

Beat: Arts

## **BUCHERER Is Located At The Very Heart Of The Triangle D Or of Haute Horlogerie**

### **Largest Watch & Jewellery Store**

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**USPA NEWS** - Situated between Boulevard Haussmann and Place Vendôme, Bucherer Paris is at the very heart of so-called Triangle d'Or of Haute Horlogerie. The elegant Building on the Corner of Boulevard des Capucines is classified as a Monument Historique and is one of the Landmarks of the Opéra District. Bucherer Paris is the World's Largest Watch and Jewellery Store.

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In 1888, a businessman and entrepreneur by the name of Carl-Friedrich Bucherer and his Wife Luise opened Lucerne's first Watch and Jewellery Store and laid the Cornerstone for a successful Family Company. His sons, Ernst and Carl Eduard Bucherer, joined the Family-owned Company in the 1920s and, thanks to their wide-ranging Experience, took it even greater success. In 1924, Ernst Bucherer entered into a particularly fruitful Partnership with Hans Wilsdorf, the Founder of Rolex. He decided to include the then little-known Watch Brand in its Range. Today, Rolex is one of the World's most celebrated Watch Brands and remains the House of Bucherer's most important Partner.

In Switzerland, Bucherer also acquired the Kurz Group in 1989 and, in 2001, Swiss Lion AG. That same year, the Independent Carl F. Bucherer Company was founded to maintain the Bucherer Family's Watchmaking Tradition, established in 1919. In 2013, Bucherer celebrated its 125th Jubilee and opened the World's Largest Watch and Jewellery Store in Paris. The Northernmost Bucherer Store to date opened in Copenhagen in 2016 : it is the Largest Watch and Jewellery Store in Scandinavia. Four more Boutiques in London were added to the Company Portfolio with the acquisition of The Watch Gallery in 2017.

Today Bucherer is one of Europe's biggest Watch and Jewellery Retail Chains. Looking back on a long Tradition, Bucherer today offers an International Clientele probably the Largest Choice of Rolex Watches anywhere and a Wide Choice of Luxury Watches from Well-known Brands. At the Heart of the Jewellery Range are the Jewelry Lines designed and produced in the Company's Own Workshops together with Individual Pieces made using very rare Natural-colored Diamonds, Unusual Colored Gemstones or Much-sought-after Pearls.

Bucherer Stores are located in : Switzerland (16 Stores), Germany (9 Stores), France (1 Store), Austria (1 Store), Denmark (1 Store), England (6 Stores in London). As specialists for Watches and Jewellery, Bucherer is :

- \* Retailer and stocks an exclusive range of World-class Brands such as Rolex, Chopard, Piaget, IWC; Audemars Piguet, Girard-Perregaux, TAG Heuer, Tudor, Baume & Mercier, Longines, Rado and Gucci.
- \* Designer and Producer well-known Jewellery Collections in its Workshops. These include Lacrima, Vivelle, Variato, Pastello and Dizzler as well as Individual Pieces made using rare Natural-colored Diamonds, unusual Colored Gemstones or Much-sought-after Pearls.

Bucherer's Corporate Culture has grown from the Roots of a Typical, Family-owned Company that has successfully adapted to changes in the Market since 1888. Bucherer claims having as Values :

- \* Inspiring : Aim to stir Emotions.
- \* Distinguished : Strive to be a Leader.
- \* Achieving : Tenacious until reaching Goals.
- \* Committed : Respect Agreements and Loyal to Commitments.
- \* Respectful : Means that Treating Everyone Fairly and with a Positive Attitude.
- \* Open : Greet People in an Unbiased Way, regardless of Sex, Age or Origin.

Source : Bucherer Store - 12, boulevard des Capucines (Paris). Visit on November 30, 2017

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