

In its 10th anniversary year, independent family-owned Swiss watch manufacturer Frederique Constant of Geneva has announced record first half year results with 26% growth compared to 2013.

Since 2004, the company has been producing timepieces with movements that are in-house developed, manufactured and assembled. The company developed 15 in-house handcrafted calibres, including its latest 2014 creation: the limited edition Heart Beat Manufacture FC-945 with Silicium Escapement Wheel, Silicium Anker and Silicium Plateau for improved accuracy and reliability (pictured).

States Peter Stas, founder and CEO of Frederique Constant, "We are proud to have realized our best first half year ever, and it clearly proves that our product proposition of 'accessible luxury' continues to have great potential. The initial concept behind the brand was to create Swiss Made, high quality and innovative watches at sensible prices; to let more people enjoy luxury. Still today, it is this mission that drives our passion. We would like to take the opportunity to thank our worldwide partners for their continuous support to Frederique Constant".

He went on, "We have seen a significant increase in activity across most of our regions in 2014. With our accessible luxury positioning, we have been gaining market share in the US\$ 1,000 to 5,000 segment. Frederique Constant grew strongly in Japan, South Korea, Australia United States and Canada, which is expected to continue in the second half of 2014."

Operating from its ultra-modern 3,200sqm facility in Plan-les-Ouates, Frederique Constant production exceeded 138,000 timepieces in 2013 and the brand can be found in over 2,800 points of sale around the world.

"In view of a good start in 2014 and our intensive programs of merchandising, training and promotional activities, as well as new product launches, sales growth is expected to be strong for the year as a whole. Over the past 25 years, Frederique Constant has experienced annual growth rates of 15-25%. This year, Swiss watch exports will realistically rise in the single digits, and we will outperform the market, Peter Stas

Record first half for Swiss watchmaker Frederique Constant concluded.