



HAUTLENCE

PRESS RELEASE

# A NEW LEADERSHIP FOR HAUTLENCE

Neuhausen am Rheinflal, 5<sup>th</sup> March 2025

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**HAUTLENCE is shifting into second gear, entering an exciting new phase with the appointment of Cédric Joos as Brand Manager. This nomination is further strengthened by the return at the helm of Guillaume Tetu, founder and former CEO, as Chairman and Advisor. This new leadership comes at a pivotal moment, as the brand prepares to unveil a new wave of groundbreaking complications and daring designs at Watches and Wonders—creations developed to support HAUTLENCE's relaunch and reaffirm its status as a pioneer in independent watchmaking.**

Born and raised in the Jura, the heart of Swiss watchmaking, Cédric Joos grew up surrounded by friends working in the industry. From an early age, he developed a passion for timepieces. After graduating, he pursued a degree in Business Administration (BWL), equipping himself with a strong foundation in management and strategy. Cédric has almost ten years' experience in the watch industry. He began his career at Bucherer, where he gained extensive knowledge of the retail sector. He then joined H. Moser & Cie., as Customer Relationship Manager, where he played a key role in the development of the direct-to-consumer (DTC) strategy, spending three years contributing to the brand's growth by creating strong relationships with watch enthusiasts and building direct sales.

Cédric Joos brings extensive experience in luxury watchmaking, having held key roles in brand strategy and international market development. His expertise will be instrumental in driving HAUTLENCE forward while maintaining its distinctive DNA rooted in bold design and technical excellence.

Further strengthening this new chapter, HAUTLENCE has established a dedicated steering committee comprising key members of the H. Moser & Cie. board: Edouard Meylan, Bertrand Meylan, Nicholas Hofmann, and Maurizio Tallero. This committee will provide strategic direction and oversight, fostering synergies between HAUTLENCE and its sister brand, H. Moser & Cie., to foster growth and innovation.

To complete this managing structure, Guillaume Tetu founder and former CEO of HAUTLENCE and creative force behind the brand, returns as Chairman and Advisor, underscoring the brand's enduring pursuit of creative and technical watchmaking excellence.

"This new leadership structure sets the foundation for HAUTLENCE to achieve new heights," said Edouard Meylan, co-owner of HAUTLENCE. "With Cédric's dynamic leadership and Guillaume's visionary approach, we are confident the brand will continue its trajectory as a pioneer in independent watchmaking."

On his side, Guillaume Tetu says: "Returning to HAUTLENCE, a brand I founded and still consider my baby, is a true pleasure. I'm proud to be part of this new chapter, staying true to the spirit of innovation that has driven us from the beginning."

This renewed vision sets the stage for HAUTLENCE to continue crafting timepieces that embody both artistic audacity and technical ingenuity, cementing its place as a trailblazer in the world of haute horlogerie.

HAUTLENCE invites watch enthusiasts to discover its remarkable new creations at Watches and Wonders, where the boundaries of creativity and innovation will be redefined.



# ABOUT HAUTLENCE

Founded in 2004, HAUTLENCE – whose name itself is an anagram of Neuchâtel – pays tribute to the birthplace of the watch-making 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 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 which 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 watch-making 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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