



Breguet
Depuis 1775



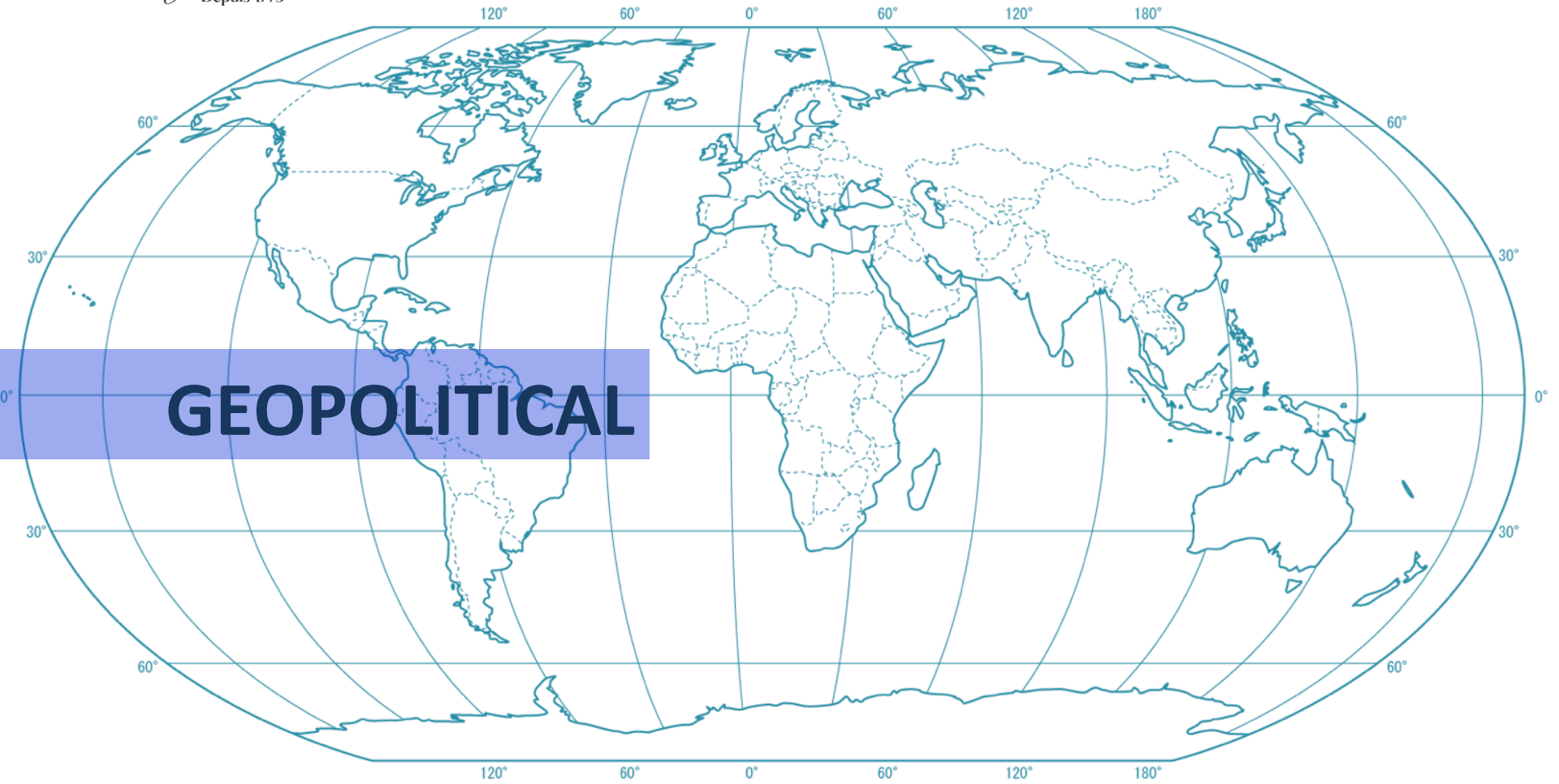
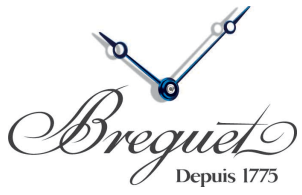
STATE OF THE LUXURY WATCH MARKET

LEVERAGING A BRAND'S HISTORY



STATE OF THE LUXURY WATCH MARKET





GEOPOLITICAL

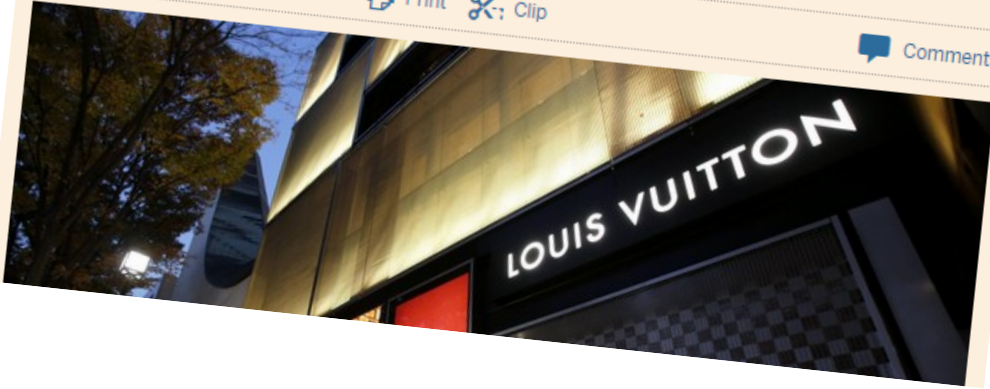


November 29, 2013 5:27 pm

China's crackdown on luxury gifts raises industry fears

By Adam Thomson in Paris

Share Author alerts Print Clip Comments



GEOPOLITICAL

BloombergBusiness

News Markets Insights Video

Luxury Market Faces Russia Sanctions Threat

May 2 (Bloomberg) -- Neev Capital Managing Director Rahul Sharma discusses the impact of Russian sanctions on the luxury market on Bloomberg Television's "The Pulse." (Source: Bloomberg)





Chinese Tourists Roaming Closer to Home

Stock market crash, economic slowdown appear to be clipping the wings of China's frequent fliers

Flying Low

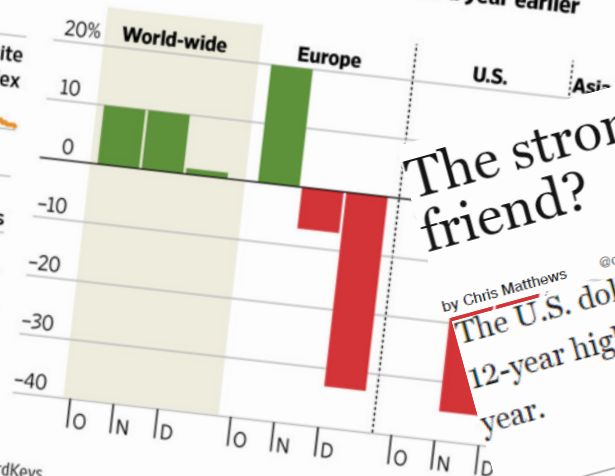
As China's stock market has weakened, so has the market for travel out of the country.

Stock-market performance and change from a year earlier in overseas bookings from China

Overseas travel bookings from China for trips planned for October through December 2015, change from a year earlier



Note: Through Sept. 21
Sources: WSJ Market Data Group (index); ForwardKeys



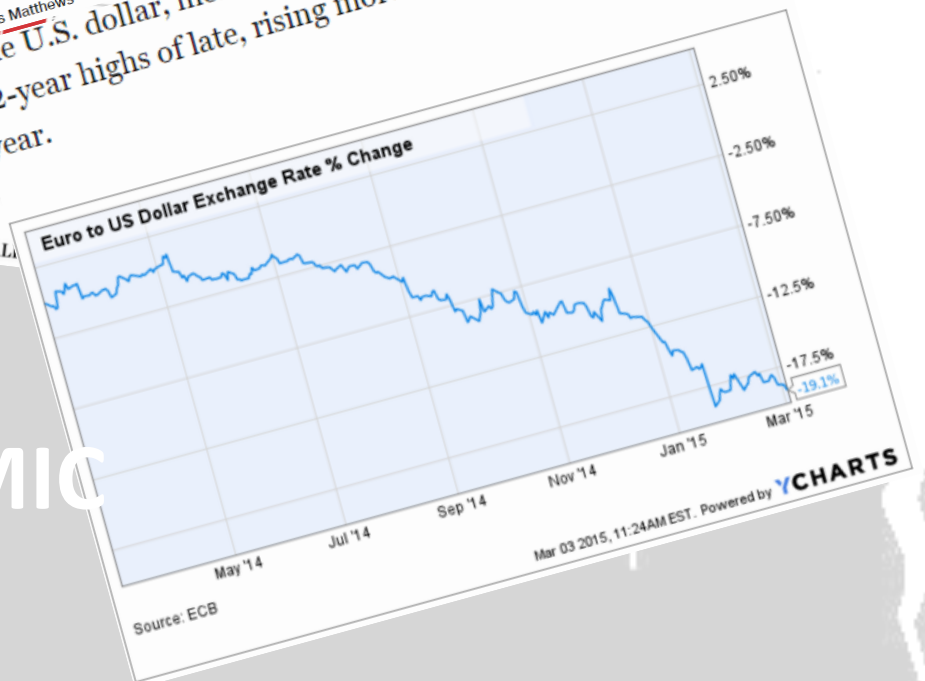
The strong dollar: Your enemy or friend?

by Chris Matthews

@crobmatthews

MARCH 4, 2015, 12:07 PM EST

The U.S. dollar, measured against the Euro, has reached 12-year highs of late, rising more than 19% over the past year.



Source: ECB

Mar 03 2015, 11:24AM EST. Powered by YCHARTS

ECONOMIC

Unemployment falls to lowest level in 7 years

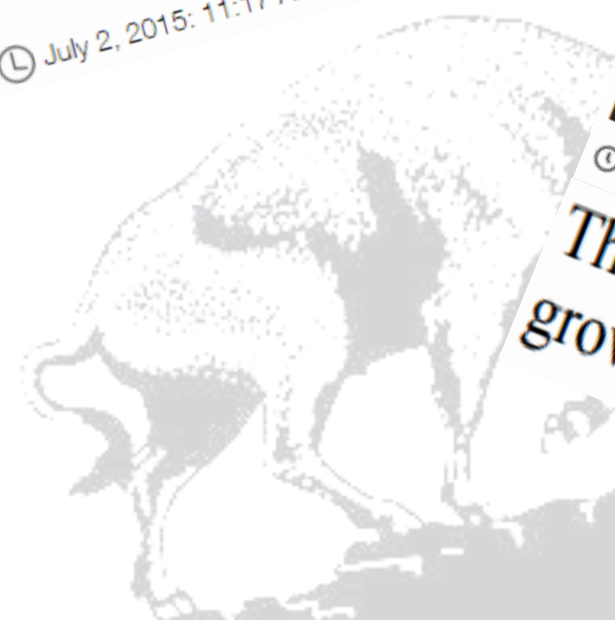
🕒 July 2, 2015: 11:17 AM ET

☰ BUSINESS INSIDER

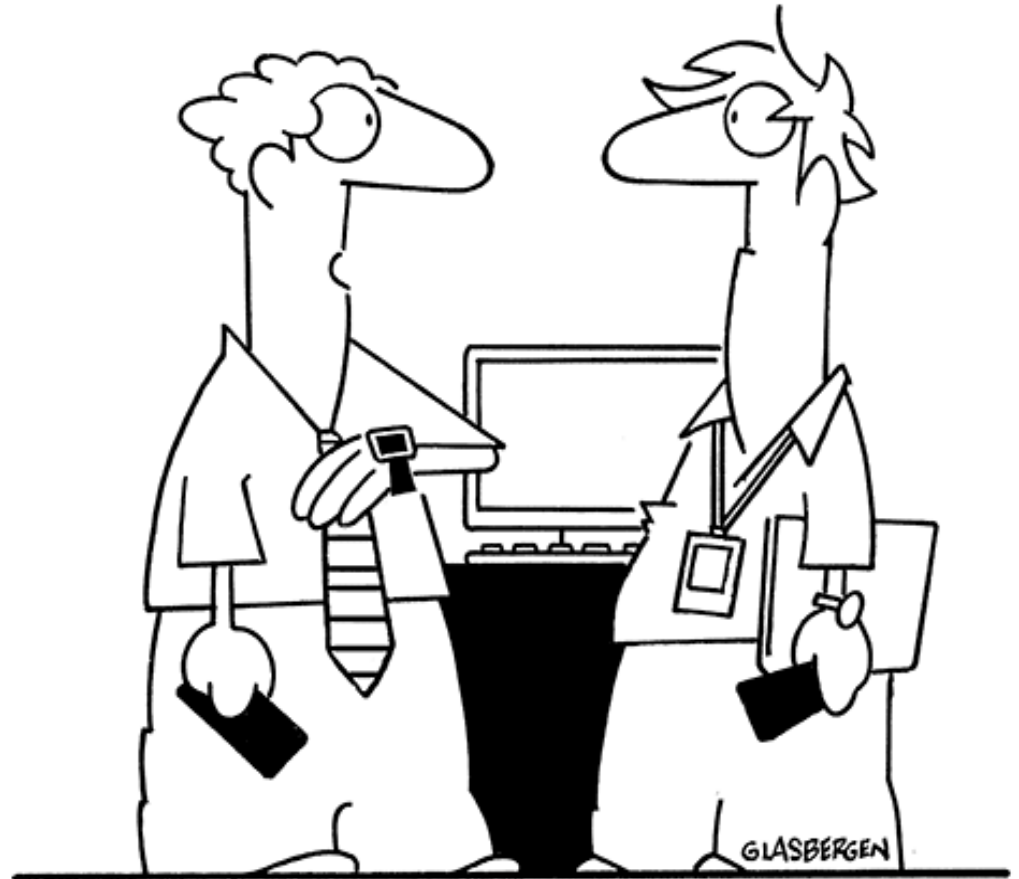
RANKED: The 50 US state economies from worst to best
🕒 Mar. 3, 2015, 10:39 AM
The US economy is making a big comeback, with GDP growing and unemployment falling.

MARKE

ECONOMIC



SMART WATCHES



**“It’s hard to call it a ‘smart watch’
when I feel stupid for buying it.”**



San Francisco
magazine

Long Before the Apple Watch, Everyone Lusted After the Breguet

Lauren Murrow | Photo: Courtesy of Breguet | August 25, 2015

A new Legion of Honor exhibit opening September 19 lets you time-travel to the analog heyday.



Breguet, the Apple Watch, and Why I'm Committed to Analog Technology

Victoria Gomelsky | October 6, 2014 | OFF THE CHAIN





THE LUXURY CONSUMER



Stability





CONSISTENCY





TRUST





Your History is Your Future

**Leveraging a brand's heritage to engage the
modern luxury consumer**

Study the past if you
would define the future.

-Confucius



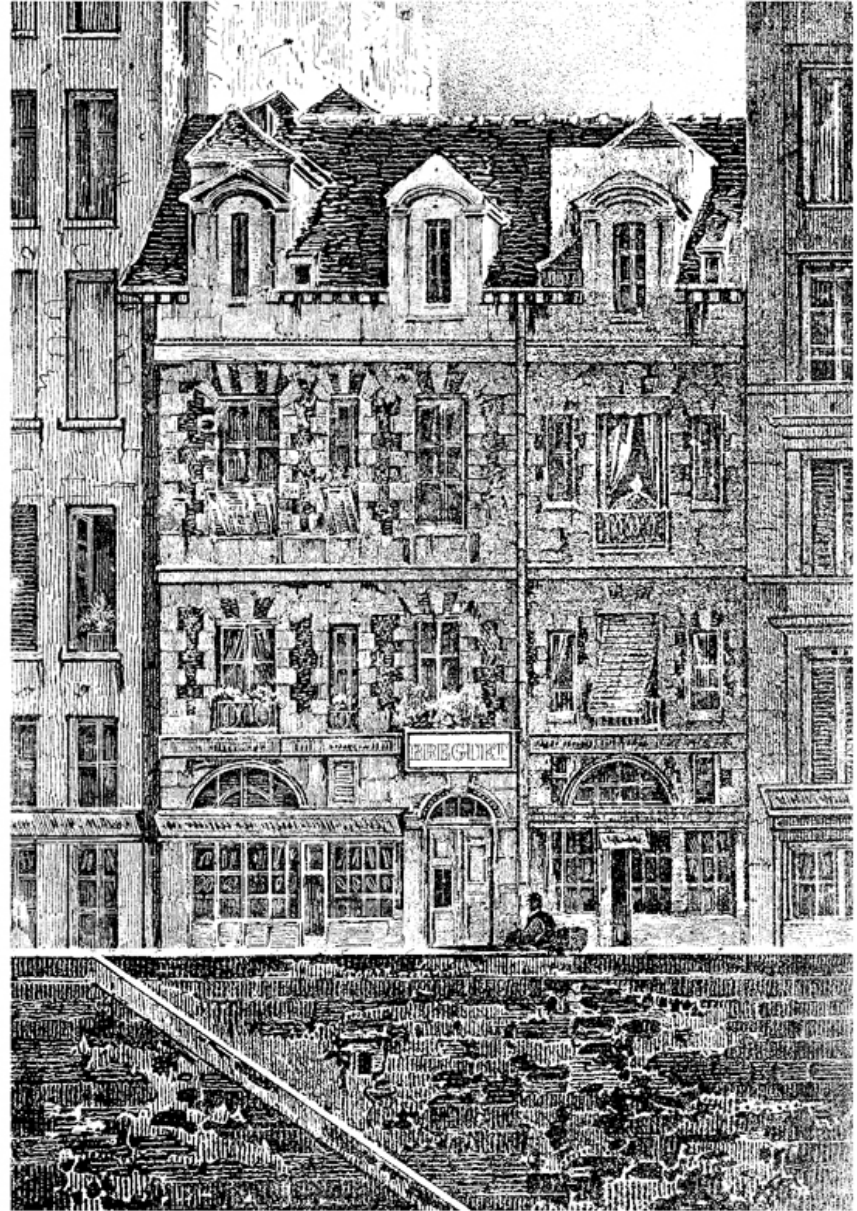


Breguet
Depuis 1775





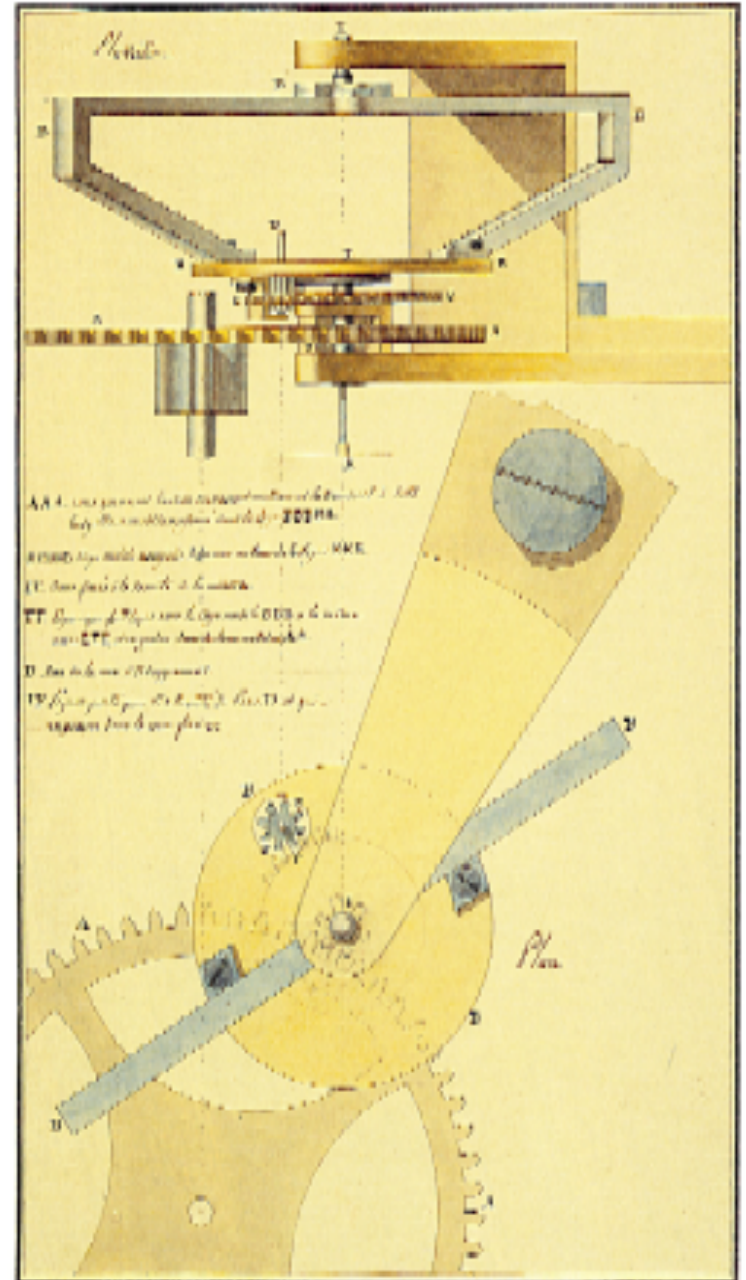
Founded 1775





The King of Watchmakers

Breguet the Innovator





Breguet today



Leveraging our history...

N^o 216

370 LXXXII
436 R. XXXVI
Ebo. 1/2 3
II 1/2 1/2
H. 1/2 1/2

Perpetuelle, à répétiti
Boîte 2^e or

rouage, cadent, finiss, remont. Pa
repassage Lapon
Boîte n^o
Bisson

Bonafarte
N^o 862

Leveraging our history... **PRODUCT**

N^o 216

370 LXXXII
436 R. XXXVI
Ebo. 1/2 3/4
1/2 3/4
1/2 3/4

Perpetuelle, a répétiti
Boîte 2^e or

rouage, cadreat, finiss, remont. Pa
repassage *Loison*
Boîte n^o

Bonafarte
N^o 862


Breguet
Depuis 1775





Breguet
Depuis 1775



Leveraging our history... CRM

N^o 216

370 XXXII
436 R XXXVI

Epo. 1^{re} S.
II 2. 17
H. S.

Perpetuelle, à répétiti
Boîte d'or

rouage, cadent, finiss, remont. Pa
repassage Lagnon
Boîte n^o
Disson

Bonafarte
N^o 862



Archives



Leveraging our history... **PROMOTION**

N^o 216

370 LXXXII
436 R. XXXVI

Epo. 11^o 3^o
11^o 3^o
11^o 3^o

Perpetuelle, a répétiti
Boîte d'or

rouage, cadent, finiss, remont. Pa
repassage Lagnon
Boîte n^o

Bonafarte
N^o 862







Fine Arts
Museums of
San Francisco



BREGUET

Art and Innovation in Watchmaking



From its founding in 1775, Breguet created timepieces that were miracles of mechanical engineering—objects of rare and simple beauty celebrated in the courts of Europe and by other eminent figures of the age. See more than 70 historical watches and clocks in this first American exhibition to focus on Breguet's pioneering innovations in timekeeping.

SEP 19, 2015—JAN 10, 2016

Legion of Honor
LINCOLN PARK • SAN FRANCISCO

This exhibition is organized by the Fine Arts Museums of San Francisco in collaboration with Montres Breguet.

Small (médaille) simple watch. Gold engine-turned case, silver engine-turned dial with phases of the moon and fast/slow regulator hand, barrel with pierced arbor wound with a male key, ruby cylinder escapement Diameter: 1 7/8 in. (3.3 cm). Collection Montres Breguet S. A. B2784



Out of Home



Point of Sale

Legion of Honor

VISIT EXHIBITIONS COLLECTIONS LEARN GIVE & JOIN SHOP

HOME | EXHIBITIONS | BREGUET



Abraham-Louis Breguet and Antoine-Louis Breguet, subscription watch, sold in 1798. Silver case with gold fillets, enamel dial, and ruby cylinder escapement, diameter: 2 3/8 in. (6.2 cm). Collection Montres Breguet S.A.

Breguet: Art and Innovation in Watchmaking

September 19, 2015 – January 10, 2016

Ticket Information

[ORDER TICKETS](#)[Learn more about Breguet](#)

Related Lectures & Events

Tuesday, January 5, 2016

Docent Lecture: *Breguet: Art and Innovation in Watchmaking*, by Julia Geist

1:00 pm – 2:00 pm

Sunday, January 10, 2016

Docent Lecture: *Breguet: Art and Innovation in Watchmaking*, by Jim Kohn

2:15 pm – 3:15 pm

Catalogue

Exhibition catalogue available

Online



San Francisco > Sea Cliff > Local Flavor > Yelp Events

Elite Experience: Breguet VIP Tour at Legion of Honor

★★★★★ 1 review [Details](#)

★ Write a Review

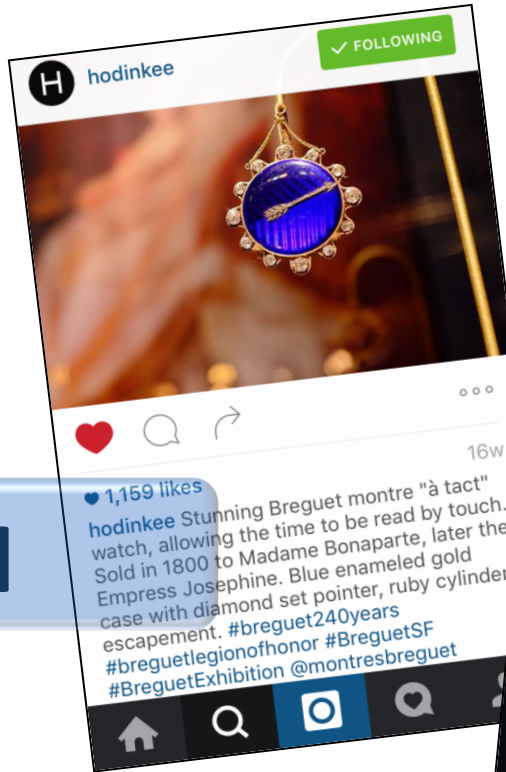


Liz G.
San Francisco, CA
42 friends
208 reviews

★★★★★ 1/9/20

1 check-in 1 First to Post

I had such a fun and inform



Social



Social



facebook

tripadvisor Special Exhibition on Breguet at Legion... - Legion of Honor

San Francisco Hotels Flights Vacation Rentals Restaurants Things to Do Best of 2015 Your Friends More Write a Review

San Francisco, California, United States What are you looking for? Search

United States California (CA) San Francisco San Francisco - Things to Do Legion of Honor

"Special Exhibition on Breguet at Legion of Honor was Great!"

Review of Legion of Honor

338 photos

Legion of Honor
 34th Avenue & Clement Street, Lincoln Park, San Francisco, CA 94121
 415.750.3800 Website Improve this listing

Book ahead on Viator

Recommended
 Legion of Honor Museum Admission **\$10*** and up

See more tours on Viator

Ranked #14 of 473 things to do in San Francisco

1,226 Reviews
 Certificate of Excellence

Type: Art Museums, Museums
 More attraction details

Loews® San Francisco
 www.loewshotels.com/San-Francisco
 San Francisco. Rates Starting at \$399
 Superb Central Location - Stunning
 Top 25 Best Continental U.S. Large
 Hotels - Travel + Leisure

There are newer reviews for this attraction See the most recent reviews

Gary_H_888
 Long Beach, California
 Level 4 Contributor
 24 reviews
 8 attraction reviews
 5 helpful votes

"Special Exhibition on Breguet at Legion of Honor was Great!" NEW

Reviewed yesterday

We went to this museum to see the Breguet Exhibition, which is now gone. We really enjoyed that, but we were really surprised how wonderful the entire experience was. First, the location is amazing, near the water, surrounded by coastal pines, in a park like setting almost as if you are in Torrey Pines or similar beautiful coastal place in CA, the building is striking, and was built to honor WWI California Veterans. The art is varied and wonderful to see. It is not the kind of art gallery/museum that overwhelms you. In an hour or two you can see a lot of great pieces or you can spent more time if you want. If there is an exhibition you want to see, by all means go and enjoy the overall experience, and if not, go anyway! Great place to visit in the City. And not very expensive to visit either...

Visited January 2016

Helpful? Thank Gary_H_888 Report

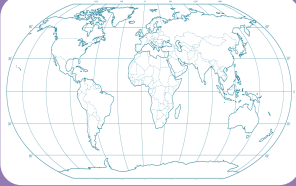
Ask Gary_H_888 about Legion of Honor

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC.

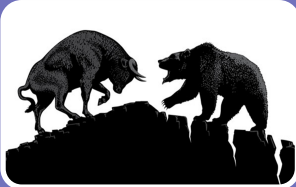
Results



Summary



Global turmoil



Improving US economy



Smart watches good for long-term



Stability, consistency, trust are key

Summary



Starts with Product



Make it Relevant



Partnerships establish
credibility

A word cloud featuring the phrase "thank you" in multiple languages and colors. The central and largest text is "thank you" in red. Other prominent words include "gracias" in green, "danke" in blue, and "merci" in orange. Smaller words in various colors include "спасибо", "dziękuję", "obrigado", "sagolun", "sukriya", "kop khun krap", "terima kasih", "감사합니다", "ngiyabonga", "teşekkür ederim", "dank je", "mochchakkeram", "go raibh maith agat", "arigatō", "takk", "dakujem", "merci", "ευχαριστώ", "tapadh leat", "hvala", "mauruuru", "bedankt", and "mochchakkeram".

спасибо
bedankt
hvala
mauruuru
dziękuję
obrigado
sagolun
danke
謝謝
dank je
ngiyabonga
teşekkür ederim
gracias
tapadh leat
mochchakkeram
go raibh maith agat
arigatō
takk
dakujem
merci
ευχαριστώ
sukriya
kop khun krap
terima kasih
감사합니다
merci