

WATCHES AND JEWELRY

Audemars Piguet inaugurates new Meyrin manufacturing facility

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The complex, which opened on March 19, was developed over three years. Image courtesy of Audemars Piguet

By AMIRAH KEATON

Swiss watchmaker Audemars Piguet is giving its production operations a new home.

The brand has inaugurated a new facility in Meyrin, Switzerland, bringing together case and bracelet manufacturing alongside a dedicated new technologies hub. The complex, which opened on March 19, was developed over three years and accommodates close to 200 employees, with capacity for up to 350.

"This new complex has been designed in keeping with the very essence of our Manufacture: to pay tribute to the site's heritage while carrying it forward through contemporary technologies," said Ilaria Resta, chief executive officer of Audemars Piguet, in a statement.

"It embodies the values of collaboration and well-being at the core of our company."

A new manufacture

The project centered on the restoration of a U-shaped former pharmaceutical building constructed between 1963 and 1965, a structure recognized for its historical significance.

Acquired by Audemars Piguet in 2023, the building was refurbished and extended via the addition of a new four-story structure, along with two lateral extensions at ground level. Swiss architecture firm FdMP architectes led the project.



The combined complex spans roughly 96,875 square feet, nearly four times the size of the brand's previous Meyrin location. Image credit: Audemars Piguet

The combined complex spans roughly 96,875 square feet, nearly four times the size of the brand's previous Meyrin location. The design prioritizes flexible workspaces and environmental responsibility, alongside the consolidation of production workflows previously distributed across separate locations.

The space's inauguration was attended by local and cantonal authorities, representatives from FdMP architectes and members of Audemars Piguet's board of directors and management team.

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