

ARMAND NICOLET
TRAMELAN

BRAND
PRESENTATION
2022

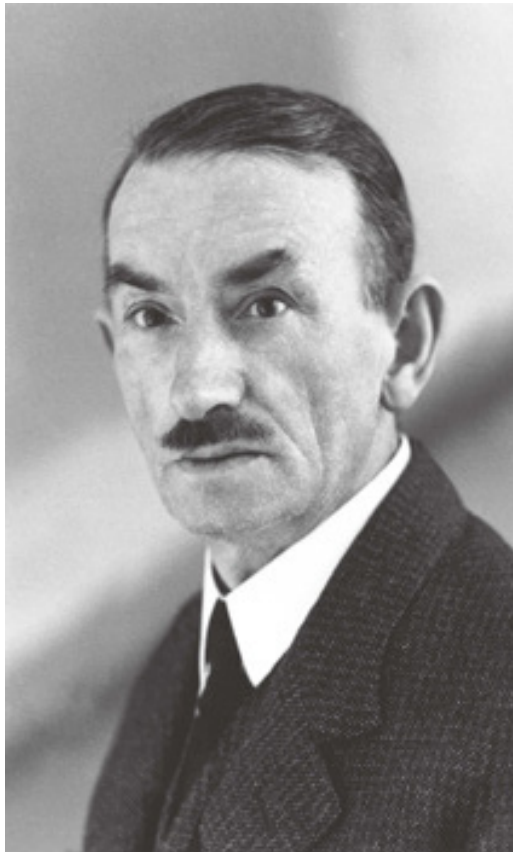


WWW.ARMANDNICOLET.COM

NICOLET S.A. Rue de la Gare 7 - 2720 Tramelan -
Switzerland

Origin & History of Armand Nicolet

1875



Tramelan

Armand Nicolet was born in Tramelan, a little town in the Jura Bernese.



Origin & History of Armand Nicolet

1902

Armand Nicolet, son of a watchmaker, created his own “Atelier d’Horlogerie” in Tramelan.

In 1902 he created this masterpiece.



Origin & History of Armand Nicolet

1939



Armand Nicolet dies and his son Willy assumes the reins of the family enterprise.

Origin & History of Armand Nicolet

1940-1978



Movement Venus 175

During the first half of the 20th century, Tramelan became the third pole of Swiss watch- making industry.

During this period of time Nicolet SA operated in the finishing of complicated mechanical movements for the other famous Swiss brands and specialised in the production of Venus movements whose components were assembled in different sophisticated calibres.

Origin & History of Armand Nicolet

1987

Willy is now old and has no offspring to pass onto the family business.

In 1987 he meets by chance Rolando Braga, an Italian entrepreneur who had been active in the field of horology for 20 years.



Rolando Braga

"My goal is to let the world discover this buried treasure and show them what we are capable of doing"

Origin & History of Armand Nicolet

2000

After a few years spent re-organizing the Group, in 2000 the “Armand Nicolet” brand was introduced on the market at the Basel Fair and immediately gained a worldwide success.



Armand Nicolet - Today

The company has relocated a few times before settling at the current location in Rue de la Gare 7, in Tramelan.

Currently it remains one of the few independent watch companies still active in the Bernese territory and at Tramelan itself, once a watchmaking's pole business.

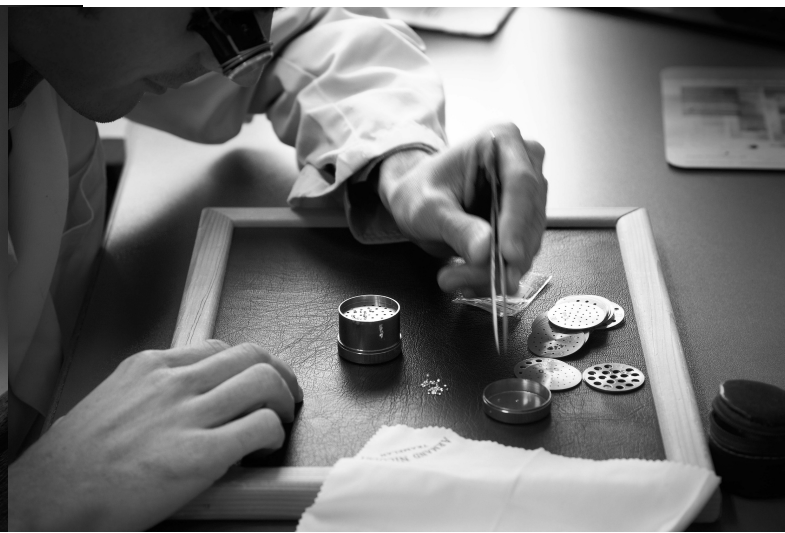


Armand Nicolet - Today

The working methods are modern, yet respectful of the most ancient watchmaking traditions. The process of creation and production of the watch takes place entirely inside the company, from assembly to quality control.

This allows us to guarantee the perfection of the timepiece before being received by the customer and then worn on the wrist.

The production center is also the repair center. This insures that quality remains unchanged and repairs are entrusted to the expert hands of qualified personnel who replace, when necessary, exclusively original parts. In this way our know-how remains intact and the secret of watchmaking handed down within the company walls.



Armand Nicolet - Today

It is thanks to this know-how that today Armand Nicolet is one of the few independent companies still on the market.

Boasting unique pieces and ultra-competitive prices, it manages to impose its name with strenght in a field where the players involved are high-profile competitors who can count on famous names but not better quality.

An Armand Nicolet watch is paid for its quality and for what it is worth, not for the advertising that is built around it



Present Production

Our watches are
divided into 2 main
collections

O.H.M Series :
Lines featuring only Original
Historical Movements



Contemporary Collections :
Lines featuring Modern
Movements



O.H.M (Original Historical Movement)

The O.H.M Series feature original historical movements from the 1950's and 1960's that are recovered and tuned in our atelier.

These series are produced only in **LIMITED EDITIONS** because the quantity is determined by the amount of the original historical movements still available.

Our 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 watchmaking



O.H.M (Original Historical Movement)



The year of production of the movement and the number of the series is engraved on the plate, clearly seen through the opening on the dial.

The uniqueness, the beauty, the exceptional technical value along with the historical charm are the reasons of the extraordinary success of Armand Nicolet's O.H.M Series.

O.H.M (Original Historical Movement)

These lines feature only original historical movements that we have restored and tuned.



AN0711A



AN0731S



AN0704A



AN0710A

O.H.M (Original Historical Movement)

This collection is produced in Limited Series as the quantity is determined by the limited amount of historical movements still available.



L15



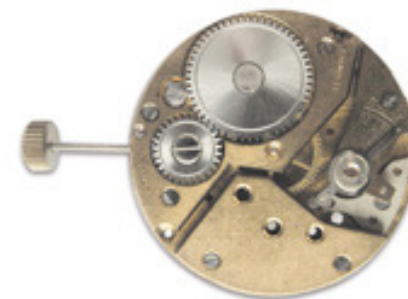
L16



LB6

Upgrading Process

Original
Pieces



Final Results



Contemporary Collection

Downtown
J09

Acqua 41
JS9-41

Acqua 44
JS9-44

Urban
MM2

Design
MO2

Treasure
MO3-3

Date/
Automatic



GMT/
Automatic



Chrono/
Automatic



Chrono/
Quarz

Moon/
Quarz



Present Production

DESIGN

Armand Nicolet watches have the DNA of prestigious most refined Swiss watch-making but are reinterpreted by our Italian designers.



Level of Finishing

In comparison to other brands, Armand Nicolet's care for details and finishing is clearly visible in the Contemporary Collection.



But in the O.H.M Series it's pushed to the extreme.

Quality of the Materials and Components

Armand Nicolet uses only the best materials, such as stainless steel 316L, Titanium, 18kt gold, diamonds with a perfect brilliant cut and Top Wesselton colour - vs-si quality, top quality calf leathers or alligator skins for straps.



Quality of the Materials and Components

Even if each Armand Nicolet piece is a result of a limited and sophisticated handcrafted production, the quality and price ratio is always exceptionally favourable for the consumer.



Contemporary Collection ——— Stainless Steel Range: CHF950 - 3800

O.H.M Series: Prince Range

Stainless Steel Range



CHF 4700



CHF 6500

Gold



CHF 12900

Contemporary Collection: Price Range

Stainless Steel Range



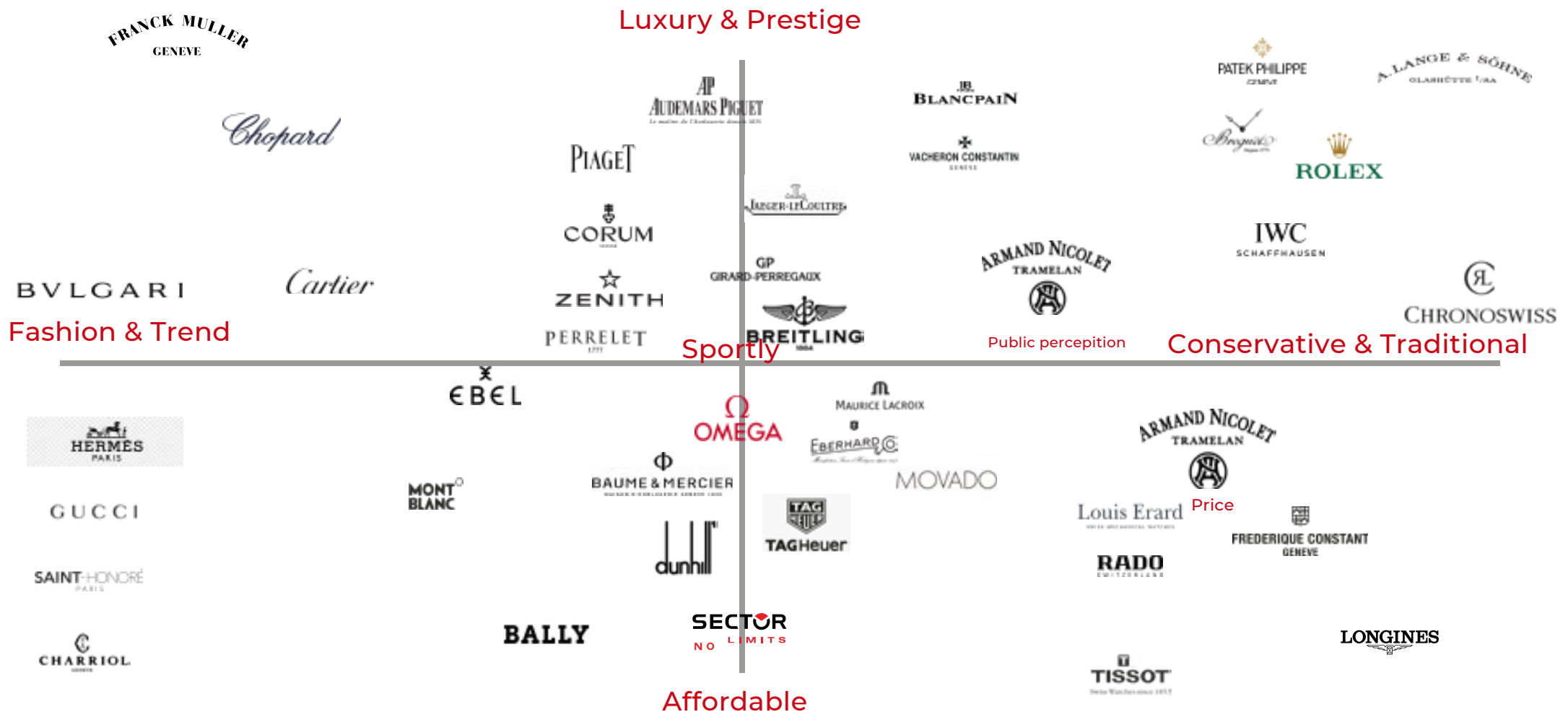
CHF 900



CHF 3450

Consumer perception

Armand Nicolet is perceived by consumers as a historical brand of which they appreciate the technical ability, creativity and vitality. They are collectors and connoisseurs of watches and think of AN as a prestigious brand in constant development. Armand Nicolet buyers tend to compare it with brands that are more expensive than AN.



Armand Nicolet's image

Armand Nicolet is a classic Swiss mechanical watch brand with all the features and quality typical of the prestigious Swiss brands but with that special “something” that comes from the Italian taste and design.

The Italian sense of style transforms the classical lines in very up-to-date creations.



Distribution & Retail Points

In a market that is in constant growth and where the distribution of most of the main brands of Swiss watchmaking is controlled by big groups, Armand Nicolet is an independent brand diffused in the world by a distribution network made up of exclusive sales points.

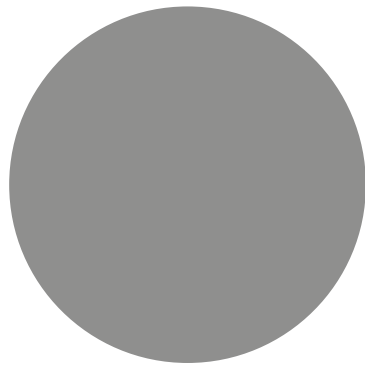
Retailers who dedicate important spaces to high quality mechanical watches with first class clientele looking for exclusive products that have special characteristics.



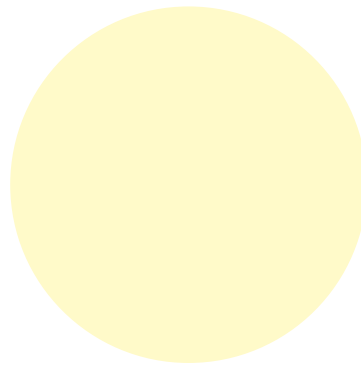
Image of the Sales Points

Armand Nicolet completes the range offered by the retail point by inserting a niche brand of sophisticated and exclusive watches. A brand that offers a product that can satisfy the demand of the consumers who are searching for a unique original object, branching out from the usual mass choices affirming his or her own individuality and personality.

Armand Nicolet offers a clear Brand Image also in the easily recognizable materials and colours.



Grey
Pantone black 7c



Cream



Makassar

Image of the Sales Points

Generally well cultured individuals between the ages of 30 and 65 years who have a medium to high income, who are able to make independent choices that are not conditioned by the modern day trends and intense advertising.

Individuals with a strong passion for horology and who want to feel the pleasure in owning an exclusive product that are the precious results of his ability in choosing.



Point of strenght

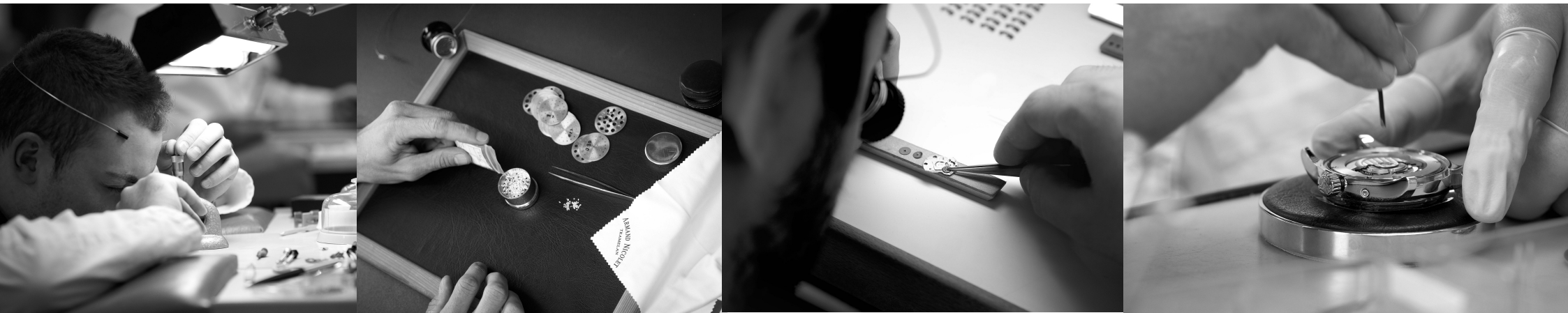
Value in time of a mechanical watch

A mechanical watch of quality is destined to last for decades, maybe centuries. Today it is common to see perfectly working old mechanical watches that once belonged to fathers or grandfathers being worn with pride. There is an important market of used mechanical wrist watches characterized by high prices that grow continuously to the point that in some cases they are subject to be fought for at auctions.

Careful handmade and limited production

The careful handmade finishing and the limited production make each Armand Nicolet timepiece an object that arouses a gratifying emotion in the person wearing it.

As a consequence, these watches are destined to constantly increase their value in time.



Short Term Goal

The short term goal is to make people aware of the brand through our unique products of the O.H.M series. Retailers must be taught that they have to explain to customers (even if they are not watch collectors) that the movement is original and historical (not a replica of an old movement) thus unique and limited in quantity. The movements are finished in the old ways by using the original tools still available in the factory. This system of production involves a lot of handmade work. When customers learn all these things about Armand Nicolet, they think that the price of the O.H.M series is very attractive.

Middle Term Goal

The middle term goal is to widen the awareness of the product through events and presentations of the timepieces towards the achievement of a niche market or artisanal products like Armand Nicolet's O.H.M series that are still mainly hand made but a reasonable price point. In the meanwhile our distributors and retailers should start introducing and promoting also the Contemporary Collection which is a winner because of the beautiful style and attractive price ratio.

Long Term Goal

The long term goal of Armand Nicolet is to establish itself as leader of the niche market of artisanal watches through the O.H.M series. This will enhance also the image of the Contemporary Collection (less expensive and not limited when it comes to quantity produced) giving AN the opportunity to increase the output (the quantity of watches produced per year) and achieve an important share of the market relevant to the independent brands that don't belong to the big groups.

Marketing support

There are illustrations in the Brand Book of various materials available to support the presentation of Armand Nicolet inside the retail point. The watch boxes, displays, trays, and collectors boxes, etc... This material is available for free for the retail point.



Even if Armand Nicolet isn't noticed for its mass advertising campaign, our communication is well aimed and we are gratified with flattering results.

Our advertisements are present throughout the world and they have correctly hit the target of our product. Proof is in the admiration we are honoured by with continuous contacts from the public and consumers.

There are various examples of ads in the brand book in various countries of the world. Armand Nicolet uses different channels to promote the brand.

Besides the traditional use of magazines, we also use internet, hold events and have agreements with VIP ambassadors.

Fundamental elements of success

- Aspect and Quality of the product
- Very high Profitability for operators



Fundamental elements of success

Visibility and Presentation

The quality of the display in the window, the ads inside magazines geared towards target of Armand Nicolet, the dedicated events etc... (it is the distributor that arranges the numerous POS materials furnished for free by Armand Nicolet).

If the distributor informs us of an AD to be published, then the artwork can be provided promptly by Armand Nicolet).



Fundamental elements of success

Service during and
after sales

1st FASE:

The seller's ability to know the product well and know how to explain in detail the product to the consumer.



2nd FASE:

The organization and the management of after sales service. (These are both for the distributor to easily resolve and confront in collaboration with Armand Nicolet).



Fundamental elements of success

Communication

Armand Nicolet



Distributor



Retail Point



Reports of sales and trends of the market taste
allow a constant feedback to the factory



The feedback allows to have:

- Flexibility to have the goods needed on time
- Project of the right new models

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