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BASELWORLD : 1.0, A39



At Alpina Genève, Swiss Watch Manufacturers since 1883 and a reference in high quality, we manufacture boldly designed sports and lifestyle watches. Our strategy is to produce these luxury sports and lifestyle watches at accessible luxury prices to reach younger watch enthusiasts. Alpina Genève is all about passion - The Brand is a fully-integrated manufacture, involved in all the stages of the production of its watches, from initial design through to final assembly and passing through the building of its own calibers and finishing with a thorough and exhaustive quality control. Each watch is assembled by hand by a team of highly qualified technicians and craftsmen and women, and Alpina has invested heavily in state-of-the-art digital machinery to ensure maximum quality and life expectancy. The watches have been developed around four core collections: Alpinier, Startimer, Seastrong and Comtesse. Every watch that leaves the Manufacture shares the following characteristics: accuracy, legibility, shock and water resistance, strength and reliability. Each watch is also designed to be a pleasure to wear and behold. From the very beginning, as far back as 1883, Alpina has been associated with horological innovation. Whether it was our innovative way of creating an excellent working environment, or through the introduction of new quality control criteria before anyone else, Alpina has always sought ways to improve how things are done.