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**ARMAND NICOLET**  
TRAMELAN

## **Once upon a time,**

...a buried treasure that risked to be forgotten with time, was brought back to light in a small factory in Tramelan, a little town in the region of the Jura Bernese, a treasure recovered by someone with the desire and ability to reintroduce an ancient art that should have never been forgotten. An Italian family's passion created in turn a tight-knit team with the ability to apply the ancient knowledge and revolutionize it to the present, using the most advanced technology creating fascinating mechanisms. Armand Nicolet now finds itself in the niche of the world's high quality watch making brands and is present in the most important markets throughout the world. At present the Maison produces a volume which allows each piece to be thoroughly controlled by masterful hands. The Maison would like you to partake in its adventure that began more than a century ago...

## **Origin, Craftsmanship and Style**

The story of Armand Nicolet begins around 1875 in Tramelan, Switzerland, a little town in the Bernese Jura. Armand Nicolet, son of a watchmaker, after a brilliant apprenticeship set up his "Atelier d'Horlogerie". Between the 30's and the 70's Armand Nicolet had one of the most specialised ateliers in the T1 process (the finishing, assembling and fine setting of all these parts to create a perfectly working mechanical movement). At the end of the 70's, when the crisis hit the Swiss Watch Industry because of quartz movements making their big entrance on the market, unlike other brands which either closed their factories or underwent a conversion process, the Armand Nicolet factory, managed by Willy Nicolet (son of Armand), succeeded to preserve their extraordinary knowledge keeping the atelier open throughout those difficult years. When the current management took over the company more than 20 years ago, in the warehouse of the factory there were still lots of original historical movements, along with the specific tools needed to work on and decorate them magnificently. The new management saw the huge potential in having this treasure and decided to rescue, maintain and continuously develop the company's know-how by working on these old movements (such as UNITAS, Venus, ETA, Peseux, FHF etc...) and bringing them back to a new life. The O.H.M. (Original Historical Movement) Series feature original historical movements from the 1950's and 1960's that are recovered and tuned in Armand Nicolet's atelier. These series are produced only in LIMITED EDITIONS because the quantity is determined by the amount of original historical movements still available. The skilled watchmakers manually restore and re-assemble each of these unique pieces. These precious movements are the result of many years of expertise and dedication to the fine art of watch-making. By applying the knowledge derived from this peculiar production Armand Nicolet produces also Contemporary Collections that feature ETA-based movements modified and refinished in the factory. The beautiful models of all these collections stand out thanks to the refined look created by our Italian designers.