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**MERMOD FRERES**   
MAISON FONDÉE EN 1816, SAINTE-CROIX

## **Brand vision and ambition**

To restore Sainte-Croix the status of major actor as it was at the end of the 19th century, in the field of the mechanical watch-making. To rediscover MERMOD FRERES noble pedigree, a brand that marked the industry in the past, because of its international renown, the quality of its products, its unequalled avant-gardism. To position MERMOD FRERES on the market of luxury watches with complications implementing a selective approach and an original product offer : a musical mechanical watch. To merge two know-how : watch-making & mechanical music that have common roots and origins. To generate a "cataclysm" in the market of luxury watches by launching a revolutionary product that will liven up the traditional circle of watchmakers. To drive through the product and communication tools a guideline that belongs to MERMOD FRERES DNA : MUSIC.

## **An ancient success story of unrivalled richness**

The MERMOD family is one of the oldest of Sainte-Croix, a small village in the Jura mountains, in Switzerland. The inhabitants of Sainte-Croix have always shared their time between farming and working at the workbench. They have worked both in watchmaking and mechanical music, two mechanical arts that have common roots in Sainte-Croix.

## **Music, the heart of Mermod Frères**

MERMOD FRERES's watch-making know-how was at the highest level when the family business was extended to mechanical music. MERMOD FRERES became a distinguished music box manufacturer of Sainte-Croix, producing outstanding prestigious pieces. Musical richness and technical watch-making know-how merged. Music became the beating heart of MERMOD FRERES. MERMOD FRERES had an excellent watch-making and mechanical music business when the Crisis of 1929 ended their activities in this product segment. The sleeping beauty kept asleep for some 80 years (1927-2007). In 2006, under the impetus of Reuge, the brand MERMOD FRERES has been revived and presented at BaselWorld 2007 as a concept. In 2008, the first finished watches have been presented and instantly sold.