

WATCHES AND JEWELRY

## Gucci launches Swiss high watchmaking collection

April 7, 2021



*Gucci reveals high watchmaking collection. Image credit: Gucci*

By LUXURY DAILY NEWS SERVICE

Italian fashion house Gucci has launched a new high watchmaking collection made in Switzerland and designed by creative director Alessandro Michele.

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In 1972, Gucci became the first luxury fashion house to enter the world of Swiss-made timepieces. Now, the brand has unveiled a new collection which can soon be discovered by appointment only at its Paris boutique.

Time for Gucci

Gucci introduced the collection during the annual Watches & Wonders trade show on April 7.

The **#GUCCI25H**, the touchstone of the House's high watchmaking debut, features a sleek design fitted with **#Gucci's** first in-house calibre. The collection can be discovered by appointment soon at Gucci's dedicated boutique in Paris. **#GucciHighWatchmaking**  
**#AlessandroMichele** [pic.twitter.com/JkRE3PHp0C](https://pic.twitter.com/JkRE3PHp0C)

gucci (@gucci) **April 7, 2021**

Watches & Wonders Geneva 2021, running through April 13, is entirely virtual, reflecting the ways consumers and brands alike have faced more than a year of adapting and innovating as a result of the COVID-19 pandemic. The event organizers are highlighting the opportunities for exchanges, networking and interactive features from brands for maximum enjoyment ([see story](#)).

Inspired by its heritage and commitment to creativity and innovation, Gucci has unveiled four lines within the collection: Gucci 25H, G-Timeless, Grip and high-jewelry timepieces. Prices for the timepieces run up to six-figures.

The brand has also introduced its first in-house movement, the GG727.25, available in two iterations: the automatic GG727.25.A and the tourbillon GG727.25.T.

The Italian house also has more accessible watch lines, including the G-Timeless and the Grip watch collections ([see story](#)).

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