

Press Release

Geneva Watch Days 2024

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Favre Leuba Reignites: Patrik Hoffmann Leads Watchmaking Comeback Of The Year

Favre Leuba proudly announced its grand revival, celebrating 287 years of unrivalled watchmaking excellence at the 2024 Geneva Watch Days. During the press conference held on August 29th, industry veteran and Favre Leuba CEO Patrik Hoffmann along with Wei Koh, founder of the global watch magazine Revolution shared our renewed vision and future ambitions. He was joined by our Design Head, Kim Siegel and International Sales Director Emanuel Bitton. This expertly orchestrated relaunch, supported by an international network, reconnects with our legendary heritage in a spectacular fashion.

**“Favre Leuba is not just a watch brand; it's a symbol of resilience and innovation for the entire watchmaking industry. We honour our past and our collective heritage while embracing the future, creating watches that embody the pioneering spirit of our founders,”** explains Patrik Hoffmann. **"The relaunch of Favre Leuba marks an extraordinary transformation. With a team of seasoned experts and an ambitious strategic vision, we are determined to restore this legendary brand to its rightful place in the global watchmaking landscape."**

We unveiled three stunning new collections that blend heritage with modernity – Chief, Deep Raider, and Sea Sky – entirely rethought by designers Antoine Tschumi and Laurent Auberson. Combining new designs and movements, this lineup is the first proof of the brand’s profound transformation. These collections comprise **22 new references** that illustrate Favre Leuba's ambition to produce **several thousand pieces annually within three years**. The price range – from **2,250 to 4,375 CHF** – testifies to our commitment to delivering excellent value along with exceptional watchmaking.

**History**

From its founding by master watchmaker Abraham Favre in 1737 to pioneering innovations like the Bivouac and Bathy, Favre Leuba's history is a testament to its relentless pursuit of excellence. Each era has seen the brand push boundaries, whether through groundbreaking collaborations with legendary Breguet or creating timepieces favoured by explorers and adventurers. In 2024, Favre Leuba begins a fresh chapter with three collections, leveraging its legacy to create ‘active’ yet eminently elegant, everyday watches that combine functionality and style for any circumstance.