

JEWELRY

## LVMH continues luxury watchmaking climb with Daniel Roth relaunch

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*As of February 2023, the namesake entity will operate independently, with a debut set of 20 timepieces slated to arrive in the second half of 2023. Image courtesy of LVMH*

By AMIRAH KEATON

French luxury conglomerate LVMH is bringing an independent watchmaking operation back into the fold.

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In a move that signals an ongoing pursuit of sector ownership, the group has announced plans to relaunch Swiss watch brand Daniel Roth. As of February 2023, the namesake entity will operate independently, with a debut set of 20 timepieces dubbed the "souscription" series arriving in the second half of 2023.

Reintroducing, Roth

Having trained under artisans at Swiss watch manufacturers Audemars Piguet and Breguet, seasoned watchmaker Daniel Roth's namesake label's reinstatement is the latest of many recent updates to hail from the house of Louis Vuitton Mot Hennessy.

Per a statement from the maison, development of the new line is currently underway, with new models said to roll out within the next few months.

In alignment with a founding principle here, "La Montre Objet d'Art," guides the watchmaking process the brand will stick closely to the production of just a couple hundred pieces each year.

Established in 1988, wristwatches produced during an initial six-year stint have since become highly coveted worldwide.

A 25-piece commission of a hand-wound tourbillon for London retailer William Asprey would allow the artisan to fund his own label, giving birth to the brand's standout C187, a distinctive Tourbillon which features the brand's signature "ellipsocurvex" case shape and rare "Volutes" engravings.



*The early Daniel Roth C187 reference features the brand's signature "ellipsocurvex" case shape and rare "Volutes" engravings. Image courtesy of LVMH*

Having originally halted production in 1994, the brand has switched hands a number of times, first acquired by Singapore-based retailer The Hour Glass in 1996, followed by a buyout from Bulgari in 2000.

In the years to follow, the Roman jeweler would begin to hone in on its very own watch offering. Fast forward to today, as these updates render Daniel Roth a free agent for the time being.

This time around, the brand will run as a standalone entity, independent of Bulgari.

The unconventional approach trades in traditional management, instead opting for close guidance and incubation from industry experts Michel Navas and Enrico Barbasini, the two founders and master watchmakers behind "La Fabrique Du Temps Louis Vuitton," a state-of-the-art manufacturing facility based in Meyrin, Switzerland.

A resurgence of the luxury watch market after a series of global disruptions could be one of many catalysts behind the conglomerate's decision to revive Daniel Roth the standalone brand is not LVMH's only new horological happening to hit headlines as of late.

The luxury conglomerate hosted its fourth Watch Week event in January this year. Complete with a new global destination, and new models from its watchmaking Maisons to match, the showcase returned to an in-person format for the first time since January 2020 ([see story](#)).

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