

## HOW TWO SIBLINGS FROM SWITZERLAND FIGHT FOR THE DEMOCRATIZATION OF LUXURY

***Mechanical watches stand for precision and craftsmanship, but are increasingly pressured by quartz watches. The siblings Jennifer and Julian von Burg want to revive this tradition - and build on more than 100 years of family history.***

Zürich, Switzerland – June 20, 2018 –

Their brand "Julien de Bourg" has been on the market since the end of May and now business with the online shop is starting. The offer includes twelve high-precision mechanical watches produced to Swiss quality standards. The company was born from a deep passion for watchmaking and the founders noticed that the market is increasingly flooded with overpriced battery-powered watches. The problem: mechanical watches are often not affordable for young people or people just starting out in their careers. This is why Julien de Bourg wants to make the luxury of mechanical watches experienceable at fair prices and thus make the high tradition of watchmaking accessible to a broad public - in Switzerland and worldwide.

### **Fourth-Generation Watchmaking Tradition**

The great-grandfather of the two laid the foundations for a family tradition in 1882 that is now being led into a new era. Then as now, the products stand for Swiss Design, even if the automatic watches are produced abroad today.

Does this not contradict tradition? No, Julien de Bourg uses new technologies and the Internet as an opportunity to serve customers from all over the world. By foregoing the excessive margin common in the watch industry, the brand offers high quality at fair prices.

The founders personally stand up for this quality with their name and family crest.

### **Timeless Elegance Combined With Modern Design**

The design of the Julien de Bourg watches is classic and modern at the same time. All models focus on timeless elegance and are therefore suitable for every occasion - from business lunches to cozy evenings with friends.

The inspiration: The wearer should enjoy the here and now. Time is one of today's most precious goods. Thanks to the open dial and case back, the wearers can discover the movement - the heart of every watch.

For Julien de Bourg, an automatic watch is a declaration of love to the art of watchmaking and no longer a status symbol.

### **Social Commitment: Fighting Hunger**

However, offering Julien de Bourg's customers added value is not enough for them, which is why Julien de Bourg is socially committed. Through a cooperation with the charity organization '[The Hunger Project](#)', people in need receive CHF 5.00 for every watch sold. The founding duo is convinced that talent is equally distributed worldwide - but opportunities are not. The Hunger Project mobilizes people to an independent life and actively helps them to overcome hunger.

#### **More about Julien de Bourg:**

Website: [www.julien-de-bourg.com](http://www.julien-de-bourg.com)

Social Media:

 Instagram: [@julien.de.bourg](https://www.instagram.com/julien.de.bourg)

 Facebook: [Julien de Bourg](https://www.facebook.com/Julien.de.Bourg)

#### **Contact person:**

Jennifer von Burg (Co-Founder)

Tel.: +41 44 991 12 74

Mob.: +41 76 568 26 28

E-Mail: [jennifer@julien-de-bourg.com](mailto:jennifer@julien-de-bourg.com)

Characters (including spaces): 2'775