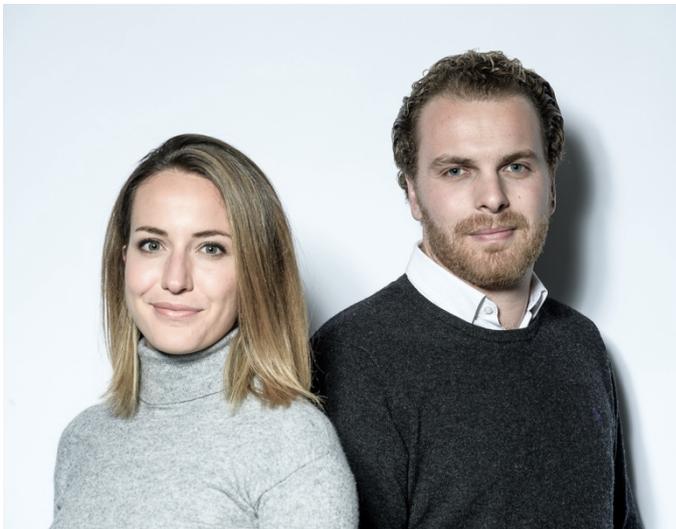




*Julien de Bourg*

PRESS RELEASE

## Swiss Siblings redefine understanding of luxury



*Zurich, January 2019.* Julien de Bourg produces mechanical watches that stand for precision and craftsmanship. Much more important for the founders, Jennifer and Julian von Burg, is their vision: to redefine the understanding of luxury and make mechanical movements, design and quality accessible to everyone.

Julien de Bourg has been on the market with its online shop since May 2018. A hundred years of family history in the watch industry and a love of detail combined with a contemporary spirit stand behind it. "Our company is based on a deep passion for watchmaking. Our grandfather laid the foundation for this family tradition," says Julian von Burg. Together with his sister, he wants to challenge the expensive mechanical watches, which are usually not affordable for young professionals. "The elegance of a watch lies in its craftsmanship, in its mechanics. We want to make the luxury of mechanical watches and the high tradition of watchmaking accessible to a broad public thanks to fair prices," explains Julian.

## Quality and Timeless Elegance

It is very important to the siblings that the watches stand for Swiss Design and Swiss Quality, although they are produced abroad. Jennifer von Burg says: "Even our grandfather used the latest and most innovative technologies. Today, we are also taking advantage of new opportunities and are able to eliminate the often-excessive margin in the watch industry. This enables us to offer high quality at fair prices. And we personally vouch for quality with our name and family emblem."

The design of the watches is classic and modern at the same time. The heart of the watch is the movement, which becomes a real eye-catcher on some models thanks to its transparent dial. "Julien de Bourg is a declaration of love for the art of watchmaking - and no longer a status symbol," explains Jennifer. To date, the two young Swiss entrepreneurs have designed two models: one with a skeleton dial, in other words an open dial, and the other with a closed dial. Both models are available for men and women, with a case diameter of 40 or 36 millimeters. The smaller versions are called "Auvergne" and "Beauvoir", the larger "Montrichard" and "Saint-Rémy". The common feature of all models is the transparent back, which enables you to experience the complexity of the mechanical movement even better.

The models are available in silver, black and rose gold. Elegant leather strap lends each piece a unique and timeless look and the selection is constantly being expanded. Now the siblings are already working on the next collection.



## Do Something Good

The Startup does even more than developing and selling beautiful watches at a fair price. Julien de Bourg has a social commitment and a cooperation with the charity organization "The Hunger Project": For every watch sold, the company donates CHF 5 to the charity organization.

The Hunger Project mobilizes people to lead independent lives and actively helps them to overcome hunger. Jennifer and Julian von Burg: "We are convinced that talent is equally distributed worldwide - but opportunities are not. And if we can do something about it, it's a matter close to our hearts."

The watches are available in the online shop <https://julien-de-bourg.com>

Here you can find a selection of the models:



Auvergne Gold-Black, Women  
**€ 279**



Beauvoir Silver-Green, Women  
**€ 299**



Montrichard Silver-Black, Men  
**€ 299**



Saint-Rémy Black, Men  
**€ 279**