presented at the end of 2014, reinvents the classic style through high quality pieces.

A new British haute horlogerie brand has recently come onto the scene, and its creator is Alexandre Meerson. He is French, but runs his business from the hills of Surrey and remains unquestionably inspired by the classic elegance aspect of French culture. The brand has been in the market since end 2014 following seven years of work and fundraising - over 1 million Euros has been invested. This means that Alexandre Meerson can now continue a family tradition - his father has been a watchmaker since the 1950s. "Being always immersed in a sector that I was passionate about, I quickly wanted to launch my own brand in order to highlight my vision of watchmaking, namely pieces that embody contemporary luxury in an understated way," explains the creator.

Aside from bringing a dream to life, the brand also seeks to act as an alternative to luxury watches, and does so in an unassuming manner. Its production is extremely limited - 249 watches for the first collection - and the European distribution has been very carefully selected. Designed solely using fine materials - 18 ct gold, titanium or platinum - Alexandre Meerson timepieces are now available at Bon Marché in Paris and benefit from very high production quality. "Manufacturing by hand remains a crucial element in my quest for perfection," explains Alexandre Meerson. His first collection, *Altitude*, features two lines of watches, and evidences significant inspiration from the Art Deco style. The watches are understated and streamlined, though no less elegant for it. The collection comprises 41mm watches, along with 37mm ones for the ladies' models as from end 2015, and are available as three-handed watches or two-handed watches with date. Like their creator's mindset, the watches showcase an understated style though the style betrays considerable sophistication that is characterised by a keen sense of detail: the Première line is orchestrated by asymmetrical

dauphine hands, very slightly bevelled indexes and a subtle curve to the case with quietly considered dial colours and innovative, straight fasteners. The titanium watches benefit from being very light, making them really comfortable to wear. Meerson's next collection the *D55* is currently being produced, and will be marketed during the course of 2015. This incorporates GMT chronographs in titanium with a markedly graphic look, in the same contemporary luxury mindset. ■



## LE BIJOUTIER

JANUARY 2015



French magazine *Le Bijoutier International* cover the launch of MEERSON and their inaugural collection *Altitude*, along with looking forward to the future releases next year in this great piece.

IN THE PRESS  
ALEXANDRE  
MEERSON



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# TELEGRAPH LUXURY

## TOP 10 WATCHES OF THE YEAR

The Altitude Premiere watch listed as one of the Year's Top 10 watches of 2014 for the Telegraph Luxury.

DECEMBER 2014



IN THE PRESS  
ALEXANDRE  
MEERSON

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Alexandre Meerson Altitude Premiere Classic

**WATCHES**

### The year's top 10 watches

*Our expert combs through the timepiece treasures of the year to count down the innovations that have made the biggest impact*

**BY JAMES GURNEY**  
DECEMBER 12, 2014 09:49

Although attention on the Luxury desk is already focused on what treats next year has in store, we're also celebrating what we think has been a vintage year for watches. A top 10 inevitably means refusées, but I think our list captures the essence of what the watch world has served up.

With the obvious exception of [Patek Philippe's](#) Grand Master Chime, it's not been a year for the mega-complications or soup-plate size wrist statements – that, thankfully, means more room for those watches that capture something good, whether in terms of technology, design, heritage or craftsmanship. No smart watches here this time, nor room for the likes of Orolog and Uniform Wares, the fabulous creations that were shown in Gems of Time, the exhibition that wowed as part of fine watch fair SalonQP. Nor, indeed, the cloud of newer British brands (save Bremont).

If there's a common thread to these watches, it is that they all

**MORE LIKE THIS**

Piaget's Black Tie timepiece

# LE BIJOUTIER2

French newspaper Le Bijoutier 2 cover the launch of ALEXANDRE MEERSON and their inaugural collection Altitude, along with looking forward to the future releases next year.

DECEMBER 2014



IN THE PRESS  
ALEXANDRE  
MEERSON



**Le français Alexandre Meerson, installé en Angleterre, a créé une marque éponyme de haute horlogerie. Sa première collection, Altitude, présentée fin 2014, réinvente le style classique à travers des pièces d'une grande qualité.**

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# TELEGRAPH LUXURY

## ONE TO WATCH

Alexandre Meerson featured as "ONE TO WATCH" in this beautiful piece found inside the Telegraph's Luxury magazine.

DECEMBER 2014



IN THE PRESS  
ALEXANDRE  
MEERSON

**JAMES GURNEY**  
WATCHES

THE FOUNDER OF THE FINE WATCH  
MAGAZINE *QP* CONSIDERS THE LATEST  
MASTERFUL TIMEPIECES

TELEGRAPH.CO.UK/  
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### ONE TO WATCH

There can hardly ever have been a new watch brand to land in such a polished and complete state as Alexandre Meerson, which made its public debut at fine watch fair SalonQP in November. Meerson himself is the son of famed jewellery and watch designer Emerich, in whose studio he started as apprentice. Since then, Meerson has been immersed in the watch business as both designer and manager, and if that gave him a head start in comparison to other ingénue brands, he's used the advantage to excellent effect.

Having an educated eye for watch design is, almost, the easy part: the chief hurdle for anyone starting a watch brand is acquiring access to the top suppliers, a challenge that's even harder now that the bigger brands have snapped up most of the best case- and dial-makers. Then there's the question of putting a team together that can realise the dream. All in all, quite a task.

The Altitude Première is a simple-looking watch that hides its sophistication most carefully: the centre of the case-back, for example, is gently curved, a line that is reflected in the sapphire crystal. The 'dauphine' hands are unusual too, having contrasting finishes on each side, while the lugs are beautifully faceted and shaped. Inside are Vaucher movements, emphatically not available to allcomers. In Alexandre Meerson, the apprentice has stealthily become the master. *Altitude Première, £7,700; meerson.com*







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The ESPRIT MDLG

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Interview Luxury & digital Meerson Alexander, designer watch and CEO of Alexander Meerson #LuxuryTalks

### #LuxuryTalks, Face-to-face luxury and digital

The story is beautiful. That of the family of creators course Meerson. It begins in 1950 when Emerich Meerson creates a recognized brand of watch and jewelry by putting on the front of the stage and for the first time the "fashion shows" while also working for the major brands of the time. Later, **Alexander Meerson**, creative multifaceted cut his teeth in the workshops of Besançon his father and is interested in a more noble form of watchmaking: the fine watchmaking which shows the addition a mechanical structure becomes a real work of art, a talisman, a piece of excellence, not perfection as Alexander Meerson loved specify when our interview! More than that, he is also a son of the digital.



Portrait Alexandre Meerson - Click to see the profile LinkedIn

It also manages, in addition to his passion for creation, a consulting firm "La Boutique du Luxe" in London in strategy, design production and insight to accompany the luxury brands in their development. Brain and hand, Alexander Meerson decided in 2007 to satisfy his need for expression by creating his own brand reflecting his personal sensitivity coupled to the aspirations of today. With integrity for the purity of the piece but also boldly.

He reinterprets the timepieces 'modern classic' wholly and solely handmade with quality materials handpicked. These are 88 of the most talented artisans of their generation who are busy in the studio Swiss brand, to cut and polish all the constituent parts of Alexandre Meerson watches respecting the vision of the artist: a sober classicism in detail and not in exuberance. Engineering is managed from the imperious Surrey Hills, England, in a sumptuous castle.



# MDLG

Alexandre Meerson speaks to My Digital Luxury Gallery in an in-depth interview for their #luxurytalks feature.

DECEMBER 2014



IN THE PRESS  
ALEXANDRE  
MEERSON



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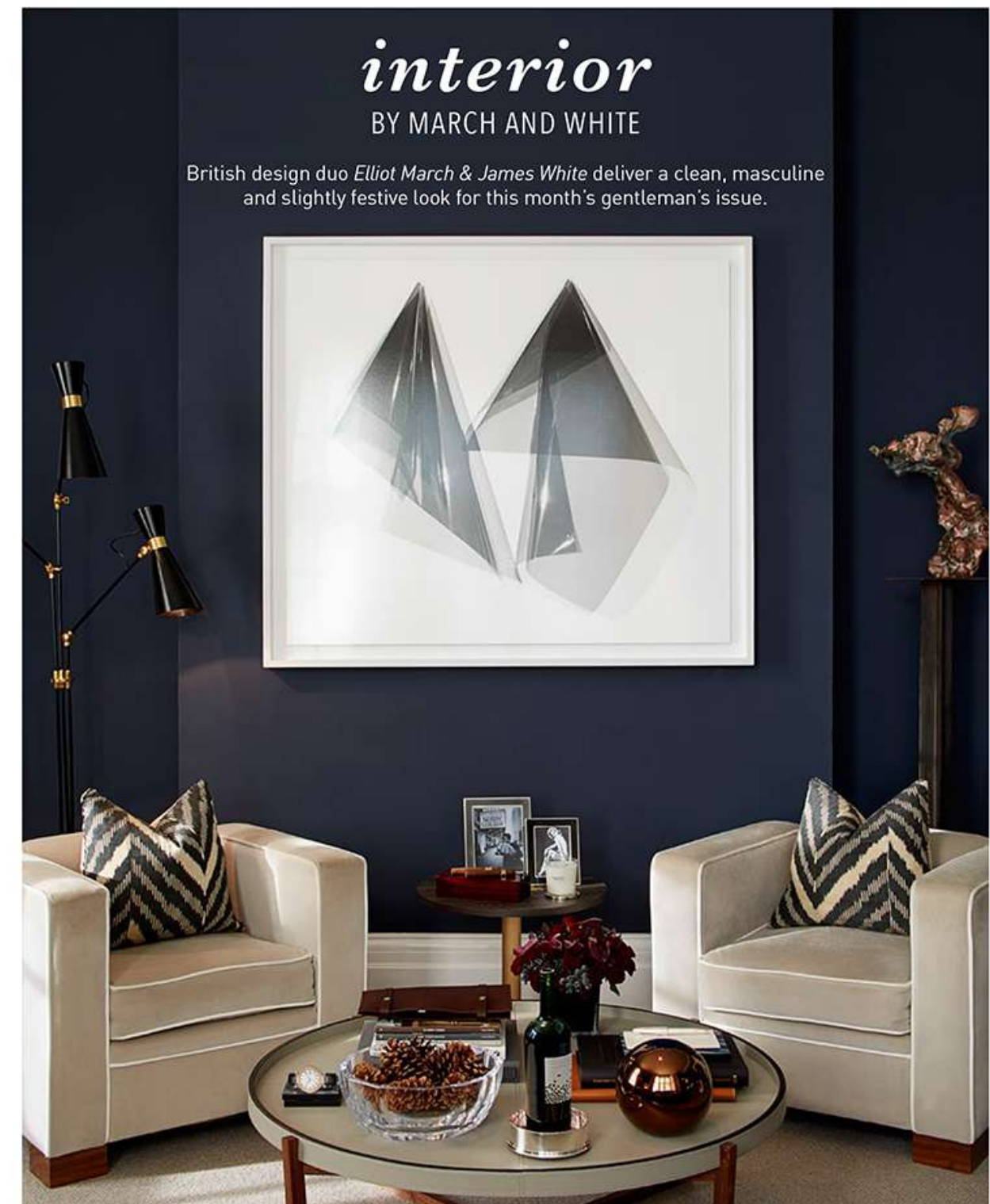
# ADOREUM

The Alexandre Meerson Officier Date featured in Adoreum's Winter Gentleman's issue - curated by March & White.

DECEMBER 2014



IN THE PRESS  
ALEXANDRE  
MEERSON



Linley Large Coffee Tray Table, £1,600, [www.davidlinley.com](http://www.davidlinley.com) / Asprey Champagne Coaster, £390, [www.asprey.com](http://www.asprey.com) / Waterford Crystal Lismore Bowl, £65, [www.waterford.co.uk](http://www.waterford.co.uk) / Meerson Officer 35 Watch, £19,900, [www.meerson.com](http://www.meerson.com) / REMI Vase, £38, [www.lsa-international.com](http://www.lsa-international.com) / Blackbird Vineyards Illustration 2006, £61.99, [www.blackbirdvineyards.com](http://www.blackbirdvineyards.com), [www.hardtofindwines.co.uk](http://www.hardtofindwines.co.uk) / Asprey Silver Pen, £1,250, [www.asprey.com](http://www.asprey.com) / Superyachts Book, March & White's own / Linley High Back Max Chair in Tribeca, £2,350, [www.davidlinley.com](http://www.davidlinley.com) / Flowers by Jane Lawrence, from £45, [www.janelawrenceflowers.com](http://www.janelawrenceflowers.com) / Madeline Weinrib Sadu Ikat Pillow, £251-£670, [www.madelineweinrib.com](http://www.madelineweinrib.com) / Asprey scented candle, £95, [www.asprey.com](http://www.asprey.com) / Cigars, March & White's own / Black Enamel Frame, £1,150, [www.asprey.com](http://www.asprey.com) / AKD Ltd, Tripod Floor Lamp, [andrew@andrewkornatdesigns.com](mailto:andrew@andrewkornatdesigns.com) / Alex Hoda Neurocon in zinc, steel and copper, £16k - [www.edelassanti.com](http://www.edelassanti.com) / Stuart Bailes, The Informants, 2012, £5,000, Edel Assanti [www.edelassanti.com](http://www.edelassanti.com) / [www.marchandwhite.com](http://www.marchandwhite.com)





£1,600, [www.davidlinley.com](http://www.davidlinley.com) / **Asprey Champagne Coaster**  
**Meerson Officer 35 Watch**, £19,900, [www.meerson.com](http://www.meerson.com) / **F**

# MONTRES DE LUXE

NEWS LUXURY WATCHES AND LUXURY WATCH BRANDS



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BRACELETS AND ACCESSORIES MORE ▾

## Alexandre Meerson: a new watch brand Bon Marché



Le Bon Marché gradually develops its watch line off the beaten track... Next brand to integrate this great mythical store on the Left Bank in Paris? Alexandre Meerson. A new collection of simple, elegant watches, Vaucher Manufacture Fleurier feature templates.



Here is a new English watchmaker (born in 2014) whose founder is of French origin and whose sizes are of course Swiss ... The man lived in England since 2005. He is the son of a watch designer who began in France in the 1950s with the launch of his eponymous label, Alexander Meerson so in the footsteps of his father ... In this passionate and luxury watches, the launch of Alexander Meerson is the culmination of a dream, the project of a lifetime: to create pieces that embody, he said, 'contemporary luxury'. The first collection, called 'Elevation', 'inaugurates the style and French values Meerson: both classic and contemporary.' The statement said of

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### In short

Belles Montres: Ekso video gallery



### News

Ulysse Nardin Perpetual Calendar Manufacture: publishing shop 250 copies



### Throughout the news

Florence historic Panerai boutique offers a makeover



# MONTRES DE LUXE

Luxury Watches cover ALEXANDRE Meerson's launch at Le Bon Marché this month.

DECEMBER 2014



IN THE PRESS  
ALEXANDRE  
MEERSON



# Alexandre Meerson: a new watch brand at Bon Marché



Le Bon Marché is gradually developing its watchmaking offer by thinking outside the box... The next brand to integrate this legendary department store on the Left Bank in Paris? Alexandre Meerson. A brand new collection of sober and elegant watches, with Vaucher Manufacture Fleurier calibers.



**H**ere is a new English watch brand (born in 2014) whose founder is of French origin and whose calibers are obviously Swiss... The man lives in England since 2005. He is the son of a watch designer who started in France in the 1950s. With the launch of his eponymous brand, Alexandre Meerson therefore follows in the footsteps of his father...

For this passionate of luxury and watches, the launch of Alexandre Meerson is the culmination of a dream, the project of a lifetime: to create pieces which, according to him, embody "contemporary luxury". The first collection, called "Altitude", "inaugurates the style and values of the Meerson House, both classic and contemporary" ensures the press release of the brand. The fact is that the style of these new timepieces is decidedly modern and discreet. Art Deco chic, but not ostentatious.

Two versions of dials are available: black or silver. Note beautiful asymmetrical "dauphine" hands, slightly beveled indexes, a discreet curvature of the case which hugs the wrist, the very straight attachments and the engraving of the crown. The creation and design are carried out at headquarters, on a property in the hills of Surrey in England, where Alexandre Meerson lives.

However, manufacturing and assembly take place in Switzerland (essential for Swiss Made). The AM-4708 and AM-4808 mechanical movements are supplied by Vaucher Manufacture Fleurier (amateurs will appreciate) in Switzerland. These timepieces are available in gold, platinum, titanium and can be made to measure. Production is extremely limited, the first inaugural collection is limited to 249 watches. Each piece is numbered.





# WATCHPRO

ALEXANDRE MEERSON cited as one of the key players in keeping Britain the most attractive international commodity in the world of watchmaking, within WatchPro Magazine.

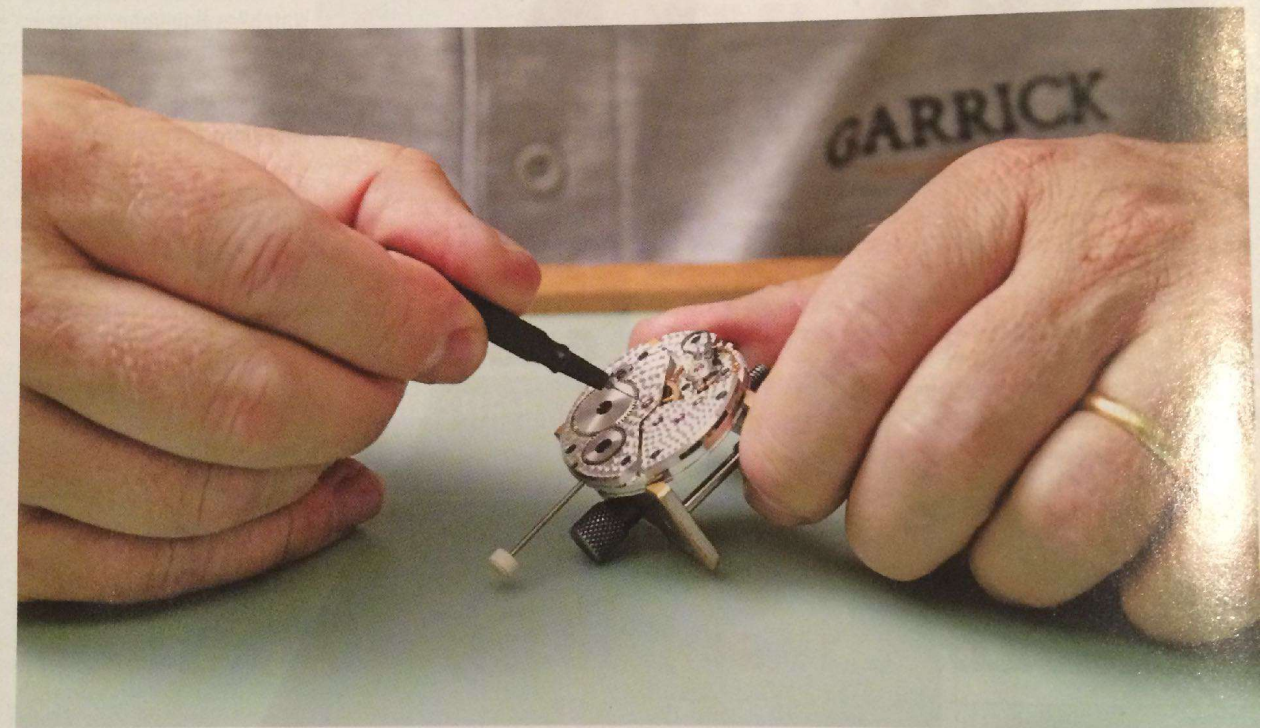
DECEMBER 2014



IN THE PRESS  
ALEXANDRE  
MEERSON

## THINGS WE LEARNED IN 2014

AFTER THE CONFIDENCE EXHIBITED IN 2013, THIS YEAR HAS BEEN ONE OF CONSOLIDATION AND REFLECTION FOR MANY WATCH BRANDS. THIS HAS BEEN ESPECIALLY TRUE IN THE TRICKY MID-MARKET PRICE SEGMENT, WHERE A CONSIDERED PURCHASE BY A SHOPPER ON A FINITE BUDGET HAS BEEN MADE ALL THE MORE DIFFICULT BY INCREASED COMPETITION.



### BRAND BRITAIN IS STRONG

Brand Britain is still the most attractive of international commodities. The traditional pomp and circumstance associated with This Sceptred Isle is still valued in foreign territories, which can be witnessed in Bremont's continued expansion into the Middle East, Europe and now the US, with its first American store due to open soon in New York. New brands continue to appear on these shores too, with entrepreneur David Brailsford and watchmaker Simon Michlmayr partnering in the establishment of Garrick Watches, a tastefully designed Swiss-made, British-finished and assembled watch brand. Watch designer Alexandre Meerson,

son of French watchmaker Emerich Meerson, could have no doubt selected any territory to launch his eponymous watch brand this year, but his watches will be designed at his Surrey HQ, with movements coming courtesy of Vaucher Manufacture Fleurier. Gile Ellis also continues to expand the Schofield range of watches, which were lusted after by trade and consumer alike at the recent Salon QP luxury watch exhibition in London. 2014 has proved that all things British continue to carry a disproportionate amount of influence on the international stage, great news for the future of the industry.

WATCHPRO / DECEMBER 2014 / watchpro.com



## BRAND BRITAIN IS STRONG

Brand Britain is still the most attractive of international commodities. The traditional pomp and circumstance associated with This Sceptred Isle is still valued in foreign territories, which can be witnessed in Bremont's continued expansion into the Middle East, Europe and now the US, with its first American store due to open soon in New York. New brands continue to appear on these shores too, with entrepreneur David Brailsford and watchmaker Simon Michlmayr partnering in the establishment of Garrick Watches, a tastefully designed Swiss-made, British-finished and assembled watch brand. Watch designer Alexandre Meerson,

son of French watchmaker Emerich Meerson, could have no doubt selected any territory to launch his eponymous watch brand this year, but his watches will be designed at his Surrey HQ, with movements coming courtesy of Vaucher Manufacture Fleurier. Gile Ellis also continues to expand the Schofield range of watches, which were lusted after by trade and consumer alike at the recent Salon QP luxury watch exhibition in London. 2014 has proved that all things British continue to carry a disproportionate amount of influence on the international stage, great news for the future of the industry.

[HOME](#) / [ALEXANDRE MEERSON AVAILABLE AT LUXURY PARIS STORE](#)

## Alexandre Meerson available at luxury Paris store

[Article](#) [Reader Comments](#)

By James Buttery

Dec 2, 2014



**Start-up luxury watch brand Alexandre Meerson has secured Paris-based Le Bon Marché Rive Gauche as its latest retail partner.**

The exclusive Paris department store becomes UK-based

Alexandre Meerson's second international retailer following its launch into AceJewellers in Amsterdam.

Alexandre Meerson's watches will be available with three displays in the store's fine jewellery and watch department from December 10th, with a series of events being held to promote the launch.

Story continues below ▼  
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On December 13th, Alexandre Meerson will personally host one-to-one appointments with customers in the store's VIP room. Appointments with Alexandre Meerson can be made by e-mail at [concierge@meerson.com](mailto:concierge@meerson.com) or through the [brand's website](#). Subscribers of Le Bon Marché's newsletter will automatically receive an invitation.

Alexandre Meerson quotes: "I am delighted that our brand will launch in Paris' most beautiful, sharp and exclusive Department Store. Le Bon Marché has always been my go-to store for luxury, style and craftsmanship"



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- [IN PICS: Alexandre Meerson's debut collection](#)

# WATCHPRO

WatchPro's website cover the house's announcement that its high-end watch collection will be available at Le Bon Marché Rive Gauche, Paris from December 10th 2014.

DECEMBER 2014



IN THE PRESS  
ALEXANDRE  
MEERSON



# Alexandre Meerson available at luxury Paris store

INTERNATIONAL / NEWS / OTHERS by JAMES BUTTERY on DECEMBER 2, 2014

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# EVE'S WATCH

Propose in style.. With an ALEXANDRE MEERSON watch. The Alexandre Meerson Altitude Premiere Classic hand picked by Eve's Watch as a great watch use in place of a traditional ring for a proposal.

DECEMBER 2014



IN THE PRESS  
ALEXANDRE  
MEERSON

eveswatch.com  
EVE'S WATCH

HOME LUXURY WATCH STYLE WATCH HELP BUYING WATCHES ON EVE'S WATCH LADIES' WATCHES MEN'S WATCHES

## HOW TO PROPOSE WITH A WATCH



Make no mistake, a proposal is a very stressful thing. All you have to do is type the words 'marriage proposal' into Google and you're faced with myriad videos featuring poor men completely cocking it up. There's the Dutchman who hired a crane that subsequently crashed into his neighbour's roof; the Chinese computer programmer who blew nearly \$100,000 on a stack of iPhones, which he arranged into a heart and stood inside with his girlfriend to pop the question to which the answer was "no"; and the number of Americans who think a sports game is a romantic venue.

If you want to say 'this is our new beginning together' choose this Alexandre Meerson



Alexandre Meerson Altitude Premiere Classic (RRP: £6,200)

Reference this as a new stage in your life by giving her a watch by someone you've just discovered and want her to share. We think Alexandre Meerson is a brand she'll absolutely fall in love with. We know we did.



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# WATCHING MAGAZINE

A feature on Meerson found inside the Dutch company Watching's winter issue of their quarterly magazine.

DECEMBER 2014



IN THE PRESS  
ALEXANDRE  
MEERSON



## **Ace Jewelers** brengt Alexandre Meerson

Ace Jewelers introduceert Alexandre Meerson, een luxe horlogemerk geboren uit een familietraditie die teruggaat tot de jaren vijftig. De eerste collectie, de Altitude lijn, bestaat uit discrete, elegante horloges met oog voor detail. Alexandre Meerson groeide op als zoon van een horloge- en juwelenontwerper. Zijn eerste horlogecollectie presenteerde hij in 2014 en het doel dat hij hierbij voor ogen had was het creëren van een lijn moderne klassiekers. De horloges worden in Engeland ontworpen en de automatische uurwerken worden gemaakt bij de Zwitserse Vaucher Manufacture. De Alexandre Meerson collectie is bij Ace Jeweles op bestelling verkrijgbaar.





IN THE PRESS  
ALEXANDRE  
MEERSON

QP MAGAZINE

NOVEMBER 2014



Alexandre Meerson featured in a beautiful double page spread within QP Magazine.



A

ALEXANDRE Meerson is a design perfectionist. The dial of the Altitude Première, the watch range with which he's launching his eponymous brand, went through 27 prototype iterations before he was completely satisfied. "We were in a meeting and I changed one tiny parameter and it was like hearing music - I realised this is it, it's finished," he says.

Meerson, an expat Frenchman whose firm is based in the Surrey countryside, had the advantage of learning from the best. His father, Emile-Michel Meerson, was a celebrated watch and jewellery designer, creating pieces for the likes of Tiffany and Mikimoto before launching his own brand in 1972. His elegant, Art Deco-inspired classicism was quite the thing among fashion-forward types in the 1970s and '80s (the brand closed in 2003).

Since apprenticing in his father's studio as a teenager, Alexandre, now 42, has steeped himself in watch industry pedigree as a designer, manager and brand consultant working with the major luxury houses. "But I was always ranting about wanting to do my own stuff, and finally someone said to me 'why don't you just do it?' It took me a long time to clarify my vision though."

Meerson started working on watch designs in 2007, honing his ideas at his own pace. In 2011 he set up his bespoke design studio, working for major brands but with the aim of launching his own "maison de horre" marque.

An instinct for minimalist elegance clearly runs in the family. Like many of the finest designs, the Altitude has the sense of a watch that has been around for ages, while retaining its own freshness and character. A circular dress watch characterised in particular by its unusual horizontal lugs, it isn't just on the outside that the Altitude impresses. Meerson was able to leverage his Swiss contacts to gain access to high-grade movements from the Vacher manufacture in Fleurier - calibres normally found in Parmigiani and Hermès watches.

"We wanted real brilliance in execution," Meerson says. "Vacher is extremely high tech, but they cherish tradition and they're obsessive about quality. They reject plans from a lot of people, but we showed them we were not building a watch but a brand - I grew up in a watch workshop, so I think we spoke the same language."

Meerson also worked with independent craftspeople in Switzerland to realise his team's ultra-detailed designs. For instance, the centre of the case-back is shaped into a gentle scoop, the concave curve continuing through the crystal - hard to achieve at precise tolerances. Even the dauphine hands are unusual, brushed on one side and polished on the other, to give a clearer indication. Up close, those emblematic lugs are a mass of intricate and facets.

DEBUT AT  
SALONQP  
2014

# IN THE NAME OF THE FATHER

*The son of a famous watch designer, Alexandre Meerson is impressing with his own ultra-elegant take on the dress watch. By Timothy Barber*



The crown jewels of the Altitude Première dress watch.

"I wanted something that looked extremely simple, but when you really looked at it you would discover all these elements that make it interesting and also tactile," Meerson says. "You caress it like a talisman - it's pleasurable."

True to his vision of launching a fully-fledged brand rather than simply a watch, Meerson is launching the Altitude in an array of variants. Two-hand, date and small seconds versions are available, in rose gold, platinum or beautifully rendered titanium, each with dark or light dial options. A more casual version with baton hands and Breguet numerals, the Altitude Officier, is also offered. Moreover, since the watches are being produced in extremely small volumes, Meerson is providing plenty of customization options, with prospective buyers (who can contact the brand via its website) being treated to individual consultations - including wrist measurements so that each strap can be designed on a bespoke basis.

"This is a new interpretation of classicism, which is understated and has to be pleasurable in every way," says Meerson. He also believes that his adopted UK base has a specific benefit. "Being in the UK is an advantage not because of the horology but because of the British spirit: you are allowed in England to be who you want to be. That's what this is about - it's doing things as I wanted them to be done."

meerson.com

# MAYFAIR TIMES

A full page article featuring Alexandre Meerson and introducing the Altitude range inside the Mayfair Times.

NOVEMBER 2014



IN THE PRESS  
ALEXANDRE  
MEERSON



## ALEXANDRE MEERSON WATCHES, CLASSIC REINVENTED

Introducing the Altitude collection this month in London, Alexandre Meerson writes the next chapter in the Meerson family tradition of creating beautiful, luxurious, and now horologically sophisticated watches.

Alexandre Meerson launches his eponymously named brand with a collection of modern classics that embody his goal to create beautiful, modern 'classic' watches, meeting the strict standards of 'haute horlogerie'.

The son of Emerich Meerson, a renowned watch and jewellery designer who enjoyed significant success in the 1970s and '80s, Meerson designed his first watch in the family workshop in Bregason at 14.

Upon leaving school he initially became involved in the retail side of his father's business before branching out to develop a successful career in the luxury goods industry.

Meerson talks passionately about his quest for perfection which he refers to as 'Art In Detail' –

which he brings to life in refined designs taking inspiration from art deco and his travels around the world. The result is timepieces that at first appear simple yet reveal striking details to the wearer over time. All timepieces are made of precious and noble materials such as gold, rose gold, titanium or platinum, in a combination of finishes and are tailored individually to each client.

The mechanics of the timepiece are given equal consideration. They feature the beautiful AM-4808 developed by Vaucher Manufacture Fleurier in Switzerland and visible through the case-back. The altitude collection is tailored and personal. The inaugural line is limited to 249 pieces that range from £5,900 to £19,000.







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### Alexander Meerson Altitude Premiere Small Seconds

Another independent watchmaker on his Salon QP debut this year, Alexander Meerson's name may be familiar to old-school horophiles as his father, Emerich Meerson, created timeless classic watches that are still popular today on the vintage market. Alexander's pieces are subtle, deceptively simple watches featuring modified Vaucher movements – also used by several pricier brands – housed in a titanium 'envelope' to improve strength. Art-deco inspired loveliness.

[meerson.com](http://meerson.com)

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### Junghans Max Bill Automatic

Swiss design guru Max Bill was one of Junghans' foremost designers decades ago, and his classic style gets a revival here with a modern interpretation of his original Bauhaus-inspired aesthetic. Uncluttered, functional and beloved of graphic designers worldwide, this is a perfect 'stealth' dress watch that will stand the test of time.

[junghans.de](http://junghans.de)

### Extremely Piaget Cuff Watch

Inspired by the heritage designs of founder Yves Piaget and designer Jean-Claude Guéit, and part of a new collection that comprises 37 watches and 88 jewellery pieces, the flamboyant cuff watches were a particular delight. These boldly designed pieces blur the boundaries between jewellery and watch, with the ornate cuff with diamond motifs curling around sapphires or emeralds. Wonderfully 70s in style, and totally Piaget.

[piaget.com](http://piaget.com)



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IN THE PRESS  
ALEXANDRE  
MEERSON

TEMPUS  
NOVEMBER 2014



A lovely piece spotted in Tempus Magazine  
issue 32 - Altitude Premiere small seconds.



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[meerson.com](http://meerson.com)

# JEWELLERY EDITOR

'Get me to the church on time' - Alexandre Meerson's Altitude Première Classic in Rose Gold picked as one of the watches worthy for grooms to wear on their big day, described as "a definite winner".

NOVEMBER 2014



IN THE PRESS  
ALEXANDRE  
MEERSON

THE  
JEWELLERY  
EDITOR

News Window Shopping Videos Jewellery Watches Celebrities Bridal Auctions Hot Topics

Leading commentary on jewellery and watches  
by Maria Doulton

SEARCH

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## dress watches



pink gold, with large Roman numerals and a view of the movement, comes with the distinct historical credentials of being the world's first pilot wristwatch made by Louis Cartier in 1904.

Purists need look no further than the Patek Philippe Calatrava watch. The very picture of refinement, distinction and sobriety, the Calatrava is housed in a 38mm white gold case with a hand guilloché dial that features a smart white pleated pattern in the centre and a traditional onion crown.

Chopard makes a great watch for formal events, appropriately named the Classic Manufacture watch. Crafted in yellow gold, the 38mm case is a lesson in sobriety and classicism with Roman numerals and a small seconds counter at six o'clock.

Moving beyond the more traditional black and white dials is H. Moser's high-end Endeavour Centre Seconds watch, with its gorgeous

A newcomer on the watch scene, Alexandre Meerson's Altitude Première Classic watch, unveiled at SalonQP last week, is a definite winner. Evocative of pure Art Deco styling and minimalism, the exquisite proportions and beautiful finishings of the curved 41mm rose gold case convert this debutant into an impeccable dress watch.

Another exceptional dress watch is Piaget's Gouverneur model from the Black Tie watch collection. The distinctive case merges a circle with an oval creating a novel shape. With its smart white guilloché dial and elegant gold baton indices and hands, the case measures a mere 9mm thick thanks to the Piaget 800P self-winding ultra-thin movement.

For men who are considering wearing a waistcoat, a pocket watch like this Villeret jewel from Blancpain will complement your attire to perfection. Classical to the core, this



Alexandre Meerson Altitude Première men's watch featuring a beautifully curved 41mm rose gold case evocative of the Art Deco period.





Alexandre Meerson  
Altitude Première  
men's watch featuring  
a beautifully curved  
41mm rose gold case  
evocative of the Art  
Deco period.



IN THE PRESS  
ALEXANDRE  
MEERSON

**WATCHING**  
NOVEMBER 2014



Alexandre Meerson are described as "modern classics" in Watching magazine.



HOME > INDUSTRY NEWS >  
EXHIBITIONS — A WEEKEND OF FIRSTS AT SALONQP

## INDUSTRY NEWS

PAUL O'NEIL | NOVEMBER 12, 2014



# Exhibitions A weekend of firsts at SalonQP

— Aside from presenting for the first time models never before seen in the UK, or even in Europe, SalonQP this year also served as a showcase for the best in British watchmaking as well as a launch platform for new brands.



Watch aficionados from around the United Kingdom converged on the Saatchi Gallery in London over the weekend, attracted to SalonQP, where the winners of this year's Geneva Watchmaking Grand Prix (GPHG), as well as a number of other intriguing models and brands could be seen for the first time.



### New brands

Although he grew up in the world of Swiss watchmaking, Alexandre Meerson is now based in London. As a successful consultant to the luxury industry, he has called upon the best names in his address book to help him produce his first collection of wristwatches, using fine Vaucher movements.

Another convert to watchmaking is former acoustic engineer Hannes Bonhoff, who also launched his eponymous brand at QP. Completely forsaking hands, his watches feature two patented developments: an integrated single-piece leather strap and a unique interactive time display that can only be read by turning the bezel.

# WORLD TEMPUS

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NOVEMBER 2014



IN THE PRESS  
ALEXANDRE  
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# WATCHING

"De verschillende modellen uit deze Altitude collectie lijken op het eerste gezicht misschien simpel, maar ze zijn allen voorzien van een aantal doordachte details die zich als een subtiele en elegant vorm van luxe na verloop van tijd zullen onthullen aan de eigenaar."

NOVEMBER 2014



IN THE PRESS  
ALEXANDRE  
MEERSON



WATCHING MAGAZINE — NUMMER 3 // 2014

## HORLOGE NIEUWS



### ACE INTRODUCEERT: ALEXANDRE MEERSON

**Ace Jewelers introduceert Alexandre Meerson, een luxe horlogemerk geboren uit een familietraditie die teruggaat tot de jaren vijftig. De eerste collectie, de Altitude lijn, bestaat uit discrete, elegante horloges met oog voor detail.**

Alexandre Meerson groeide op als zoon van een vermaard horloge- en juwelenontwerper. Van jongs af aan had hij een passie voor horloges, mode en design en hij begon dan ook al vroeg te werken in het familiebedrijf. Later voerde zijn loopbaan hem langs een groot aantal van de meest iconische namen in de wereld van luxegoederen. Zijn passie voor luxe en horloges zette hem er uiteindelijk toe zijn eigen merk op te richten, waarmee hij een familietraditie voortzette die begon in de jaren vijftig. Alexandre presenteerde zijn eerste horlogecollectie in 2014.

Het doel dat Alexandre zich had gesteld voor zijn eerste collectie was het creëren van een lijn van moderne klassiekers. De verschillende modellen uit deze Altitude collectie lijken op het eerste gezicht misschien simpel, maar ze zijn allen voorzien van een aantal doordachte details die zich als een subtiele en elegant vorm van luxe na verloop van tijd zullen onthullen aan de eigenaar.



Het ontwerp van de horloges wordt volledig in eigen huis verzorgd, in het hoofdkwartier van het merk in het Britse Surrey Hills. De automatische uurwerken worden gemaakt bij de vermaarde Vaucher Manufacture Fleurier in Zwitserland. De overige componenten worden gemaakt door een totaal van 88 Zwitserse ambachtslieden, die inmiddels al vele jaren samenwerken met het merk.

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Alon Ben Joseph, co-CEO Ace Jewelers: "Ik ontmoette Alexandre eerder dit jaar voor het eerst via een gemeenschappelijke vriend en we hadden gelijk een klik. Ace Jewelers en Alexandre Meerson delen een passie voor luxe en een sterke drang naar perfectie, zelfs in de kleinste details. Zijn horloges staan voor een discrete vorm van luxe op het hoogste niveau; een concept waar ik volledig achter sta. Wij zijn er trots op om Alexandre en zijn team tot onze vriendenkring te rekenen en om het exclusieve verkooppunt van het merk in Nederland te zijn."

De Alexandre Meerson collectie is beschikbaar op bestelling bij Ace Jewelers. Prijzen lopen uiteen van € 6.800,- tot € 23.000,-.



## En la muñeca: Alexandre Meerson

🕒 FEBRERO 23, 2015 👤 SANTIAGO 💬 0 COMMENTS



Alexander Meerson Altitude Première Date en oro rosa y esfera antracita

Alexandre Meerson fue la gran sorpresa del **Salón QP de Londres**, donde se filmó el vídeo de aquí abajo. Son relojes elegantes y muy bien diseñados, con mucha atención en los detalles. La inspiración de las dos colecciones está anclada en el **Art Decó**, que no es mala base para empezar a construir, y las dos ofrecen los mismos modelos: sólo horas y minutos, horas y minutos y pequeño segundero y horas y minutos y fecha.

### En la muñeca: Panerai Luminor 1950 3 Days Chrono Flyback Automatic Ceramica



Antes de nada hay que decir que los Panerai son conocidos por lo...

### En la muñeca: MB& HM3 Megawind Limited Edition



El HM3 es muy importante para la casa de Maximilian Busser, porque fue el...

### 200 años de Ferdinand Adolph Lange y un 1815 para celebrarlo



Ferdinand Adolph Lange es una figura capital en la historia de la relojería, y...

### Nuevo Oris Edición Limitada Thelonious Monk



Ya sé que es demasiado obvio que cuando se habla de un músico se...

IN THE PRESS  
ALEXANDRE  
MEERSON

# HORAS Y MINUTOS

NOVEMBER 2014



Alexandre Meerson are featured by Horas y Minutos for their 'On the Wrist' column, receiving a complimentary write-up.

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# BELGRAVIA RESIDENTS' JOURNAL

"as I thumb the watches, the materials, the weight, the handcrafted crown, dial and exhibition back are truly breathtaking."

NOVEMBER 2014



Starting from  
*scratch*

Henry Hopwood-Phillips talks to two local luxury brand purveyors, Alexandre Meerson and Anthony Adebo, about how they went from zero to hero in their respective fields

IN THE PRESS  
ALEXANDRE  
MEERSON



Left / The latest timepieces from the Alexandre Meerson Altitude Première Collection



Left / From the Kingdom Autumn/Winter 2014 collection

# Starting from *scratch*

Henry Hopwood-Phillips talks to two local luxury brand purveyors, Alexandre Meerson and Anthony Adebo, about how they went from zero to hero in their respective fields



## SALON QP 2014

Tuesday 11th November, 2014.

Share This Article





Sam Kessler

WATCHES &amp; CLOCKS ~ GENTS

### The sixth edition of the UK's most important watch show delivered a host of horological highlights

Although Switzerland may hold court as the watch capital of the world, the craft of watchmaking and the love of watches has always had a special place in Britain. John Harrison, whose first marine chronometer enabled global navigation, John Arnold, a man that helped develop the modern wristwatch alongside Abraham-Louis Breguet and George Daniels, inventor of the first practical escapement for centuries - British innovators and inventors all.

Ian Wright wasn't the only celebrity guest however, with explorer, biker and general man's man Charley Boorman holding court with Bremont. Bremont themselves ended up congratulating themselves, with the sale of their latest limited edition Chivalry timepiece which raised over £10,100 for the Prince's Trust.

Many of the lower floor brands decided to take advantage of the

Amongst the many endearing traits of Salon QP is its position as a launchpad for fledgling and emerging brands, a quality apparent on the second and final floor. Neighbours Alexandre Meerson and Valour both had spectacular watches to show the waiting crowds, the former with a range of classically-inspired timepieces and latter with an outstanding creation inspired by a Sopwith Camel.

IN THE PRESS  
 ALEXANDRE  
**MEERSON**

# LUX WORLDWIDE

NOVEMBER 2014



Lux Worldwide were kind enough to mention Alexandre Meerson when documenting their highlights from this year's SalonQP exhibition.

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# Retail Jeweller

The leading watch and jewellery magazine

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## Salon QP sees visitor numbers rise

13 November 2014 | By Annalisa Johnson

**Fine watch exhibition Salon QP saw its highest visitor numbers to date, up 16% on the 2013 edition.**

The show, which featured brands including Jaeger-LeCoultre, TAG Heuer and Alexandre Meerson, to name a few, took place at London's Saatchi Gallery from November 6-8.

Salon QP partnered with Grand Prix D'Horlogerie Geneve to host the watch show and displayed the winners of the GPHG in a special pre-show introduction.

New to the show for 2014, the Gems of Time exhibition showed creations from Cartier, Bulgari, De Beers, Piaget and Jaeger-LeCoultre and featured drawings by fashion and beauty artist Nuno da Costa.

Salon QP also held a series of seminar talks including the history of emeralds by Joanna Hardy and 'The Vintage Rolex Phenomenon' panel discussion by renowned Rolex authority James Cowlina.



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# RETAIL JEWELLER

NOVEMBER 2014



Alexandre Meerson named as one of the featured brands at Salon QP, in an article which covers this year's rise in attendance.

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## Colección Altitude: Première & Officier de ALEXANDRE MEERSON

👤 Relojero 📅 07/11/2014 🏷 Caballero 💬 No hay comentarios

Una escultura mecánica, con reminiscencias del Art Deco e inspirado por una estancia en el Hotel Peace en Shanghai. Los relojes de la gama Altitude son versátiles, gracias a sus cajas fabricadas en oro macizo, titanio o platino, acompañadas por una variedad de correas de cuero y pieles exóticas preciosas. Esta colección, debut de la marca Alexandre Meerson, incluye dos modelos: Première -concebido como un reloj elegante para negocios o actos importantes- y Officier -el reloj 'casual' atemporal para el día a día- que, a su vez, tienen tres variantes: Classic, un reloj sólo hora; Small Seconds, reloj con sub-esfera para los pequeños segundos; y Date, un reloj que añade la indicación de fecha a la de la hora. Un clásico moderno, El Altitude encarna el lujo de hoy en día: este guarda tiempos de alta gama es atemporal, sobrio, pero moderno, brillante y audaz. Su diseño está inspirado en el Art Deco y la Alta Costura y cumple con los estrictos estándares de la Alta Relojería.



# NUEVOS REJOLES

"Los relojes de la gama Altitude son versátiles, gracias a sus cajas fabricadas en oro macizo, titanio o platino, acompañadas por una variedad de correas de cuero y pieles exóticas preciosas."

NOVEMBER 2014



IN THE PRESS  
ALEXANDRE  
MEERSON

# Colección Altitude: Première & Officier de ALEXANDRE MEERSON

07/11/2014

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- Caja en oro rosa 4N 18 quilates o titanio.
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# WATCHPRO

Alexandre Meerson featured within the front news section of the October edition of WatchPro's magazine.

OCTOBER 2014



**IN THE PRESS**  
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✔ **Alexandre Meerson**  
launched an eponymous UK-based luxury watch brand that will incorporate French flair, Swiss manufacturing



and headquarters in Surrey. Meerson, pictured above, is the son of watchmaker **Emerich Meerson** and will be continuing a family tradition of watchmaking that dates back to the 1950s. Meerson will work with Vaucher Manufacturer Fleurier to create two movements for his debut Altitude collection.

It has, and that system was activated during a high-profile robbery at Europe's largest **Stedelijk** boutique in London's knowledge-rendering the progress of water system. The system abstracts the data with design elements and an air after riding up to the floor. Boutique at knowledge-rendering also includes **Green House Park** complex, on these aspects and a new idea.

**Paragonix Power** continues to be determined to offer visitors at a forthcoming **Regatta** House and clothing boutique on Brampton Road at Kingborough, but denied the store was a joint venture with the apparel manufacturer as had been reported earlier in the London Evening Standard.

**Watches** include an exhibition of modern and vintage **Personal** timepieces from 1900 to the 1960s. The watches were displayed at the Personal Boutique in the department store. **Flow Watch Bands** and were presented entirely by private collection. The flow exhibition included 10 vintage watches and a number of vintage mechanical watches produced between the 1930s and 1950s, some of which were valued at up to \$10,000.



**Palace** unveiled **Palace II**, a collection of watches inspired by automotive sports and sported a professional motorcyclist at the top of the new line in the form of British-born **Paul Lee Rosenthal**. The flagship of the 12-watch **Palace II** collection is the **Palace II Chronograph** a 121-60-minute chronograph in stainless steel with olive-drab Rosenthal, who also the star of the collection, advertising campaign, will now work with **Palace** to develop future **Palace II** watches. The **Palace II** collection features 12 watches with both digital and analogic models ranging in price from £1,000 to £1,500. The collection is already in stock at 11 Spruce 7 store, New York, and selling independently.



✓ **Alexandre Meerson**

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and headquarters in Surrey. Meerson, pictured above, is the son of watchmaker **Emerich Meerson** and will be continuing a family tradition of watchmaking that dates back to the 1950s. Meerson will work with Vaucher Manufacturer Fleurier to create two movements for his debut Altitude collection.





WATCH TALK  
Timothy Barber

## BACK IN BLACK

The dinner jacket season is upon us, but don't let that cramp your style



Omega, De Ville  
Tresor, £8,730,  
omega-watches.com



Premiere Small Seconds,  
£17,300,  
meerson.com



£20,100,  
blancpain.com



Cartier, Tortue,  
£23,300,  
cartier.com



Nomos Glashutte  
Lux Ermine,  
£13,800,  
wempe.com

An interesting newcomer is Alexandre Meerson, whose Altitude Premiere is such a pristine design – enhanced by those decadent lugs and a superb eye for tiny details – that you'd think this was a brand with long-term pedigree. In some ways it is: Meerson, Swiss but based in London, is the son of a famous watch designer and so steeped in the watch industry himself that he's been able to leverage his contacts and use particularly high-grade movements usually found in watches from senior players like Hermes and Parmigiani.

Well, I feel it actually releases it from purely formal duties. That doesn't mean a proper dress watch – simple, just three or even two hands, highly refined, in precious metal – should become an everyday timepiece, but there's certainly room for manoeuvre. I rather like Nomos Glashutte's take, for instance: a sublime tonneau case in rose gold, augmented by that suave grey around the dial (there's a lemon yellow version for those of a bolder disposition), and it has a beautiful in-house move-

and classic enough for James Bond himself.

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In a way, though, the dress watch begins and ends with Cartier; no one was more influential in the establishment of the beautiful, formal wristwatch than Louis Cartier himself. The new Tortue is the latest incarnation of one of his most famous designs (it originated in 1912); ineffably refined and elegant, it's everything that black tie tends not to be.

IN THE PRESS  
ALEXANDRE  
MEERSON

## CITY A.M. BESPOKE

OCTOBER 2014



The Altitude Premiere, listed in City A.M.'s bespoke magazine as one of their favourite black tie dress watches.





*Meerson Altitude  
Premiere Small Seconds,  
£17,300,  
[meerson.com](http://meerson.com)*

An interesting newcomer is Alexandre Meerson, whose Altitude Premiere is such a pristine design – enhanced by those decadent lugs and a superb eye for tiny details – that you'd think this was a brand with long-term pedigree. In some ways it is: Meerson, Swiss but based in London, is the son of a famous watch designer and so steeped in the watch industry himself that he's been able to leverage his contacts and use particularly high-grade movements usually found in watches from senior players like Hermes and Parmigiani.



# CITY A.M.

The Altitude Premiere, listed on City A.M.'s website as one of their favourite black tie dress watches.

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Wednesday 12  
November 2014

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**LIFE & STYLE BESPOKE**

**The black tie dress watch: From classic Omega to definitive Cartier**


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by Timothy Barber October 28, 2014, 6:23pm



**Omega, De Ville Tresor, £8,730, omega-watches.com**

I suspect I'm not alone in greeting invitations advising a black tie dress code – the season being just about to kick off – with a weary groan. It's not that I particularly object to it as a style, so much as the imposition: on the few occasions one wheels out the tux, it feels like a restriction on your sartorial elegance, rather than an extension of it. So where does that leave the watch that one is supposed to match with black tie?



**Meerson Altitude Premiere Small Seconds, £17,300, meerson.com**

Well, I feel it actually releases it from purely formal duties. That doesn't mean a proper dress watch – slim, simple (just three or even two hands), highly refined, in precious metal – should become an everyday timepiece, but there's certainly room for manoeuvre. I rather like Nomos Glashutte's take, for instance: a sublime tonneau case in rose gold, augmented by that suave grey around the dial (there's a

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Download today's edition of **CITYA.M.**

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Meerson Altitude Premiere Small Seconds, £17,300, [meerson.com](http://meerson.com)

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BIG SMALL TALK

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The things you need to know about this week




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THE TIMEPIECES // SalonQP, the London watch fair, will once again colonize the Saatchi Gallery this month. Exhibitors include big beasts such as Jaeger-LeCoultre, TAG Heuer and Zenith, as well as winning watches from the Grand Prix D'Horlogerie de Genève, the Oscars of watchmaking. Schofield—launching its satinated steel or blued titanium or patinated bronze Beater (from £2,800), seen here—Bremont and Christopher Ward represent British watch brands along with newbies Struthers of London and Meerson. Nov. 6-8, from £20; [salonqp.com](http://salonqp.com) —Michael Clerizo SCHOFIELD

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'You're Not My Buddy, Vladimir!' How to...



# WALL STREET JOURNAL

OCTOBER 2014



Meerson, highlighted as one of the new brands who will be present at this year's SalonQP, within The Wall Street Journal's 'The things you need to know about this week' section.

## 7 of 7

THE TIMEPIECES // SalonQP, the London watch fair, will once again colonize the Saatchi Gallery this month. Exhibitors include big beasts such as Jaeger-LeCoultre, TAG Heuer and Zenith, as well as winning watches from the Grand Prix D'Horlogerie de Genève, the Oscars of watchmaking. Schofield—launching its satinated steel or blued titanium or patinated bronze Beater (from £2,800), seen here—Bremont and Christopher Ward represent British watch brands along with newbies Struthers of London and Meerson. Nov. 6-8, from £20; [salonqp.com](http://salonqp.com) —Michael Clerizo SCHOFIELD



# DAILY TELEGRAPH

## TOP THREE BEST DRESS WATCHES

The Altitude Premiere Small Seconds, with a rose gold case, selected as one of "3 of the best modern dress watches" by the Telegraph, and featured in the Men's notebook within the Telegraph Magazine.

OCTOBER 2014



IN THE PRESS  
ALEXANDRE  
MEERSON

### Men's notebook by David Nicholls



**Three of the best Modern dress watches** Altitude Premiere Small Seconds in 18ct rose gold, £17,300, Meerson ([meerson.com](http://meerson.com)); LUC 1963 in 18ct rose gold (50-piece limited edition), £24,250, Chopard ([chopard.com](http://chopard.com)); Venturer Small Seconds in red gold, £12,300, H Moser & Cie ([h-moser.com](http://h-moser.com)). You can see these watches and many more at SalonQP, the fine-watch exhibition, which runs November 6-8 at Saatchi Gallery. Visit [salonqp.com](http://salonqp.com) for information.



**Three of the best Modern dress watches**

Altitude Première Small Seconds in 18ct rose gold, £17,300, Meerson ([meerson.com](http://meerson.com)); LUC 1963 in 18ct rose gold (50-piece limited edition), £24,250, Chopard ([chopard.com](http://chopard.com)); Venturer Small Seconds in red gold, £12,300, H Moser & Cie ([h-moser.com](http://h-moser.com)). You can see these watches and many more at SalonQP, the fine-watch exhibition, which runs November 6-8 at Saatchi Gallery. Visit [salonqp.com](http://salonqp.com) for information.



## Gift Guide || Luxury Watches for him and her

Posted by Janice Lunes on 1:46 AM in luxury | Comments : 86

We know that when thinking of a watch, its main purpose is to simply show the time and maybe even the date. But these days we want our time pieces strong, designed to fit in our daily lives and to reflect a bit about our personal style.

That's more that simply showing the time is it? That's right whether you like a simple classic or a more modern and sleek look and feel, you still want it to match your personal style and wardrobe.

Most brands can absolutely provide that quality and statement that some can imagine and some can only dream of adding to their personal collection.

These sophisticated watches are the absolute timepieces you shouldn't miss in case you want to splurge on unique timeless pieces of art work:



# FASHION MILKSHAKE

"The Première is the classic piece for the reflection of sophistication and elegance. As all true genius time pieces, the watch is driven by the heartbeat of its owner."

OCTOBER 2014







IN THE PRESS  
ALEXANDRE  
MEERSON

# MONOCHROME

OCTOBER 2014 

"In the case of Alexandre Meerson, let's say that he has the background, the knowledge of the industry and the sense of style. And looking at his recently revealed brand and the first collection, it looks like he has everything to make this into a success."


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Introducing the Alexandre Meerson Altitude Premiere and Officier collections

## Weekly Watch Photo: Alexandre Meerson – Introducing a New Luxury Watch Brand

By Brice Goulard

03/10/2014 [Novelty Weekly Watch Photo](#)

Introducing a new brand is always a very special moment. Only a few who tried, have actually succeeded in this long and difficult endeavour. Some, however, started with a lead, and that helps in the difficult world of Haute Horlogerie. In the case of Alexandre Meerson, let's say that he has the background, the knowledge of the industry and the sense of style. And looking at his recently revealed brand and the first collection, it looks like he has everything to make this into a success. And because Alexandre Meerson just send us some very nice photos, lets do a double twist: the introduction of the brand and our established [Weekly Watch Photo](#) column.


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**IN THE PRESS**  
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Introducing a new brand is always a very special moment. Only a few who tried, have actually succeeded in this long and difficult endeavour. Some, however, started with a lead, and that helps in the difficult world of Haute Horlogerie. In the case of Alexandre Meerson, let's say that he has the background, the knowledge of the industry and the sense of style. And looking at his recently revealed brand and the first collection, it looks like he has everything to make this into a success. And because Alexandre Meerson just send us some very nice photos, lets do a double twist: the introduction of the brand and our established Weekly Watch Photo column.



When we say that Alexandre Meerson has the background AND the knowledge of the industry it's because of the family he's coming from. Meerson is a name that could be familiar to some of you. His father, Emerich Meerson, was a watch and jewel designer, based in Paris. Alexandre learned about watchmaking between his father's design studio in Paris and the family's watch workshop in Besançon, France. He then worked for various LVMH and Richemont Group brands. In 2011 he decided that it was time for him to follow the family tradition and to create his own brand. Fast forward 3 years... here are the first two collections: the Altitude Premiere and Altitude Officier collections.

The brand may be established in the heart of the Surrey Hills, in England, the entire production is done in Switzerland. Alexandre Meerson sourced some pretty good manufactures and partners. But we'll get back on this. The two collections share the same case with typical lugs. The round 41mm large case, features *Art-Deco* style lugs that hold the strap. However if you take a closer look, you'll see that the round case is far from a simple round case, and that the number of interesting details are numerous. At first sight the design is very simple, classic, pure and elegant.





The first collection is the Altitude Premiere, with applied baton indexes (except for the 12) and Alpha hands. It is available in 3 editions: hour-minute / hour-minute-small second / hour-minute-date. This is the dressier watch of the brand, with a simple and pure dial. The watch comes in titanium or 18k Pink gold, with opaline silver or graphite grey dials.



The second collection is the Altitude Officer collection, with a more casual and sporty look, but still inspired with *Art-Deco* and vintage elegance. The Alexandre Meerson Officer has applied Breguet numerals (although they are slightly different from normal Breguet numerals), a rail minute track and straight hands. Again, it looks simple, and pure, however do not be mistaken. The vast number of remarkable details is impressive and will only be observed when taking the time to take a closer look. Like with the Altitude Premiere, you'll have the choice of titanium and gold for the case and of silver or graphite for the dial.



All the watches are powered by an interesting movement from the Vaucher Manufacture in Fleurier, Switzerland, who also provide movements for [Parmigiani Fleurier](#), [Hermes](#) and [Richard Mille](#). The Calibre AM-4705 and AM-4808 are modern self-winding movements, beating at 4Hz (28,800 bph) and offering 50 hours of power reserve. The finish is clean and pleasant, with Geneva Stripes on the bridges, circular graining on the main plate, polished bevelled angles and polished screw heads.

The inaugural collection comes with a large choice of straps (Alligator, Berania, Sting Ray or Salmon leather) and is limited to 249 pieces. The collection is priced from € 6,875 Euro to € 22,200 Euro. Recently we met with Alexandre Meerson and soon we'll come back to you with more hands-on reports, and of course we'll be following the brand closely.

More info on the official website of [Alexandre Meerson](#).



# SALON QP

"Alexandre Meerson is a design perfectionist. The dial of the Altitude Premiere, the watch range with which he's launching his eponymous brand, went through 27 prototype iterations before he was completely satisfied."

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QP MAGAZINE  
**SALONQP**  
THE FINE WATCH EXHIBITION



## WATCHES LAUNCHING

### Alexandre Meerson – new brand, old name

October 23, 2014

*Launching his brand at SalonQP, Alexandre Meerson is a designer and entrepreneur with a pedigree as impeccable as his Altitude Premiere watch is exquisite*

Alexandre Meerson is a design perfectionist. The dial of the Altitude Premiere, the watch range with which he's launching his eponymous brand, went through 27 prototype iterations before he was completely satisfied. "We were in a meeting and I changed one tiny parameter and it was like hearing music – I realised this is it, it's finished," he says.

Meerson, an expat Frenchman whose firm is based in the Surrey countryside, had the advantage of learning from the best. His father, Emerich Meerson, was a celebrated watch and jewellery designer, creating pieces for the likes of Tiffany and Mikimoto before launching his own brand in 1975. His elegant, Art Deco-inspired classicism was quite the thing among fashion-forward types in the 1970s and '80s (the brand closed in 1993).

Since apprenticing in his father's studio as a teenager, Alexandre, now 42, has steeped himself in watch industry pedigree as a designer, manager and brand consultant working with the major luxury houses. "But I was always ranting about wanting to do my own stuff, and finally someone said to me 'why don't you just do it?' It took me a long time to clarify my vision though."



# Alexandre Meerson – new brand, old name

October 23, 2014

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## Alexandre Meerson debut continues family tradition

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By James Buttery

Sep 15, 2014

French flair, Swiss manufacturing and British headquarters will be at the heart of a new watch brand to launch next week.

Named after founder Alexandre Meerson, the eponymous brand is headquartered in leafy Surrey and will be the latest act in a family tradition of watchmaking that stretches back to the 1950s.

The debut collection, Altitude, is the result of Meerson's ambition to create modern 'classic' watches and utilises the expertise of Vaucher Manufacture Fleurier, the Sandoz Foundation-owned movement specialist that supplies Parmigiani Fleurier, as well as a host of others.

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The AM-4708 and AM-4808 movements at the heart of the new watches have been developed by Vaucher Manufacture Fleurier.

Meerson's career has seen him work in both the creative and commercial arenas of watchmaking and jewellery. As the son of watch and jewellery designer Emerich Meerson, Alexandre managed the family's network of retail stores before working for the likes of LVMH and moving into digital marketing, e-commerce, brand management and consultancy, steering creative output with watch designs for many luxury watch manufacturers.

All models released under the Alexandre Meerson brand will be designed at the company's Surrey headquarters and Meerson aims to exercise his philosophy of 'Art in Detail' with designs "that at first



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# WATCHPRO

"All models released under the Alexandre Meerson brand will be designed at the company's Surrey headquarters and Meerson aims to exercise his philosophy of 'Art in Detail' with designs "that at first appear simple yet reveal striking details to the wearer over time"."

SEPTEMBER 2014



IN THE PRESS  
 ALEXANDRE  
 MEERSON

**French flair, Swiss manufacturing and British headquarters will be at the heart of a new watch brand to launch next week.**

Named after founder Alexandre Meerson, the eponymous brand is headquartered in leafy Surrey and will be the latest act in a family tradition of watchmaking that stretches back to the 1950s.

The debut collection, Altitude, is the result of Meerson's ambition to create modern 'classic' watches and utilises the expertise of Vaucher Manufacture Fleurier, the Sandoz Foundation-owned movement specialist that supplies Parmigiani Fleurier, as well as a host of others.

The AM-4708 and AM-4808 movements at the heart of the new watches have been developed by Vaucher Manufacture Fleurier.

Meerson's career has seen him work in both the creative and commercial arenas of watchmaking and jewellery. As the son of watch and jewellery designer Emerich Meerson, Alexandre managed the family's network of retail stores before working for the likes of LVMH and moving into digital marketing, e-commerce, brand management and consultancy, steering creative output with watch designs for many luxury watch manufacturers.

All models released under the Alexandre Meerson brand will be designed at the company's Surrey headquarters and Meerson aims to exercise his philosophy of 'Art in Detail' with designs "that at first appear simple yet reveal striking details to the wearer over time".

All Alexandre Meerson watches will be manufactured in precious metals in limited runs with the Altitude collection available in just 249 pieces. Unique pieces will be available by special order. The company's technical product development is headed up by MIT-trained engineer Laura Aust.



## Introducing Alexandre Meerson Watches — the New Generation

Roberta Naas / September 16, 2014

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Alexandre Meerson Altitude watch



By Isaac Wingold

Independent watchmakers often strike a chord with us, due to the personal stories behind their creations, and the sheer amount of emotion in their work. While Alexandre Meerson has spent the better part of his career working for luxury conglomerates like LVMH and Richemont, he has long, firm roots in independent watch brands thanks to his father: Emerich Meerson (we here at ATimelyPerspective remember Emerich Meerson and his fashion-forward brand). This month Alexandre follows in his father's footsteps, launching his own self-named brand: Alexandre Meerson. The brand's inaugural collection of classic watches for men and women, "Altitude," combines a truly intriguing aesthetic with a multitude of subtle details, all crafted to the highest

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# A TIMELY PERSPECTIVE

"The brand's inaugural collection of classic watches for men and women, "Altitude", combines a truly intriguing aesthetic with a multitude of subtle details, all crafted to the highest standards of haute horlogerie."

SEPTEMBER 2014



**IN THE PRESS**  
 ALEXANDRE  
 MEERSON





Alexandre Meerson Altitude watch

By Isaac Wingold

Independent watchmakers often strike a chord with us, due to the personal stories behind their creations, and the sheer amount of emotion in their work. While Alexandre Meerson has spent the better part of his career working for luxury conglomerates like LVMH and Richemont, he has long, firm roots in independent watch brands thanks to his father: Emerich Meerson (we here at ATimelyPerspective remember Emerich Meerson and his fashion-forward brand). This month Alexandre follows in his father's footsteps, launching his own self-named brand: Alexandre Meerson. The brand's inaugural collection of classic watches for men and women, "Altitude," combines a truly intriguing aesthetic with a multitude of subtle details, all crafted to the highest standards of haute horlogerie.

Meerson's father Emerich, an influential designer of jewelry and watches himself, believed in designing distinctive and comfortable watches. Alexandre has implemented this notion into his own collection of fully Swiss-made watches by respecting tradition while challenging the status quo through his heavily art-deco inspired pieces. Faint characteristics of the watch also add to the overall soul of the collection, like the Altitude Premiere's asymmetric dauphine hands, and date window – inspired by the staircase of the Peace Hotel in Shanghai, an art-deco landmark itself. These subtle touches are what Meerson calls "Art in Detail" as they "first appear simple, yet reveal striking details to the wearer over time."



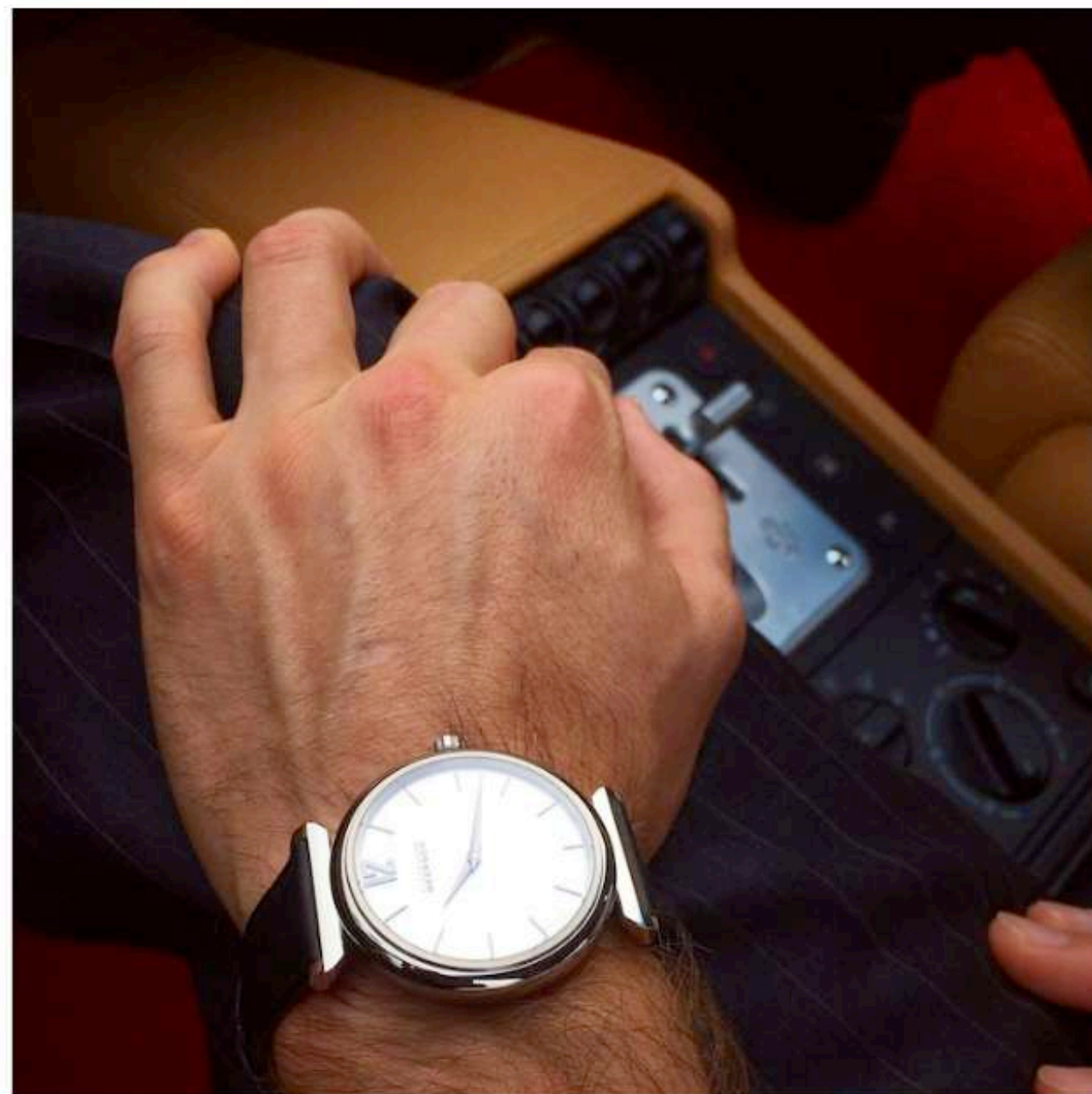


Mechanically speaking, the Altitude collection is top notch. The timepieces feature modified Vaucher movements, dubbed the AM-4808 by Meerson. This is certainly impressive for a watch starting at under \$10,000 USD, as Vaucher movement are most commonly found in watches from brands such as Parmigiani Fleurier and Richard Mille. Meerson has also developed a “titanium envelope,” in which the movement sits, to improve the overall strength of the watch and to ensure long-lasting accuracy.



The Altitude comes in several variations.

As Meerson is a “child of the digital age” so to speak, he deeply understands the importance of integrating technology into the experience of purchasing and owning a piece of haute horlogerie. Upon ordering an Altitude, consumers will be provided with login info for a website where they can view their own watch being assembled. A genuinely personal touch has also been added to every piece in the new collection, as each watch will include a bespoke, made-to-measure strap to ensure maximum comfort.



Versions are created in gold, steel and titanium.

Not only does the launch of this new brand represent a new player in the world of haute horlogerie, but also it's the next chapter in the Meerson family tradition of creating beautiful, luxurious, and now horologically sophisticated watches. The first collection will be produced exclusively in very limited quantities, all in precious metals, with unique pieces available through special order. Next month, the brand plans to unveil the Officer collection, followed not too much later with a “very special” dual time series, D15. With such a strong launch, we can't wait to see what Alexandre Meerson has in store for these lines and for the future.



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&lt; Así se combate el odio en Internet

Ponga mujeres en pantalla, la taquilla lo agradecerá &gt;

## ¿Por qué algunas firmas se niegan a vender online?

En pleno 2014 todavía hay firmas que no venden en Internet.  
¿Cuáles son sus razones?

BRENDA OTERO 09 DE ABRIL DE 2014 07:30 H.



El único modo de comprar este abrigo y bolso de Celine es acudir a una de sus tiendas.

Foto: InDigital

Etiquetas: Celine · Chanel · Dior

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4 7

Érase una vez un mundo con blogueros anónimos, en el que las firmas de lujo trataban a los periodistas digitales como a leprosos y en el que comprar marcas por Internet era para valientes. Ese mundo existió, y hace relativamente poco. Aquellos que a principios de la década pasada trabajaron en aquello que entonces se llamaba "portales" lo recordarán con claridad. En la alta moda se toleraba a lo digital como a un mosquito molesto, pero insignificante.

Ha pasado apenas una década pero ya estamos a años luz de todo eso. Con la distancia que da estar hiperconectados, súperinformados y permanentemente enchufados, nos parece una de esas historias fantásticas que cuentan los abuelos y que creemos sólo a medias.

**Caemos en la obiedad si decimos que hoy el lujo se ha entregado a lo digital.** Net-a-porter, fundado en 2000 le come el terreno a Harrod's y Barneys. Los desfiles se retransmiten en *streaming*. Las marcas venden a golpe de clic y toman como modelo la reinención tecnológica de Burberry. Todo el mundo quiere un trozo del gran pastel pixelizado. ¿O no?

**La pura realidad es que algunas de las firmas más importantes y rentables, como Chanel, Céline y Dior siguen comercializando sus colecciones de prêt-à-porter de manera tradicional.** En pleno

### BÁSICOS



**Actualidad**  
**¿Qué hacer cuando te copian un diseño?**  
El derecho es la gran asignatura pendiente de los diseñadores. Con los pasos legales adecuados, los plagios pueden llegar a combatirse.



**Epis**  
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El libro 'Best-kept boy in the world' descubre la figura del gigoló Denham Fouts, amante de reyes y artistas y numen de escritores como Truman Capote o Gore Vidal.



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45 transformaciones de

# EL PAÍS

"Meerson, que está a punto de lanzar su propia línea de relojes de alta gama reitera que estos negocios son conscientes que las web les protegerse de las imitaciones y les permiten dirigir la comunicación directamente."

APRIL 2014



IN THE PRESS  
ALEXANDRE  
MEERSON



IN THE PRESS  
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# LUXURY DAILY

JULY 2012



Alexandre discusses the biggest personalities in luxury.

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ADVERTISING

## Who are the big personalities in luxury?

July 30, 2012



By TRICIA CARR

Brands such as Louis Vuitton, Gucci, Michael Kors and Marc Jacobs that have strong personalities behind their brand will be more likely to create an



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INTERNET

# Correct digital experience will repair customer relationships: expert

June 29, 2011



LOUIS VUITTON

By RACHEL LAMB

**LUXURY DAILY**

JUNE 2011



Alexandre is invited to speak about customer's digital experiences.



