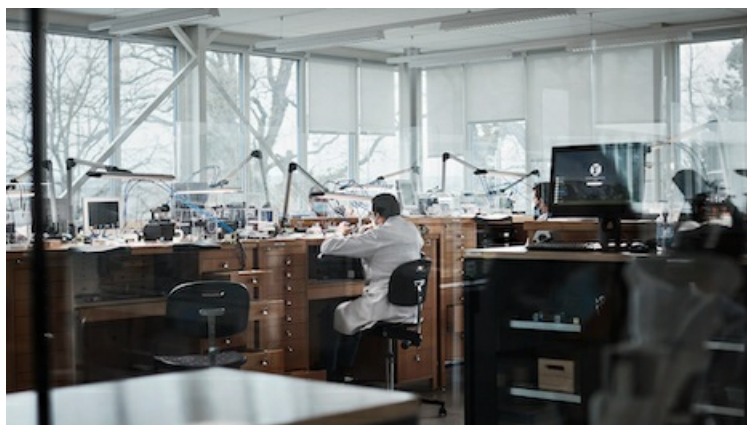


JEWELRY

Louis Vuitton launches into next era of high watchmaking

March 14, 2023



La Fabrique du Temps Louis Vuitton is based in Geneva, Switzerland. Image credit: Louis Vuitton

By AMIRAH KEATON



Nearly a quarter-century after the introduction of the French fashion house's Tambour watch, Louis Vuitton is continuing to pay homage by way of new collections.

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

Today, the brand's horological history is on display, as leaders unveil an impressive 2023 high watchmaking lineup to the world. With these releases, Louis Vuitton carries the momentum of decades past forward, as the luxury label's parent company attempts to cement itself as an industry leader within the space.

High-end horology

Louis Vuitton is officially inviting audiences in on the ground level at La Fabrique du Temps. Marking more than a decade after the acquisition of the Swiss movement specialist, a series of innovative new watch styles showcase the brand's artisanal expertise in this area.

Digital assets further amplify this savoir-faire spirit.

Louis Vuitton's Tambour Opera Automata piece pays tribute to the Sichuan Opera's Bian Lian

At the center of the effort are a set of newly-released novelties, inclusive of the Tambour Opera Automata the piece pays tribute to the Sichuan Opera's Bian Lian as well as the Tambour Fiery Heart Automata and Tambour Moon Flying Tourbillon "Poinon de Genve."

The momentous occasion comes complete with a few firsts.

For example, Louis Vuitton's Tambour Fiery Heart Automata stands as the first in-house self-winding automaton movement.

Louis Vuitton's Tambour Fiery Heart Automata marks the first in-house self-winding automaton movement

Finally, two new Tambour Moon Flying Tourbillon "Poinon de Genve" colorways, arriving in fluorescent green or yellow cases, were crafted from single blocks of synthetic sapphire, according to the brand.

Transparent effects reveal both items' inner workings. The models are the first of their kind in the history of watchmaking to bear the Geneva Seal.

Backing each and every design across the board is an individualized approach to creation.

[View this post on Instagram](#)

A post shared by Louis Vuitton (@louisvuitton)

A July 2011 deal, one that brought the end-to-end timepiece manufacturer in-house, saw to it that the entity remains Louis Vuitton's sole watch producer to this day. The workshop's artisans fuel the current innovations exhibited.

All accessory expressions were entirely conceived, developed and assembled by La Fabrique du Temps Louis Vuitton, right at home in Geneva.

Track records and timepieces

LVMH's flagship brand presents bolstered product offerings as the parent company seeks authority over the watchmaking space, heightening efforts in this direction with each new initiative that goes live.

Watch Week 2023 is one of the conglomerate's most prominent examples. The yearly showcase highlights the current state and future of worldwide watchmaking, as well as features updates, innovations and new releases from watchmaker Maisons within LVMH ([see story](#)).

Major appointments across labels including Louis Vuitton and Dior aside, the integration of LVMH brands U.S. jeweler Tiffany & Co. and Italian jeweler Repossi into the watches and jewelry division of LVMH was also announced at the top of the new year ([see story](#)).

Former watches and jewelry division CEO and chairman Stphane Bianchi now oversees both business entities, a change that reflects the leader's steady growth and increased influence within the Group.

Mr. Bianchi joined LVMH as CEO of Tag Heuer and the watchmaking division in 2018. In 2020, the executive added jewelry to his plate, taking on the title of CEO of the Watches and Jewelry Division, with Hublot, Tag Heuer, Zenith, Chaumet, FRED and the Group's most recent division addition, Bulgari, falling within his domain.

© 2023 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.