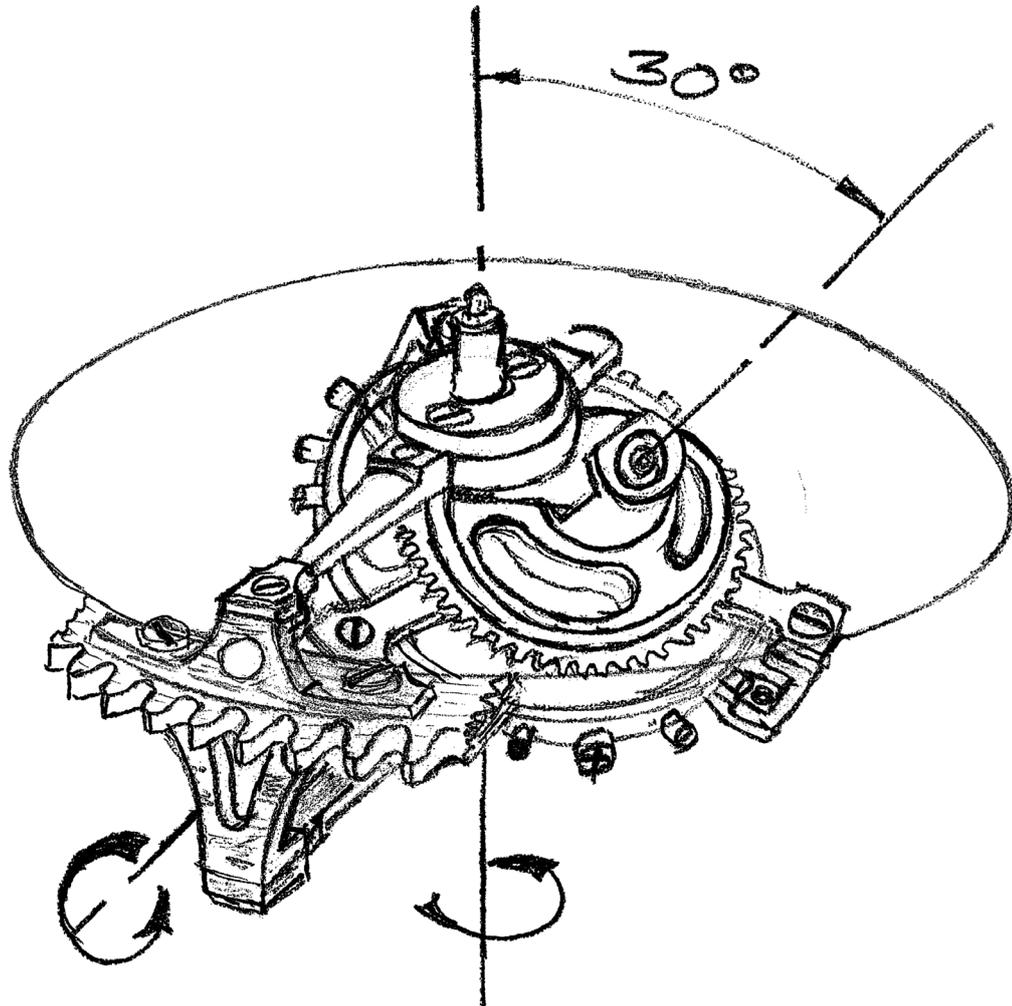


GREUBEL FORSEY

ART *of* INVENTION



chocron

desde 1948 Joyeros

GREUBEL FORSEY AND CHOCRÓN JOYEROS
ARE HAPPY TO ANNOUNCE
THEIR NEW COLLABORATION

www.greubelforsey.com

GREUBEL FORSEY

ART  INVENTION

Greubel Forsey and Chocrón Joyeros join forces in a brand new exclusive partnership in the Spanish market. Founded over seven decades ago, Chocrón Joyeros is a globally recognized retailer with the same spirit of innovation found in each Greubel Forsey creation. The two houses, united in their passion for fine watchmaking, share a common philosophy that guides them in their everyday quest for excellence.

Three exclusive timepieces will be exhibited in the prestigious Madrid boutique, located in the Salamanca district. Among them, the GMT Earth and its rotating terrestrial globe, which allows an extraordinary spatial vision of our Planet Earth. Aficionados will also be able to discover the Tourbillon 24 Secondes Contemporain as well as the Signature 1.

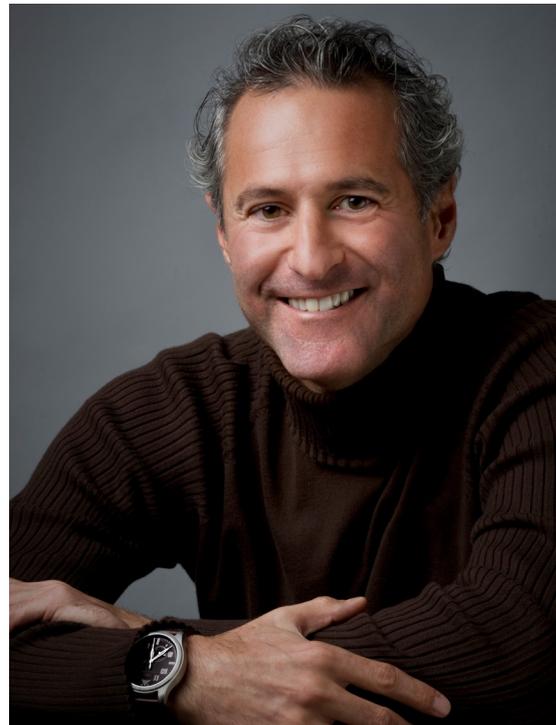
Greubel Forsey and Chocrón Joyeros are delighted to embark on this new and promising collaboration.



“We are very proud to open a new chapter for Greubel Forsey in Spain with one of the most renowned retailers of the world. It is a great privilege to build a new partnership together with the Chocrón family.”

Antonio Calce

Chief Executive Officer of Greubel Forsey



“Chocrón Joyeros is proud to announce an agreement with Greubel Forsey to be the exclusive retailer for Spain. The values of both brands walk in the same direction and the way Greubel Forsey is focused on high standards of craftsmanship to exceed the limits of what is possible fits perfectly with our philosophy.”

Moises Chocron

Chief Executive Officer of Chocrón Joyeros

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When Robert Greubel and Stephen Forsey teamed up and launched Greubel Forsey in 2004 in La Chaux-de-Fonds (Switzerland), they refused to believe that everything had already been invented in watchmaking. Going against the grain, they focused their energy on uncompromising innovation and the most difficult elements of hand finishing, bringing back a level of excellence that would rival even that achieved by 18th/19th century masters. Each of the 100 timepieces created a year arises out of excellence all the way through each step of creation, realization, transmission and sustainability. Every one of the 7 fundamental Greubel Forsey inventions, rigorously developed through the EWT Laboratory, adds a new chapter to the history of watchmaking. Through the 30 unique and original calibres created since 2004, Robert Greubel and Stephen Forsey continue to share and perpetuate their passion and vision of contemporary mechanical watchmaking.



Founded in 1948 by D. Carlos Chocrón at just 18 years of age, Chocrón Joyeros has embodied for more than seven decades the values of excellence and tradition in fine watchmaking. In its stores in Madrid, Marbella and Ceuta, the house shares its expertise and know-how passed down through four generations, offering innovative objects of the highest quality. The experience gained over the years has allowed Chocrón Joyeros to gain international recognition while keeping its Spanish roots. With Moisés Chocrón at its head, the house is recognized around the world for its professionalism and discretion.



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