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*Chopard*

## **Passion for excellence**

Louis-Ulysse Chopard founded his own workshop in 1860 in Sonvillier, the Swiss Jura. Since 1963 Chopard is owned by the Scheufele family and its headquarters are located in Geneva. Internationally renowned for its watch and jewellery creations, the Group today employs over 2000 people worldwide. It is independent and vertically integrated, controlling the entire process from design to distribution through 1600 points of sale and more than 147 dedicated boutiques. Over 30 different crafts are practised in six manufacturing sites with a strong emphasis on in-house training. Chopard has built its reputation on iconic collections such as “Happy Diamonds”, “Happy Sport” and “Mille Miglia”. The firm is also highly recognized for its High Jewellery creations, fine watchmaking and manufacture expertise, expressed in the L.U.C collection. According to two of its fundamental values, respect and social responsibility, Chopard is strongly committed to various philanthropic organizations. Long-term partnerships tie the company to the José Carreras International Leukaemia Foundation and the Elton John AIDS Foundation. Last but not least, Chopard is a faithful partner of the Cannes International Film Festival and legendary classic car events, such as the Mille Miglia in Italy and the Grand Prix de Monaco Historique. The project “The Journey” is a multi-year programme launched by Chopard in 2013 deepening its commitment to sustainable luxury.