



DUBOIS
etfils



PROJECT PRESENTATION



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OLDEST SWISS WATCH FACTORY

DuBois et fils is a small independent brand with a history rich in tradition and with great potential for innovation and growth. The founding family was creative in the world of business. They have been able to generate innovative ideas and think 'out of the box' as far back as the year 1785. First as successful textile entrepreneurs then as pioneers in watch making, the DuBois family built up their name and reputation reaching far beyond Swiss borders.



The founder house in Le Locle still exists and is still owned by the family DuBois.



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OLDEST SWISS WATCH FACTORY

SUCCESSFUL PERIOD WITH POCKET WATCHES

The company experienced its most successful period with the production and sales of high quality pocket watches.





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START OF A NEW ERA

CHANGE OF OWNERSHIP

End of 2010 Thomas Steinemann – a dedicated watch manager and collector – becomes the new owner of Philippe DuBois & Fils SA.

Together with his team they started to work on the repositioning of the brand (including the creation of a new logo, marketing and sales strategy and new products).

The target was to establish DuBois et fils as a successful global watch brand and as the most innovative company in the luxury watch industry.





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CROWDFUNDING

INNOVATION IN CAPITAL PROCUREMENT

In 2013, DuBois gained international notoriety as the first luxury brand ever to pitch a successful, innovative, equity-based crowdfunding project. Five months after the initial public offering on the company's website, 587 private investors from 21 countries joined the bandwagon investing 1.5 million Swiss francs on shares of DuBois et fils stocks.

The screenshot shows a user interface for a crowdfunding campaign. At the top left, there is a small image of a classical chair. To its right, the company name "DUBOIS ET FILS" is written vertically, followed by "WARTENBERGSTRASSE 15", "4052 BASEL", and "SWITZERLAND". Below this, a button says "SHARE CERTIFICATE: DOWNLOAD" with a downward arrow icon. In the center, there is a section titled "EMAIL" with the sub-instruction "PLAINTEXT EMAIL ONLY: NO". To the right, a large box is titled "SHARE CERTIFICATE" and contains the text "YOU ARE IN POSSESSION OF 100 REGISTERED SHARES", "PAR VALUE EACH SHARE CHF 1.00", and "TAX VALUE 2015 EACH SHARE CHF 0.65". At the bottom, there are two sections titled "VOUCHERS". The first voucher is labeled "VOUCHER DBFO04" and "01.01.2015 - 30.04.2015", with a progress bar showing "AVAILABLE" and "50%". The second voucher is labeled "VOUCHER DBFO04" and "01.05.2015 - 31.12.2015", with a progress bar showing "AVAILABLE" and "40%".



SHAREHOLDER RELATIONSHIP

INNOVATION IN THE SHAREHOLDER RELATIONSHIP

To date, the DuBois et fils community has grown to over 850 innovation and watch enthusiasts from 31 countries. The company maintains a fully paperless shareholder relationship with its investors. The Internet plays a central role and is a cornerstone of communication in today's modern world. In a section of the website exclusive to shareholders, investors are timely, transparently and regularly informed on all current aspects of business of DuBois et fils.

Shareholders of DuBois et fils are investors but as well best practices in brand ambassadors. They have the potential to occur in the future as a group of investors for other projects.



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NEW APPROACH OF RETAIL

INNOVATION IN RETAIL

Consumer buying behaviour has changed markedly in recent years. Online sales are rising steadily, smartphones and tablets are becoming the display window of today. Many companies have not managed to respond appropriately and quickly to these changes in buying behaviour.

DuBois et fils has responded to the challenges ahead. The new online brand store impresses with its innovative approach, bringing together online and offline sales, uniting the real world with the virtual world and incorporating the local retail partner into a global player.





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ONLINE SHOP

A UNIQUE ONLINE SHOP CONCEPT

DuBois et fils developed a brand new online shop system.

Every customer chooses his personal limited number. At a glance he can see which numbers are still available in the online shop, which ones are in the market and which ones can be rented.

As part of our commitment to be transparent it is even possible to count the number of products sold.

DBF001-02

LIMITED EDITION 99 PCS ONLY

CHRONOGRAPH BIG DATE
CALIBRE DD4500
49 JEWELS
GUILLOCHÉ DIAL

CHF 8'800.00

DOWNLOAD

DUBOIS IN STOCK RETAILER IN STOCK
RENTABLE SOLD

▼ SELECT YOUR LIMITED EDITION - OF 99 TIMEPIECES

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40
41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60
61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80
81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100



AUCTION PLATFORM



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AUCTION PLATFORM

A auction platform where we regularly auction exceptional timepieces by DuBois et fils has been integrated into the existing online shop.

DUBOIS ET FILS VINTAGE WATCH

AÉRIENNE N°1

2 HANDS AND SMALL SECONDS AT 6 O'CLOCK
POWER RESERVE INDICATION
CALIBRE UNITAS 6498
17 JEWELS
CHASED DIAL

SOLD

STARTING PRICE:
CHF 0.00 HIGHEST BID:
CHF 3'130.00

(All prices incl. VAT, excl. shipping)

BIDS: 37

▼ INFORMATION REGARDING THE AUCTION

The highest bidder will be the proud owner of the Aérienne N°1.

The elegant 44 mm case of the Aérienne N°1 is made from stainless steel and encloses a silver dial with different finely chased and colour-coded zones. The classic indexes and Arabic numerals below 12 o'clock were individually applied by hand. A power reserve indication, small seconds and the lettering 'Réserve de marche' round off the dial's design. A high-quality, black leather strap lends the premium timepiece the final touch.





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RENT YOUR LUXURY WATCH

INNOVATION IN SHARING ECONOMY

Discussion and development around the so-called "sharing economy" is a hot topic. In our globalized society, material possession is becoming increasingly viewed as a burden. Sharing is the new norm; access more important than possession.

DuBois et fils is the first watch brand worldwide to present the concept of "Rent your luxury watch". This exceptional merchandising concept gives interested parties exclusive access to the highly limited watch collection of a traditional company without making a significant financial commitment.

In the first 6 months this service is available exclusively to shareholders of DuBois et fils.



RENT YOUR LUXURY WATCH

OVERVIEW “RENT YOUR LUXURY WATCH”

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- Minimum rental period: 1 month
- Maximum rental period: 12 months
- One-time processing fee (per rental watch): CHF 150.00 (Switzerland) CHF 250.00 (abroad)
- Monthly rental costs: CHF 80.00 to CHF 150.00
- Refund for posted images and number of 'likes'
- Possibility to buy the watch
- Dynamic pricing (depending on various factors as e.g. rental time, number of uploaded pictures, availability of watches in the shop)



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BE LUXURY – BE ONE OF 99
HIGHLY LIMITED EDITIONS ONLY





PRODUCT STRATEGY

BE LUXURY – BE ONE OF 99

In the past, luxury was defined mainly by price. In recent years, a new understanding of the term 'luxury' has emerged. This 'new luxury' focuses more on personal life quality and uniqueness. New luxury means accentuating uniqueness and meeting the increasing demand for high quality, craftsmanship and sustainability.

The highly limited editions of DuBois et fils satisfy this desire. All watch models are limited to a maximum of 99 pieces per design - worldwide. They reflect the dedication and skill of over 200 years of watchmaking. A simple, minimalist design, high precision and processing precious materials characterize the timepiece of DuBois et fils. The personal limited edition number gives the watch its unmistakable signature, making it a unique piece of jewelry.



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UPCOMING PROJECTS

DBF WATCH ATELIER

Open a new DuBois et fils watch atelier for the development of new products and the production of our limited watch collection.





UPCOMING PROJECTS

DBF LEATHER TRAVEL ACCESSORIES

- Introduction and integration of DBF leather travel accessories into our existing online shop
- Limited edition pieces only
- Credit card holder
- Tablet holder
- Document wallet
- Price range: CHF139.00 to CHF 229.00





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UPCOMING PROJECTS

STATIONERY

- Introduction and integration of DBF stationery products into our existing online shop
- Notebooks
- Pens





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UPCOMING PROJECTS

DBF CONCEPT STORE

- DBF watch corner
- World of Nomads of Time (accessories and stationary)
- Watch repair corner
- Sales of pre-owned watches





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NOMADS OF TIME

DBF AND THE WORLD OF “NOMADS OF TIME”

"Nomads of Time" represents a way of life; a life where the boundaries between the real and the virtual world come together. Virtually unlimited mobility, permanent networking and new digital opportunities are symbolic of this fascinating optimism. This modern "nomadism" characterizes a return to the importance of interpersonal relationships paired with traditional values such as exclusivity, quality and authenticity.





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NOMADS OF TIME

THE URBAN TRAVELLER

Representative of this cosmopolitan lifestyle is the "Urban Traveller". He moves easily through today's globalized world, knowing how to exploit every advantage and yet feels perfectly at home. In those world wanderings, his personal possessions and refined accessories accompany him. He places value on exquisite, natural materials of the highest quality in a straightforward, simple design. He chooses both his watch and his travel accessories from the finest of leather, wood, steel and other precious metals – as an expression of the values that make up the "Nomads of Time".





THANK YOU!

FOR MORE INFORMATION, PLEASE CONTACT
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