

JEWELRY

Bovet strengthens US presence with two new hires

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Bovet's latest hires have a combined experience of more than 40 years. Image credit: Bovet

By STAFF REPORTS

Swiss watchmaker Bovet is starting the new year off with two new hires for its United States operations, signaling the brand's commitment to developing its presence in North America.

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Mike Spezialetti will be joining Bovet USA as president and Heather Lynn will be joining the watchmaker as vice president of sales. These two new hires have more than 40 years of experience combined in the world of luxury watches, bringing some experienced pedigree to Bovet's U.S. operations.

"I am honored to join the Bovet family, a watchmaking house renowned for its craftsmanship and authentic heritage in the world of high horology," Mr. Spezialetti said. "Having demonstrated excellence in watchmaking and the decorative arts, Bovet is poised for significant growth in the years ahead in the U.S. market."

North American presence

Bovet has long had a strong presence in Switzerland and the European market, but as the appetite for luxury watches in the U.S. grows, the company is reinvesting in its American market.

Bovet has expanded its U.S. offerings with two new high-level hires focused on revitalizing its U.S. efforts.

Mr. Spezialetti worked for more than 20 years at Richemont where he was North American vice president of Cartier. Ms. Lynn also comes from a background in luxury accessories as the former wholesale director of sales in North American for Chopard as well as working for Bulgari and David Yurman.

Bovet's emphasis on the U.S. is a recent phenomenon, with the brand only opening its first store in America in 2013. Bovet added its fourth boutique worldwide in December of 2013 with a ribbon-cutting ceremony at The Ritz-Carlton Central Park, New York.



Bovet's emphasis on the U.S. is a recent move. Image credit: Bovet

The boutique is located at 50 Central Park South and will feature 50 timepieces that are exclusive to this location. Bovet's other boutiques are located around the world, including Moscow, Berlin and Baku in Azerbaijan, indicating that the latest addition will open the brand up to a much wider audience of consumers ([see story](#)).

A few years later, Bovet is continuing to strengthen its presence in the U.S. and these two new hires show the depth of its commitment.

"Ms. Lynn and Mr. Spezialetti are bringing their solid experience, a deep sense of integrity, along with a clear understanding of my maison and its watchmaking standards of excellence," said Pascal Raffy, CEO of Bovet, in a statement.

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