

WATCHES AND JEWELRY

Ulysse Nardin highlights pivotal years of brand history in new series

September 1, 2021



The new "A story of time" series from Ulysse Nardin illustrates the innovation and efforts from the watchmaker over the years, alongside historical events. Image credit: Ulysse Nardin

By KATIE TAMOLA

Swiss watchmaker Ulysse Nardin is telling a tale as old as time with a new video series highlighting important moments in its brand history.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The watchmaker has uploaded 11 videos in its "A story of time" series, reviewing its innovative efforts in becoming a trailblazer in its sphere. The series highlights the leaders, materials and movements that have come together to encompass the Ulysse Nardin brand that developed alongside pivotal moments in global history.

"Luxury brands have a unique opportunity to unfold their heritage in dynamic storytelling content strategies that continue to enrich the brand," Casey Golden, founder and CEO of **Luxlock**, New York. "Ulysse Nardin's 'A story of time' is unraveling a 175 year old history through edutaining, 'educating and entertaining, consumers with the untold stories of today and forgotten moments of the past.

"The campaign delivers micro-bytes of the creation process in a sharable narrative, effectively curated for retainable consumption."

What makes Ulysse Nardin tick

The series begins with an introductory short film, "Ulysse Nardin | Chronometry since 1846," serving as a brief overview of the 175 years of the brand's journey.

"We are Haute horlogerie's best kept secret," the narrator says at the end of the film, concluding footage of an artsy compilation of scientists, nature, watch assembly and more.

The watchmaker has thrived over 175 years of innovation

The series has honed in on ten important years in the brand's history: 1846; 1876; 1904; 1936; 1983; 1996; 2001; 2012; 2019; and 2020.

Each film then illustrates side-by-side the brand's efforts and accomplishments from a specific year with historical

movements and efforts that also happened in that year on a global scale.

In the "1846" film, the narrator discusses how during this time, astronomers Johann Galle and Urban Le Verrier were discovering new planets in the solar system, Ulysse Nardin was also "reaching for the stars." In 1846, the founder of the eponymous brand was crafting precision marine chronometers, sparking innovation across the entire timekeeping sphere.

In "1904," the narrator discusses how Jean Baptiste Charcot studied extreme polar environments while Ulysse Nardin explored the in-house manufacturing of mobile on-board chronometers that would be fitted on United States Navy vessels. In jumping more than 30 years ahead to "1936," viewers learn about how the watchmaker designed the first 24 Split Second Chronograph, which would later be used to time world sporting finals.

This video speaks to one of the overarching messages of the series: as the world turned and moved towards innovation, so did Ulysse Nardin, situating itself as a brand with a role in crafting the future.

"Innovation is measured by the major breakthroughs that have marked humanity, and it is measured with precision," the narrator says.

In shifting focus to the brand's more recent years, the film "1983" aligns the historic upgrade of The Challenger space shuttle with Ulysse Nardin's re-ignition under new leadership from Rolf W. Schnyder, signifying a year of new beginnings. In "2019," the narrator discusses Ulysse Nardin's introduction of The X Factor, an underlying theme implemented in two offerings, the Freak X and Skeleton X timepieces.

2020 was a prominent year for the watchmaker's sustainability efforts

The last film currently listed in the series, entitled "2020," addresses the unprecedented times brought upon by the COVID-19 pandemic, and how Ulysse Nardin took time to be reflective, cognizant of the environment and creative. In this year, the Swiss watchmaker leveraged abandoned material from the sea to craft its first casing made entirely of recycled fishing nets.

The series aligns the innovation that has permeated the world for more than a century with the tireless efforts of Ulysse Nardin, ultimately conveying that both the world and watchmaker still have much to achieve.

Reflecting on past efforts, looking towards the future

In the "2020" film in the watchmaker's new series, there is a spotlight on Ulysse Nardin's sustainability efforts.

In 2020, the watchmaker began using recycled fishing nets to construct a concept watch as part of its commitment to a sustainable environment.

The watchmaker fabricated the case, middle, back and bezel decoration of its Diver Net from the plastic material of discarded fishing nets thanks to a partnership with a French recycling group Fil & Fab. The move underlined the diving watch specialist's commitment to ocean conservancy and adds a sense of adventure and authenticity to its brand ([see story](#)).

Also in 2020, Ulysse Nardin became the first watch brand to offer a blockchain-backed secured warranty certificate to all customers of its watches. It was the first luxury watchmaker to deploy blockchain certification across all of its collections ([see story](#)).

Amid almost two centuries of efforts and innovation, Ulysse Nardin, like many other brands, has seized the opportunity to highlight its rich history in the hopes of expanding its audience and future.

"Luxury brands have a unique opportunity to unfold their heritage in dynamic storytelling content strategies that continue to enrich the brand," Ms. Golden said. "As much as we relate to beautifully designed storybooks, today's consumers are becoming more receptive to authentic, unedited communication methods that are person to person."