



HAUTLENCE

PRESS RELEASE

# HAUTLENCE CELEBRATES 20 YEARS OF INNOVATIVE WATCHMAKING

Neuhausen am Rheinfall, March 20th, 2024

Known for its innovative and avant-garde timepieces, HAUTLENCE was founded in 2004 in Neuchâtel. Over the years, the brand has gained a reputation for its distinctive designs, incorporating complex mechanical movements and unconventional display mechanisms. It often blends traditional watchmaking craftsmanship with modern materials and technologies, resulting in unique and highly sought-after timepieces. Marking two decades of groundbreaking innovation, exquisite craftsmanship, and timeless elegance, HAUTLENCE is proud to celebrate its 20th anniversary.

Since its inception, HAUTLENCE has continuously pushed the boundaries of traditional watchmaking, redefining the art of horology with its avant-garde designs and complex mechanical movements. As the brand commemorates this significant milestone, let's get back to some key moments and achievements that have shaped its illustrious journey.

Founded in Neuchâtel, Switzerland, in 2004 by a team of five, including Guillaume Tetu and Renaud de Retz, HAUTLENCE set out to revolutionize the watchmaking industry. The debut of the HL Collection in 2005 marked a significant milestone, introducing the distinctive HL caliber with a jumping hour display that captivated collectors and enthusiasts alike. As the brand evolved through the years, the 2009 introduction of the "Concept d'Exception" series showcased HAUTLENCE's commitment to innovation. The unveiling of the HLQ caliber demonstrated an affection for cutting-edge materials, avant-garde designs, and intricate complications, paving the way for subsequent calibers such as the HLC in 2010 and the HL2.0 in 2011.

In 2012, HAUTLENCE underwent a noteworthy transformation with its acquisition by MELB Holding, which now also includes H. Moser & Cie. and Precision Engineering AG. This move provided the brand with enhanced resources and global reach while safeguarding its autonomy. By 2014, the launch of the HL2.0 Collection solidified HAUTLENCE's standing as a key player in independent watchmaking.

2015 sees the launch of the second part of the "Concept d'Exception" series with the Vortex model. In a redesigned and technically reinvented



version, the HL2.0 calibre still features the half trailing chain for the hours and a retrograde minute. A true work of art protected by 3 patents.

In 2016, HAUTLENCE is stopping time itself with the launch of the Playground collection, inspired by mechanical games. With the Labyrinth and the Pinball models, both watch objects that don't tell the time, HAUTLENCE enables one to stop the mad race of time, to "unplug" for a few minutes, in order to immerse oneself in a game just for fun, an anthem to recapturing a leisurely pace. By diverting the watchmaking object from its initial vocation, HAUTLENCE reinvents time and advocates a return to time for oneself. A full immersion in the quest for lost time to ensure that the playing never stops. The brand expanded its offerings with the 2017 Invictus collection, which was designed to appeal to a new generation of watch enthusiasts.

The year 2022 marked a significant shift for HAUTLENCE under the new leadership of Samuel Hoffmann. Samuel introduced a new brand concept and product strategy, ushering in a period of fresh ideas and dynamism while maintaining continuity with the brand's established direction. The result is the Linear and a revisited Vagabonde, both housed in a redesigned and more sporty steel case, which kick off this major new step for the Maison, combining mechanical and kinetic artistry in a mesmerizing display of movement and innovation.

Notably, 2023 saw the introduction of the groundbreaking Sphere Series 1, a timepiece featuring a three-dimensional rotating sphere and a retrograde minute, earning the Innovation Award at the GPHG.

As HAUTLENCE embarks on its next chapter, the brand remains committed to its founding principles of innovation, craftsmanship, and creativity, continuing to inspire watch aficionados worldwide with its visionary timepieces. The story is to be continued, with the best yet to come.

This year, HAUTLENCE honors its 20th anniversary with a special commemorative timepiece inspired by two decades of innovation,

craftsmanship, and creativity. Join us at Watches & Wonders Geneva to celebrate 20 years of HAUTLENCE's pioneering spirit, enduring legacy of watchmaking excellence, and the discovery of new releases.

HAUTLENCE: Spearhead of modern and architectural watchmaking, catalyst of independent watchmaking in motion.



# ABOUT HAUTLENCE

Founded in 2004, HAUTLENCE – whose name itself is an anagram of Neuchâtel – pays tribute to the birthplace of the watchmaking art. The brand has been praised by watch collectors and aficionados from across the world for bringing a new dynamism to the art of fine watchmaking.

In 2022, HAUTLENCE embarked on a new chapter in its history. While continuing to refine and develop the brand's signature codes, HAUTLENCE adopted a brand new, more contemporary, and sporty approach. Featuring a new structure, a more exclusive distribution network, and a visual identity aligned with the brand's positioning, HAUTLENCE now has the resources to confirm its status as a leading independent.

With an annual production of around 200 pieces, HAUTLENCE has nine calibres designed and developed in-house, whilst also relying on external partners for the movements used in certain collections.

In strategic terms, HAUTLENCE can count on support from MELB Holding, an independent family watchmaking group that has been offering

its experience and network since 2012, with the synergies between HAUTLENCE and the group sure to grow.

HAUTLENCE is pushing the boundaries of traditional watchmaking codes, uniting them with innovative mechanical solutions and an unlimited universe borrowed from the various arts, combining design, architecture, and movement. The brand takes its inspiration from this to create new approaches to time display, which it uses to elevate the two key dimensions of space and time. Ever conscious of a functional relationship with beauty, HAUTLENCE invents timepieces with completely new contours and depths, respecting every stage and every person involved in their production.

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