

IN-STORE

## Louis Vuitton solidifies status as watchmaker with factory opening

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*Watch by Louis Vuitton*

By STAFF REPORTS

French apparel and leather goods house Louis Vuitton is strengthening its position in the watchmaking field with the opening of a Geneva watch factory.

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In 2011, Louis Vuitton announced the acquisition of La Fabrique du Temps, a workshop located near Geneva that specializes in designing and fabricating movements such as tourbillons and minute repeaters. The official opening of La Fabrique du Temps on Oct. 7 allows Louis Vuitton to house all of its watchmaking in one place for quality control and spur technological developments.

### Time factory

Louis Vuitton entered the timepiece industry in 2002 with its Tambour watch. Beginning in 2007, when La Fabrique du Temps was founded in La Chaux-de-Fonds, Louis Vuitton began working with the workshop on timepiece movements and mechanisms ([see story](#)).

The opening of the new La Fabrique du Temps facility in Meyrin, will likely increase Louis Vuitton's stance in the industry. With Swiss roots, horologists may now take Louis Vuitton's timepieces more seriously at industry events and in the market.



TAMBOUR BRUN SMALL  
\$1,900.00



TAMBOUR BRUN MEDIUM  
\$3,500.00



TAMBOUR BRUN SAGE  
\$3,350.00

### *Louis Vuitton Tambour watch collection*

A inauguration ceremony was held for the facility on Oct. 7 with Hamdi Chatti, vice president of fine jewelry and watches at Louis Vuitton; Monique Boget, mayor of Meyrin and Pierre Maudet, vice president of the Council State of Geneva in charge of security, police and the economy in attendance, according to [WWD](#).

Recognition in the watch industry goes hand-in-hand with Swiss-manufactured mechanisms.

For example, Giorgio Armani's collection Emporio Armani showed the Italian label's first Swiss-made watch line at Baselworld 2014 in a vault-inspired installation.

Coinciding with the first day of the watch and jewelry show, Armani launched a dedicated microsite that mimicked the physical vault in Messe Basel, Switzerland. Giving consumers an online platform to learn about the line that reflects the brand's display at the show expanded the reach of its exhibit at Baselworld ([see story](#)).

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