

JEWELRY

Carl F. Bucherer unites analog, digital technology for modern driving cockpit

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Carl F. Bucherer x Rinspeed Oasis, computer rendering

By JEN KING

Watchmaker Carl F. Bucherer is exploring Swiss ingenuity with a partnership 10 years in the making.

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For the past decade, Carl F. Bucherer has been working with Swiss automotive think tank Rinspeed, a specialist in restoring classic cars and modifying modern models. The two brands are united by Swiss heritage as well as a commitment to uncovering solutions, ideas and innovative technologies.

Gentlemen, wear your engine

From their collaboration, Carl F. Bucherer and Rinspeed have launched the Oasis, a concept car unveiled during the Consumer Electronics Show in Las Vegas Jan. 5-8.

The futuristic vehicle is an electric model with city dwellers in mind. The Oasis features large glass surfaces and decorated front wheels.

Oasis' interior emulates a living room-like space and is outfitted with an armchair, sideboard and television. To embrace today's technological advancements, the Oasis also includes a windshield that doubles as a functional screen for virtual and augmented reality experiences.



Carl F. Bucherer x Rinspeed Oasis, computer rendering

Alongside modern tech touchpoints, Carl F. Bucherer and Rinspeed have included a touch of nature. The Oasis features a green area on its dashboard where vegetation can be grown.

In addition to embracing technology, the Oasis will serve as the display for Carl F. Bucherer's first new product launch for Baselworld 2017 March 23-30 in Basel, Switzerland.

Carl. F. Bucherer has selected the new Manero Flyback wristwatch to be embedded in the steering wheel column of the Oasis.



Carl F. Bucherer's Manero Flyback wristwatch for men

Adding to its functionality, the Oasis will wind the watch and deliver energy to its movements, creating the ultimate watch winder.

The watchmaker describes the Manero Flyback as "a truly elegant mechanical timepiece for a modern driving cockpit" designed with a Champagne-colored clock face and a cognac-colored leather band. The watch features a classical, rounded casing and includes an automatic stopwatch function which is visible through the timepiece face.

"We are proud of the 10th anniversary of our partnership, which is a living testimony to a successful combination between mechanical handicraft and modern, futuristic thinking," said Sascha Moeri, CEO of Carl F. Bucherer, in a statement.

Carl F. Bucherer partners with Rinspeed Oasis

Analog meets digital

The watch industry has been struggling as of late. But, many watchmakers are welcoming technologies to better serve clients.

For example, Swiss watchmaker Jaeger-LeCoultre is stepping away from typical luxury watch manufacturer strategy

with an innovative experience that introduces a chatbot to Facebook followers as an out-of-store associate.

Interested customers on Facebook can now interact with Jaeger-LeCoultre to find the perfect watch for them. The chatbot recommends suitable watches based on users' responses to questions, a strategy that greatly differs from traditional watch brands that usually rely on their name to carry them ([see story](#)).

Also, U.S. jeweler Harry Winston is making a connection between its Instagram content and its physical points of sale through a shoppable feed.

The brand, which does not offer ecommerce, is leveraging Curalate's Like2Buy platform to drive in-store appointments and product exploration instead of online purchases. Brands' Instagram audiences tend to be the most engaged, making this initiative a means to connect the brand's digital followers with its frontline staff ([see story](#)).

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