

# CLASSIC DRIVER

## Roger Dubuis SA: a new 'Maison' for Richemont



**Richemont, one of the world's leading luxury goods companies, has acquired a 60% stake in the respected Geneva watchmaker, Manufacture Roger Dubuis SA.**

The pedigree of the watches will be unaffected as Richemont's policy is to encourage the individuality of its brands as separate business entities – or 'Maisons'. Hence Roger Dubuis SA will continue to manufacture and distribute watches under the Roger Dubuis name, operating as an autonomous Maison, alongside many of the other Richemont-owned brands.

These brands include such revered names as Cartier in Paris, [Jaeger-LeCoultre](#) in Le Sentier, Baume & Mercier and Piaget in Geneva, [Officine Panerai](#) in Florence, Chloé in Paris, [Montblanc](#) in Hamburg and [Alfred Dunhill](#) in London – each a world-famous label for luxury and quality, yet each retaining its unique character and identity.

Executive Chairman of Richemont, Mr Johann Rupert, comments, "Roger Dubuis watches are highly innovative in terms of movements and design. As a young business, it is very different from the more established specialist watchmakers within the Group today; as such it complements our Maisons perfectly. We look forward to developing the Roger Dubuis business internationally."

The full portfolio of Richemont's individual Maisons can be found at the [company's website](#). It's quite a list.

**Text:** Charis Whitcombe

**Photos:** Richemont

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