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# BREVA

*Weathering Time*

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*Vincent Dupontreué, founder of Brevia Genève, was born just outside Paris in 1977. His burning entrepreneurial spirit and the desire to do something very different, led him to set up his own fashion brand, called "Vincent Dupontreué" when he was in his twenties. The desire for a nice watch ignited his entrepreneurial spirit once again and we have in front of us, the Brand Brevia Genève! In 2013, after three years of research and development, led by Jean-François Mojon/Chronode to his specifications, Vincent Dupontreué launched the Brevia Génie 01. In Mumbai, for the launch of the Génie 01 at the Icons of Time event, he speaks to HOT about this exclusive timepiece, which is indeed, one of its kind.*





*1. The Brevia Génie 01 is made to give the wearer a sense of the environment. What was the inspiration behind creating a luxury timepiece that embodies this specific purpose?*

I have always had a profound interest in meteorological phenomena and weather forecasts. On my 33rd birthday, during a beautiful weekend on Lake Como in Northern Italy, I was inspired by la Brevia, an Italian "warm wind" contributing to the mild microclimate around the lake. I had the idea to explore how a timepiece can affect not only our perception of time but also our environment. I decided to create a watch that not only shows the time but also predicts the weather and measures the altitude, breaking away from the traditional watchmaking codes.

*2. What kind of different technology have you used?*

The creation of the Génie 01 happened to be a real technological challenge gathering the efforts of a team of engineers and specialists. In addition to the traditional indications (hours, minutes, small seconds, and a power reserve of 65 hours), the timepiece stands out by its unusual complications- a barometer and an altimeter. Both are connected through a complex system of gears and racks to the aneroid capsules especially developed and patented to optimize precision and use in a wristwatch. We patented a particular technology through which the pressure inside and outside is equalized. Only oxygen molecules can go in and not hydrogen. Thus while volume of air can change, moisture and humidity cannot get in. Brevia tries to think out of the case and bring its own contribution to the industry by breaking the traditional watchmaking codes and by offering a new vision on both artistic and technological levels.

*3. Where is the watch produced?*

The watch is designed in Geneva and produced 100 per

cent in Switzerland.

*4. What kind of response has the watch received at Baselworld?*

Independent retailers, press and visitors have shown a real interest in Brevia and the Génie 01 as the timepiece represents a strong and new proposition since it is a complication that is based on a new patented technology.

*5. What is your analysis of the Indian market with respect to the response that the Génie 01 will elicit? Do you think that the market is mature for this kind of timepiece?*

Indian consumers have shown great interest to the Génie 01 during the show, proving that they are nowadays looking for exclusive and high end products. Moreover, collectors are becoming more selective which indicates that the Indian market is now ready for independent watch brands like Brevia. Due to its unique products and the collaboration with the right Indian retailers, Brevia will be able to satisfy watch aficionados. Brevia offers a rare and limited watch, which we hope, will attract the Indian market.

*6. Do you plan to introduce anything for women?*

We have started to work on a watch for women a year ago but as you know, developing a watch is a very long process. For the time being, we will focus on watches for men and will certainly come in a few years with a specific complication for women

*7. What is next in the pipeline for Brevia?*

A lot! We have more than ten developments in the pipeline. Each year we are going to launch a new complication. It may not always be about the weather but will always be about the environment. The objective is to provide mechanical watch enthusiasts a new way of interacting with their environment. We may also propose more affordable watches in the future but even these will be different. So, this January we will launch a new watch, which will be something unique.