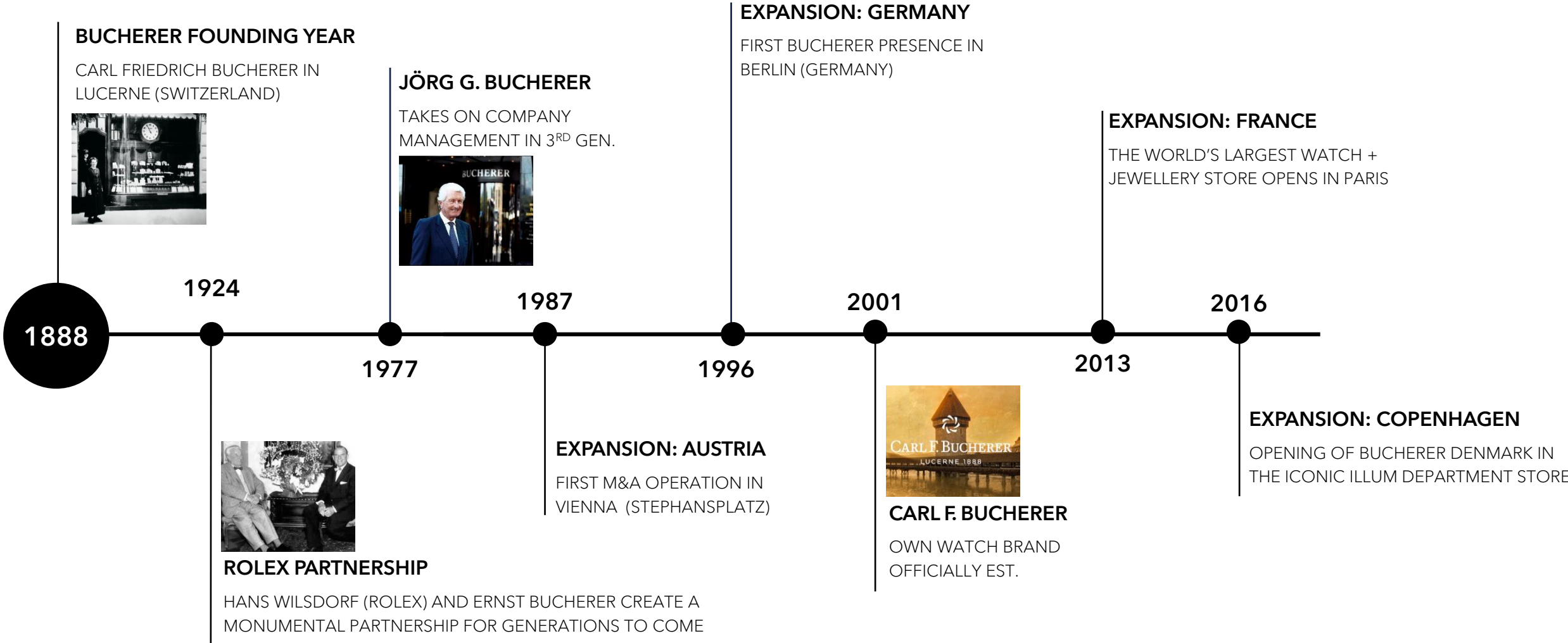


«THE SWISS HOUSE OF
WATCHES AND FINE
JEWELLERY»

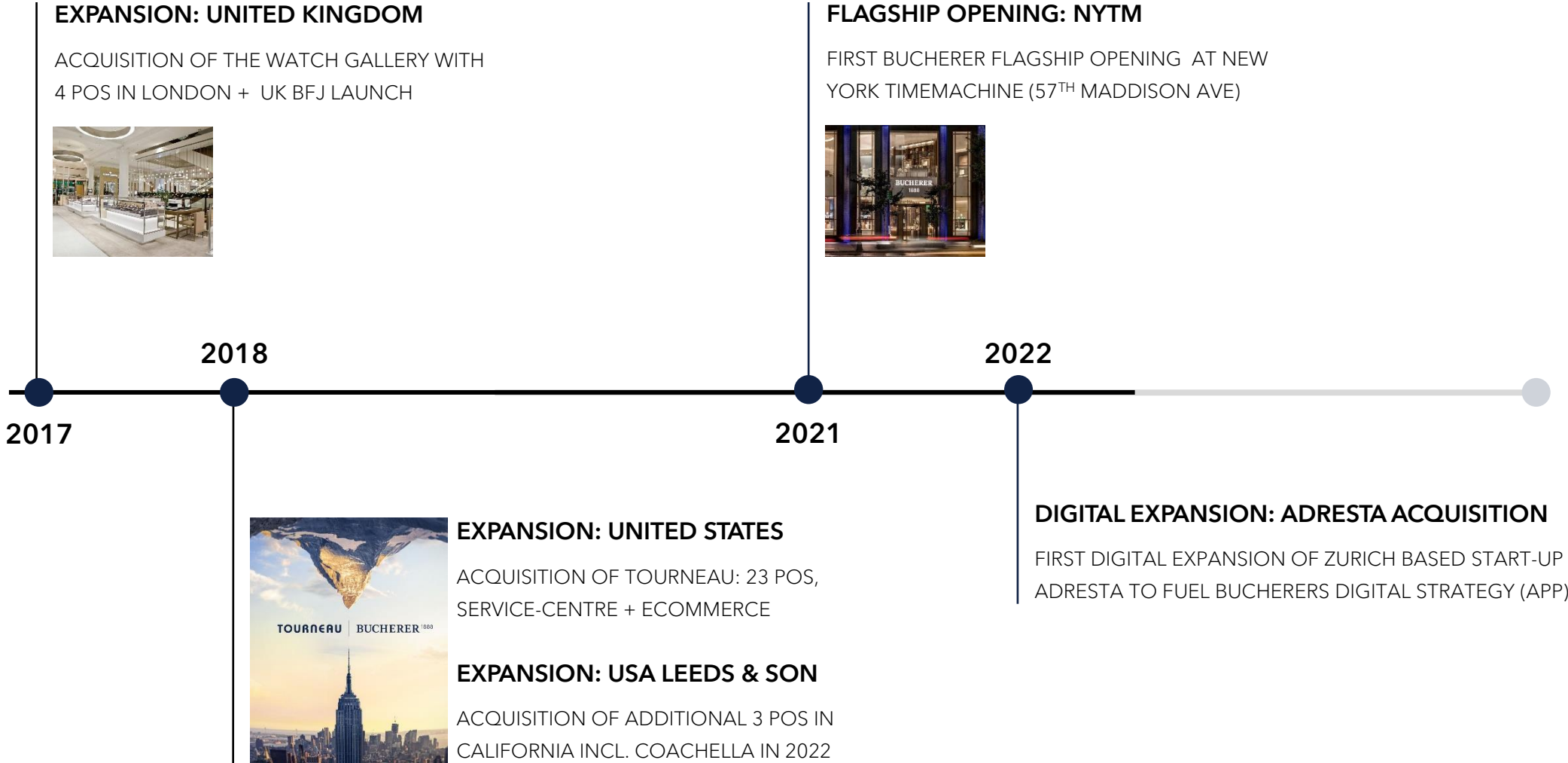
BUCHERER

1888

A JOURNEY THROUGH TIME | OUR HISTORY + MILESTONES



A JOURNEY THROUGH TIME | OUR HISTORY + MILESTONES



BUCHERER 1888 | OUR PEOPLE

<p>+2'000</p> <p>EMPLOYEES GLOBALLY</p>	<p>~1'300</p> <p>GLOBAL STORE TEAMS</p>	<p>~400</p> <p>GLOBAL HQ TEAM IN CH</p>
	<p>~250</p> <p>LOCAL MARKET SUBSIDIARIES</p>	<p>~60</p> <p>CFB CH MANUFACTURE</p>
<p>+57%</p> <p>FEMALE EMPLOYEES</p> 	<p>+47%</p> <p>EMPLOYEES <40 YRS OLD</p> 	

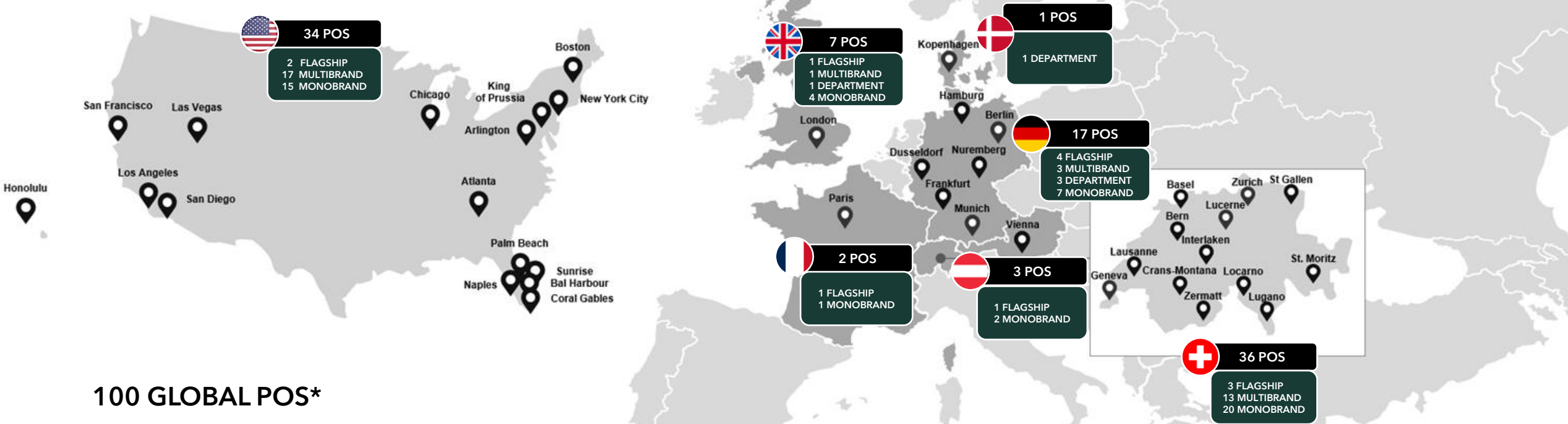


NATIONALITIES



INT. OFFICES

BUCHERER AROUND THE WORLD



100 GLOBAL POS*

- 12 FLAGSHIP STORES IN 7 COUNTRIES
- 34 MULTIBRAND STORES
- 49 MONOBRAND BOUTIQUES & STANDALONE BFJ, CPO
- 5 DEPARTMENT STORES

OUTSTANDING DESTINATIONS



OUR BRANDS



BUCHERER
FINE JEWELLERY



AUDEMARS PIGUET
Le Brassus



Cartier

Chopard



Glashütte
ORIGINAL

H. Moser & Cie.
VERY RARE

IWC
SCHAFFHAUSEN



LONGINES

MONT
BLANC

OMEGA

ORIS
HÖLSTEIN 1904

PANERAI



PIAGET

RADO
SWITZERLAND

ROGER DUBUIS



TRUST. AUTHENTICITY. CURATION.



STRATEGIC FOCUS: Highly curated and commercial assortment available in AAA-retail locations globally



OFFERING: Support circular economy through providing clients the opportunity to Buy. Sell. Trade.



BUCHERER USP: True client promise: all timepieces serviced and authenticated by brand certified watchmakers providing a 2-year International Bucherer Warranty



HAUTE HORLOGERIE. NICHE. EXPERTISE.



STRATEGIC FOCUS: Become the gatekeeper & leading destination in the world of fine watchmaking (and High Jewellery) and be the trendsetter for brands of the future



OFFERING: Introduce a contemporary and modern multi-brand stage, highlighting masterpieces from new + existing established brands as well as independent/niche brands



BUCHERER USP: Curate a highlight selection of exclusive, unconventional and disruptive timepieces in a modern way, sharing experiences and knowledge with our community about the world of fine watchmaking



DARING. INNOVATIVE. EXCEPTIONAL.



STRATEGIC FOCUS: Partner with highly desirable brands, launching unexpected capsule drops and strengthen luxury position



OFFERING: Watches and jewellery at the core - exclusive and highly limited product collections and with strong pre-sales initiatives



BUCHERER USP: Unique limited-edition creations with unique designs, exclusively available at Bucherer 1888 locations with focused launches



GLOBAL. COMMERCIAL. AWARENESS.



STRATEGIC FOCUS: Powerful curation stage to engage with new and existing communities, strengthening the Bucherer 1888 brand



OFFERING: Unique business propositions with global reach by combining different passion-points.



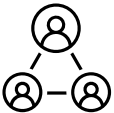
BUCHERER USP: Strong commercial partnerships in individual competencies to inspire clients through powerful curation stages and an expectational CX



CARL F. BUCHERER



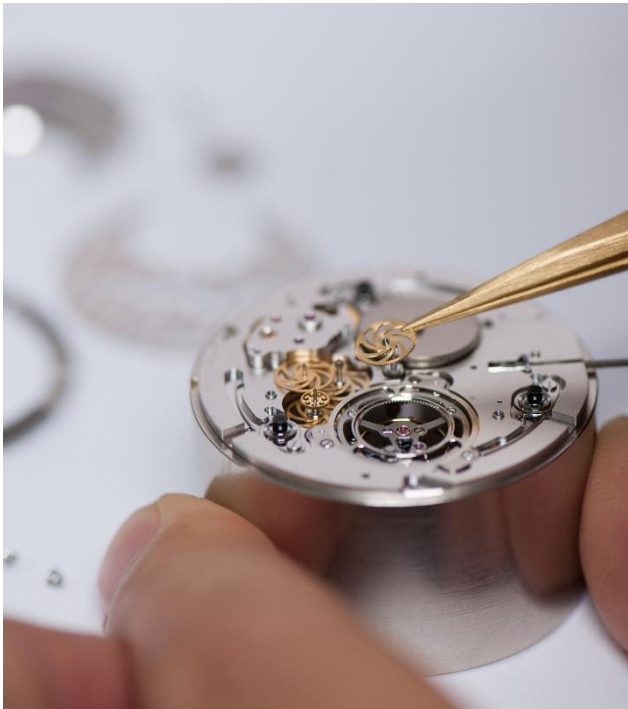
STRATEGIC FOCUS: Exploring time through extraordinary watchmaking expertise with a global approach for generations to come



TARGET AUDIENCE: Global cosmopolitan travelers and contemporary life-exploring generations in search of independence and a mindful journey



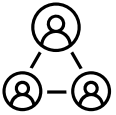
COLLECTIONS: Curated launches: black capsule collection, Manero Tourbillon Rainbow Edition, Patravi Scubatec Fiji as well as standardized collections (Heritage, Adamavi + Pathos)



BUCHERER FINE JEWELLERY



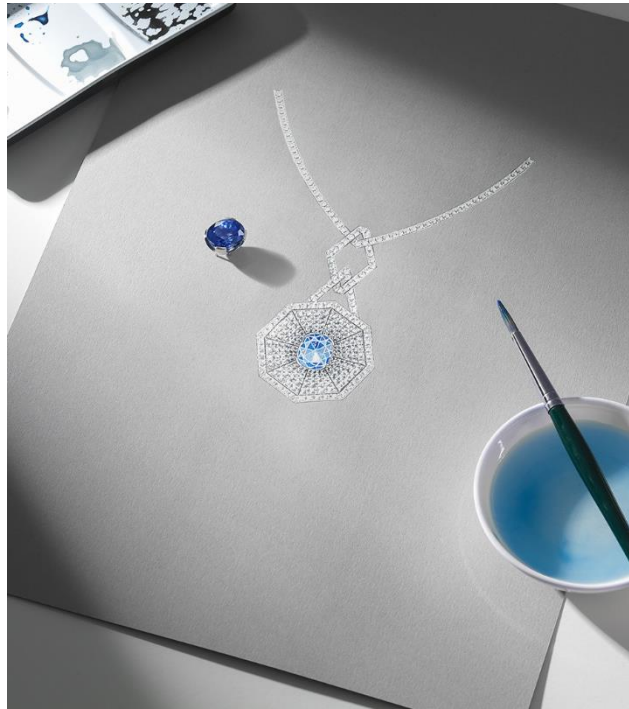
STRATEGIC FOCUS: Strengthen brand awareness and reputation with an expanded market presence and focused collection



TARGET AUDIENCE: The connoisseur of self-expression with a passion of heritage, unique designs and stones



COLLECTIONS: Bespoke experience in select locations, haute joaillerie by in-house atelier and key commercial collections (Peekabo, Bdimension, Pastello etc)



A TRULY LUXURIOUS SHOPPING EXPERIENCE

TAX-FREE SHOPPING

In Switzerland, value-added tax is immediately deducted from product prices for overseas visitors who shop with us. In Germany, Austria, Denmark and France, value-added tax can be refunded through Global Blue, in England through Premium Tax. Bucherer will supply all the documents required for fast and easy customs declaration at the border.

SELECTION AND AVAILABILITY

At Bucherer, you can look forward to discovering the latest new products, exclusive and limited editions from world-famous watch brands, and a wide selection of exquisite jewellery and fabulous gemstones.

EXCEPTIONAL SERVICE – IN YOUR OWN LANGUAGE

Bucherer employs over 2400 staff, including highly skilled and qualified watchmakers, goldsmiths, designers and gemologists. Our sales personnel advise customers in a total of 28 different languages.

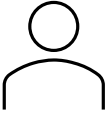
SERVICES

TOURISM BUCHERER GROUP



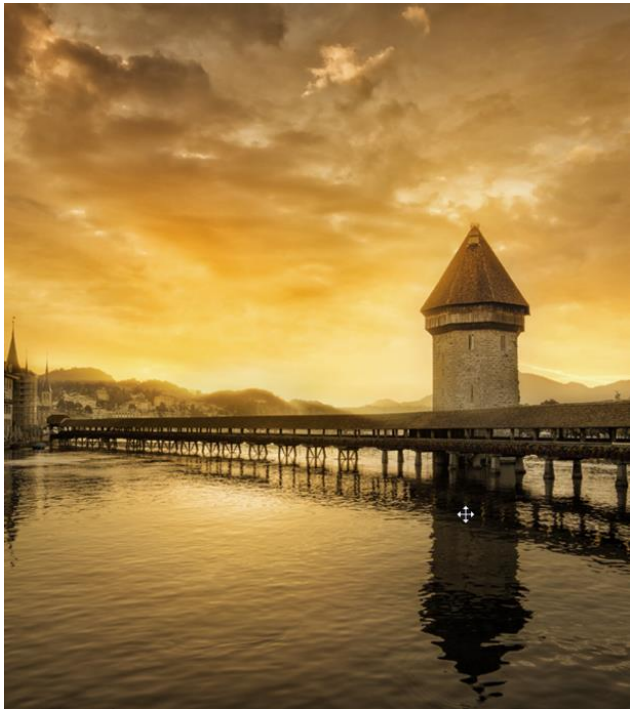
BUCHERER AG
Tourism Office
Ledergasse 4, 6004 Lucerne

T +41 41 410 21 62
tourism@bucherer.com



MARTIN RAEBER
Director Tourism
martin.raeberm@bucherer.com

T +41 41 369 79 88
M +41 78 843 14 86





THANK YOU



BUCHERER

1888

BUCHERER

1888

THE SWISS HOUSE OF WATCHES
AND FINE JEWELLERY

Switzerland Germany Vienna Copenhagen
London Paris



WELCOME TO BUCHERER

Bucherer was founded over 130 years ago.

Since then we have prided ourselves in having happy and satisfied customers.

We take pleasure in sharing with them the moment when the arts of watch- and jewellery-making give up their secrets.

Since 1888, we have been working to give a discerning clientele the very best products and professional service at the highest possible level.

Yours truly,



Jörg G. Bucherer



HISTORY AND TRADITION

Founded in 1888, the family company Bucherer has one of the most distinguished traditions in Europe's watch and jewellery industry. With its jewellery creations, extensive range of luxury watch brands and probably the largest selection of Rolex watches, the company's stores attract an international clientele. Store highlights include an impressive selection of unique diamonds, Bucherer's own jewellery ranges and other exclusive creations from its in-house atelier.

Bucherer AG has 17 retail stores in Switzerland, 10 in Germany, a store in Vienna, in Copenhagen, in Paris and 4 in London. In spring 2013, Bucherer opened the world's largest watch and jewellery store in Paris. The family company employs over 2,400 staff and is currently managed by Jörg G. Bucherer, meaning it has now been under the stewardship of the Bucherer family for three generations.

1888 Carl Friedrich Bucherer, founder.



1900 Lucerne's Schwanenplatz, the original Bucherer shop to the right.



PASSION AND CRAFTSMANSHIP

Passion – From initial sketch to final polish, the skilled jewellery makers in Bucherer's workshops strive to achieve a single goal: the creation of a work of art of breathtaking beauty.

Visit a Bucherer store to discover the fascination of skilled craftsmanship at its best. And, who knows, you may find yourself falling in love with an unusual watch or an exquisite piece of jewellery.



The very finest watchmaking calls for precision, design, and craftsmanship that give form to our feeling for time.



Intuition, creativity and precision are the qualities that go into our exceptional products. We interpret jewellery for the here and now, drawing on a vast body of skill and creativity.

BUCHERER LOCATION

The watch and jewellery specialist welcomes customers and visitors in 34 boutiques at prime locations in some of the world's most famous cities and popular vacation destinations.





Lucerne



Munich



Geneva



Paris



Interlaken



Vienna



A TRULY LUXURIOUS SHOPPING EXPERIENCE

As a renowned specialist retailer, Bucherer offers a discerning international clientele a wide selection of prestigious watch brands and top-quality jewellery.

Shopping at Bucherer, those are the exceptional advantages:

SELECTION AND AVAILABILITY

At Bucherer, you can look forward to discovering the latest new products, exclusive and limited editions from world-famous watch brands, and a wide selection of exquisite jewellery and fabulous gemstones.

EXCEPTIONAL SERVICE – IN YOUR OWN LANGUAGE

Bucherer employs over 2400 staff, including highly skilled and qualified watchmakers, goldsmiths, designers and gemologists. Our sales personnel advise customers in a total of 28 different languages.

TAX-FREE SHOPPING

In Switzerland, value-added tax is immediately deducted from product prices for overseas visitors who shop with us.

In Germany, Austria, Denmark and France, value-added tax can be refunded through Global Blue, in England through Premium Tax. Bucherer will supply all the documents required for fast and easy customs declaration at the border.



THE LARGEST SELECTION OF ROLEX WATCHES ANYWHERE

Bucherer stocks the complete Rolex range, which makes the selection unique. Our partnership with Rolex dates back to 1924, when Rolex set out to conquer the watch world.



WORLDWIDE SERVICE NETWORK

Over one hundred service agents in 47 countries are equipped and ready to serve customers in their home countries.



EXCEPTIONAL FLAGSHIP STORES

All Bucherer stores can be found in prime locations.
There's no need to look: you simply can't miss them.



Basel Bern Crans-Montana Geneva Interlaken Lausanne
Locarno Lugano Lucerne St.Gallen St.Moritz Zermatt Zurich
Berlin Dusseldorf Frankfurt Hamburg Munich Nuremberg
Vienna | Copenhagen | London | Paris





WATCHES

THE GREATEST NAMES IN WATCHMAKING

The very finest watchmaking calls for the precision, design and craftsmanship that give form to our feeling for time. The decision to buy a particular watch is a very personal one: a question of character and passion. At Bucherer you will find an extensive choice of luxury watch brands and the largest selection of Rolex watches available anywhere.


ROLEX

GP
GIRARD-PERREGAUX
HAUTE HORLOGERIE SUISSE DEPUIS 1791


PATEK PHILIPPE
GENÈVE


CARL F. BUCHERER
LUCERNE 1888

Glashütte
ORIGINAL

PIAGET

A. LANGE & SÖHNE
GLASHÜTTE 1/SA


H. Moser & Cie.
VERY RARE

RADO
SWITZERLAND

AUDEMARS PIGUET
Le Brassus

IWC
SCHAFFHAUSEN

ROGER DUBUIS


BAUME & MERCIER
MAISON D'HORLOGERIE GENÈVE 1830


JAEGER-LECOULTRE


TAGHeuer
SWISS BRAND-GARDE SINCE 1860


BLANCPAIN
MANUFACTURE DE HAUTE HORLOGERIE

LONGINES


TISSOT
SWISS WATCHES SINCE 1853


Breguet
Depuis 1775

MIDO
SWISS WATCHES SINCE 1918


TUDOR

Cartier


OMEGA


VACHERON CONSTANTIN
GENÈVE

Chopard

PANERAI


ZENITH
SWISS WATCH MANUFACTURE SINCE 1859

Brand selection may vary.



BUCERIUS
SWISS
MADE

SEVENTEEN
11 85-171.5

BUCERIUS

821.101027

SWISS

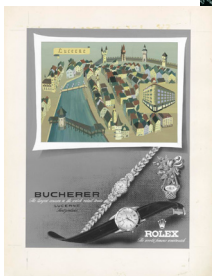




A SHARED PASSION FOR WATCHMAKING AND INDEPENDENCE FOR ALMOST 100 YEARS

The history of the successful partnership between Ernst Bucherer and Rolex founder Hans Wilsdorf dates back to the early twentieth century, when the paths of the two entrepreneurs crossed for the first time.

In 1924, Ernst Bucherer concluded a strategically important agreement with Hans Wilsdorf that secured the status of the family-run business as a major retail partner for Rolex. Thanks to the common pursuit of quality and excellence, the partnership quickly became a model for success. The Rolex watches, famous for their outstanding precision, reliable waterproofing and high robustness, were soon visible worldwide on the wrists of the world's watch connoisseurs. Bucherer's selling skills and the exclusivity of the models sold by Bucherer led to the company developing from a small Swiss jewellery business into Europe's largest watch retailer. Bucherer and Rolex share a very special relationship, which has stood the test of time without becoming any weaker.







CARL F. BUCHERER

LUCERNE 1888

MADE OF LUCERNE

Carl F. Bucherer's story began in 1888 in the bustling, beautiful city of Lucerne. The unique talent, pioneering spirit, extreme creativity and courageous entrepreneurship of the company's founder decisively shaped our company throughout its 130-year history.

Discover the unique and innovative movements that are developed and manufactured in our workshops, and experience the exquisite art of Swiss watchmaking in its most accomplished form. Following the successful introduction of the CFB A1000 in-house movement, there now follows, after many years of development, the new CFB A2000 caliber, which has been entirely designed and constructed in our development laboratory. This automatic caliber with its specially developed peripheral rotor forms the basis for a complete movement family and is likely to become our growth engine for the future.

The essence of our brand continues to be visionary strength and creative expression, and the baroque appearance and incredible scenery of our home city Lucerne serve as a constant source of inspiration to us. While we remain connected to our past, we also look to the future.





PATEK PHILIPPE

GENEVE

180 YEARS OF PASSION

Patek Philippe was founded in 1839 and its history is part of Geneva's great watchmaking tradition.

It is the story of a unique heritage, a combination of experience, ingenuity and passion that the company safeguards and revitalizes in all its disciplines and skills. Faithful to the noble artisanal techniques, its watchmakers and craftsmen perpetuate, day after day, the beautiful, timeless gestures and the sharpness of eye and deftness of touch that have always distinguished the fine art of watchmaking. These skills live on in perfect harmony with the most advanced technology.

Representing tradition at its most dynamic, Patek Philippe constantly pushes back the frontiers of the watchmaking art through its achievements at the cutting edge of innovation. Patek Philippe is Geneva's oldest independent family-owned watch manufacturer.

Available in Germany and Austria only.




JAEGER-LECOULTRE



AUDEMARS PIGUET
Le Brassus



IWC
SCHAFFHAUSEN



PIAGET



JEWELLERY GEMS DIAMONDS

DIAMONDS ARE THE CURRENCY OF LOVE

A dream from which you never awake. A fabulous piece of jewellery immerses us in its depths and fire, giving the wearer a radiance of her own. A diamond is an invitation to a realm of passion and emotion.

BUCHERER DIAMOND CENTER

DIAMONDS ARE OUR PASSION

At Bucherer, our fascination with the timeless beauty of diamonds dates back to the company's foundation in 1888. The purity of a perfectly cut diamond symbolizes both its desirability and the emotional values it radiates, such as everlasting love. Bucherer has a long tradition of purchasing diamonds, and our goal is always to offer you the best stones available. Each diamond purchased in one of our stores comes with a Bucherer diamond certificate or a GIA certificate confirming that it meets the highest standards. This certificate also guarantees globally recognized quality and ensures long-lasting value. We carry a wide selection of stones of the highest quality. You can therefore be sure that with us you will find the diamond of your dreams.



FIVE REASONS FOR CHOOSING BUCHERER DIAMONDS

TRADITION AND REPUTATION

Bucherer, a family company founded in 1888, has one of the most distinguished traditions in Europe's watch and jewellery industry. With its 34 stores in Switzerland, Germany, Austria, Denmark, France and England, Bucherer is Europe's largest supplier of diamond jewellery and enjoys an excellent reputation worldwide.

ADVICE BY SPECIALISTS

All our stores are manned by trained sales staff with specialist gemological knowledge who can professionally and expertly advise our customers on even the most complicated matters.

INCOMPARABLY WIDE RANGE

Our selection of diamond jewellery and loose diamonds is extremely large and varied. It includes rarities of unique beauty, in some cases exceeding 10 carats in weight.

APPROVED AND CERTIFIED

Our specialists check every single diamond according to the strictest criteria. All quality indications are backed up with an internationally recognized certificate (GIA/HRD) and confirmed on the store receipt.

SPARKLING CONDITIONS

Due to the size of the company, Bucherer has its own diamond experts who purchase the gems directly on the diamond markets without using intermediaries. Our experts are familiar with the complex criteria for selecting rare diamonds, guaranteeing customers top quality at attractive prices.



DAZZLING EMOTIONS – SPARKLING CHOICE



DIAMOND JEWELLERY

Discover the magic of Bucherer's diamond jewellery. Handcrafted to Swiss standards of perfection by master jewellers in our own workshops, every one of our designs is a tribute to the unique beauty of this most precious of gemstones.



LOOSE DIAMONDS

Perhaps it is more convenient for you to travel with a loose stone. Or you have not yet decided on the design of the setting. Whatever your reason for choosing a loose diamond, you can rely on finding a stone to appeal to your taste at an affordable price in our selection.



SOLITAIRE RINGS

A solitaire ring – a promise of eternal love – is possibly the most important purchase in your life. At Bucherer you will find the perfect ring for that very special person.



**1888 – A PERFECT DIAMOND WITH
A SIMPLE DESIGN**

The pure, simple design of the “1888” solitaire ring created by Bucherer’s specialists in the company’s own workshops sets off the extraordinary quality of the stone to perfection.

SWITZERLAND

4001 BASEL
Freie Strasse 40
Tel. +41 61 261 40 00

3011 BERN
Marktgasse 2
Tel. +41 31 328 90 90

3963 CRANS-MONTANA
Rue du Prado 19
Tel. 027 480 43 84

1204 GENEVA
45, rue du Rhône
Tel. +41 22 319 62 66

1201 GENEVA
1, quai du Mont-Blanc
Tel. +41 22 732 31 18

3800 INTERLAKEN
Höheweg 39 & 43 & 45
Tel. +41 33 826 02 02

1002 LAUSANNE
1, rue de Bourg
Tel. +41 21 312 36 12

6600 LOCARNO
Piazza Grande
Tel. +41 91 751 86 48

6900 LUGANO
Via Nassa 56
Tel. +41 91 923 14 24

6002 LUCERNE
Schwanenplatz 5
Tel. +41 41 369 77 00

9004 ST. GALL
Multergasse 15
Tel. +41 71 222 02 22

7500 ST. MORITZ
Via Maistra 17
Tel. +41 81 833 31 03

3920 ZERMATT
Bahnhofstrasse 6
Tel. +41 27 967 53 53

8001 ZURICH
Bahnhofstrasse 50
Tel. +41 44 221 18 88

8060 ZURICH-AIRPORT
Airside Center
Tel. +41 44 800 85 40

*Boutiques managed
by Bucherer:*

ROLEX BOUTIQUE
Zurich
Bahnhofstrasse 17
8001 Zurich
Tel. +41 44 297 19 08

Zermatt
Bahnhofstrasse 4
3920 Zermatt
Tel. + 41 27 967 08 28

Lugano
Via Nassa 56
6900 Lugano
Tel. +41 91 911 50 40

**AUDEMARS PIGUET
BOUTIQUE**
Bahnhofstrasse 32
8001 Zurich
Tel. +41 44 213 88 88

**TISSOT BOUTIQUE
LUCERNE**
Grendelstrasse 15
6004 Lucerne
Tel. + 41 41 288 80 50

Zurich
Bahnhofstrasse 94
8001 Zurich
Tel. +41 44 222 18 53

**JAEGER-LECOULTRE
BOUTIQUE**
Lucerne
Grendelstrasse 11
6004 Lucerne
Tel. +41 41 419 99 00

Zurich
Bahnhofstrasse 32
8001 Zurich
Tel. +41 44 213 88 80

LONGINES BOUTIQUE
Grendelstrasse 19
6004 Lucerne
Tel. +41 41 367 88 87

PIAGET BOUTIQUE
Grendelstrasse 19
6004 Lucerne
Tel. +41 41 367 88 88

**OMEGA BOUTIQUE
Lucerne**
Grendelstrasse 5
6004 Lucerne
Tel. +41 41 410 74 60

Interlaken
Höheweg 54
3800 Interlaken
Tel. +41 33 821 66 88

**SWISS LION AG
Bucherer Holding AG
Lucerne**
Löwenplatz 11
6004 Lucerne
Tel. +41 41 410 61 81

Titlis
Mount Titlis
Tel. +41 41 372 10 90

Pilatus
Mount Pilatus
Tel. +41 41 888 00 88

**IWC BOUTIQUE
Lucerne**
Grendelstrasse 11
6004 Lucerne
Tel. + 41 41 288 85 30

Zurich
Airside Center
8058 Zurich Flughafen
Tel. + 41 44 800 85 45

St. Moritz
Via Maistra 17
7500 St. Moritz
Tel. + 41 81 833 88 63

PANERAI BOUTIQUE
Via Maistra 17
7500 St. Moritz
Tel. + 41 81 833 88 64

**CARL F. BUCHERER
Lucerne**
Grendelstrasse 8
6004 Lucerne
Tel. + 41 41 228 88 88

**CHOPARD
Lucerne**
Grendelstrasse 8
6004 Lucerne
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GERMANY

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Tel. +49 30 204 10 49

10719 BERLIN
Kurfürstendamm 45
Tel. +49 30 880 40 30

40212 DUSSELDORF
Königsallee 26
Tel. +49 211 32 80 83

60311 FRANKFURT
Kaiserstrasse 1
Tel. +49 69 13 88 20

20354 HAMBURG
Jungfernstieg 16 – 20
Tel. +49 40 34 06 88 60

20354 HAMBURG
Jungfernstieg 25
Tel. +49 40 34 34 67

80331 MUNICH
Neuhauser Strasse 2
Tel. +49 89 29 82 83

80333 MUNICH
Residenzstrasse 2
Tel. +49 89 23 88 54 60

90402 NUREMBERG
Hefnersplatz 4 – 6
Tel. +49 911 205 170

80331 MUNICH
Neuhauser Strasse 18
Tel. +49 89 238 85 46 46

*Boutiques managed
by Bucherer:*

IWC BOUTIQUE
Goethestrasse 18
60313 Frankfurt am Main
Tel. +49 69 13 88 28 88

**BUCHERER ROLEX |
PATEK PHILIPPE
BOUTIQUE**
Residenzstrasse 11
80333 Munich
Tel. +49 89 24 26 97 24

AUSTRIA

1010 VIENNA
Kärntner Strasse 2
Tel. +43 1 512 67 30

Boutiques managed by Bucherer:

IWC BOUTIQUE
Graben 12
1010 Vienna
Tel. +43 1 512 12 20

OMEGA BOUTIQUE
Stock-im-Eisen-Platz 3
1010 Vienna
Tel. +43 1 512 09 60

FRANCE

75009 PARIS
12, boulevard des
Capucines
Tel. +33 1 70 99 18 88

Boutiques managed by Bucherer:

OMEGA BOUTIQUE
35, boulevard des Capucines
75002 Paris
Tel. +33 140 15 12 20

DENMARK

1001 KØBENHAVN K
Østergade 52
Tel. +45 3318 2838

ENGLAND

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400 Oxford Street
Tel. +44 20 7318 3830

WC2E 8HP LONDON
Unit 7 North Piazza
Covent Garden
Tel. +44 20 7952 2040

W12 7GD LONDON
Ariel Way
Tel. +44 20 7292 1245

WC2E 8HD LONDON
7 The Plaza
Tel. +44 20 7952 2040

*Photograph on front page:
Günter Laznia for iGuzzini AG*



MANERO PERIPHERAL
AUTOMATIK | CHRONOMETER



CARL F. BUCHERER

LUCERNE 1888

carl-f-bucherer.com