



MANUFACTURE  
**A. MANZONI & FILS**  
LUGANO 1888

PRESS RELEASE

March, 2014

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## **Manufacture A.Manzoni & Fils SA** A MATTER OF TIME SINCE 1888®

**MANUFACTURING WATCHES AND LIFESTYLE PRODUCTS STEEPED IN THE APPLIED ARTS, LUGANO'S NEW LUXURY BRAND A.MANZONI & FILS OFFERS THE BEST OF TRADITIONAL CRAFTSMANSHIP AS IMAGINED BY THEIR CONTEMPORARY DESIGN PARTNERS. EVERY A.MANZONI & FILS PRODUCT SHARES DESIGN AWARENESS AND ATTENTION TO DETAIL THAT GOES BEYOND THE OBVIOUS.**

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The A.Manzoni & Fils brand tells a story. From the unique interpretation of traditional craftsmanship by modern industrial designers, to our design detail with reference to culture, the adventurous relocation of the entire factory in the 1880's from the Jura to Lugano, and last but not least the unusual revival of the brand through the innovative process of Kickstarter crowd financing in 2013. The new A.Manzoni & Fils: the revival of a historic Swiss tradition. We believe that a brand should embrace the "Genius Loci" and remain true to its roots.

### **A Movement Of Culture®**

In many ways this motto expresses the brand identity of every A.Manzoni & Fils product. Each A.Manzoni & Fils collection is inspired by a specific culture, providing an emotional connection.

### **Design Excellence**

All industrial designers working for A.Manzoni & Fils design a collection of watches and applied art items exclusively for the brand. They are handpicked among the most talented designers worldwide. The selection is reflecting their ability to work together with specialized craftsmen in different materials exploiting traditional techniques in new ways with contemporary approaches to narrative, ornament and detail.

A.Manzoni & Fils wants to reclaim with its design a long lasting cultural integrity. Its design will always be culturally distinctive and very genuine in its cultural referencing.

### **Craftmanship**

All of our watches are entirely manufactured in Switzerland, working with the most talented independent suppliers.

More than a mass-produced product, A.Manzoni & Fils collaborates with local craftsmen to instil true value to everything we offer. From marble making, to glass blowing, to porcelain production to wood carving, every craftsman is part of our brand's identity. The registered taglines A Movement of Culture® and Contemporary Craftmanship® underline our commitment to create a culturally distinctive and authentic timepiece or applied art object. At A.Manzoni & Fils we strive to provide transparency in the true origin of materials and products that we offer.

For more information about A. Manzoni & Fils, please see [www.amanzoni.com](http://www.amanzoni.com)