

UNDERSTANDING SWISS



LEARNER'S GUIDE

OVERVIEW

Have you ever wondered what made a Swiss Made watch so special? Or why the price on that watch is so high? This module will deepen your understanding of the heritage of Swiss Made watch making and how our knowledge of Swiss Made watches can assist with our guest's questions and reservations when purchasing a Swiss Made watch.

TODAY YOU'LL LEARN ABOUT:

- Swiss Heritage
- Selling Swiss

THEN YOU'LL BE EXPECTED TO:

- Present Swiss to customers in an elevated way
- Respond to guest inquiries about Swiss details and objections they may have in purchasing Swiss

HERE ARE THE TOOLS TO SUPPORT YOU:

- Watch Warrenty and Instruction Booklet
- Watch Care Learning Module
- Brand specific product knowledge

INTRODUCTION

“Swiss Made” represents a concept of quality that has been forged over the years. It includes the technical quality of watches (accuracy, reliability, water-resistance and shock-resistance), as well as aesthetic qualities (elegance and originality of design).

The Swiss are not the only watchmakers to manufacture high-quality timepieces and are consequently faced with strong competition. However, thanks to their unique infrastructure and to their know-how and spirit of innovation, they have succeeded in maintaining their leading position.

THE CENTER OF WATCHMAKING

The Swiss watch and clock industry appeared in Geneva in the middle of the 16th century. By the end of the century, Genevan watches were already reputable for their high quality, and watchmakers created in 1601 the Watchmakers’ Guild of Geneva, the first to be established anywhere.

One century later and because Geneva was already crowded with watchmakers, many of them decided to leave the city for the receptive region of the Jura Mountains. Watchmaking in the Jura remains indebted to a young goldsmith called Daniel Jeanrichard (1665-1741), who, for the first time, introduced the division of labour in watchmaking. In 1790, Geneva was already exporting more than 60,000 watches.

The mass production of watches began at the turn of the 20th century, thanks to the researches and new technologies. The increase of the productivity, the interchangeability of parts and the standardization progressively led the Swiss watch industry to its world supremacy.

In 1926, the first self-winding wristwatch was produced in Grenchen, the first electrical watches being introduced later in 1952. In 1967, the Centre Electronique Horloger (CEH) in Neuchâtel developed the world first quartz wristwatch. For more than four centuries now, tradition, craftsmanship, advanced technology, and continual innovation have allowed the Swiss watchmaking industry to maintain its leadership in the world watch market.



SWISS MADE

There are a number of questions around what is Swiss Made and what makes it so special. Lets look deeper into what defines Swiss Made and the features that make a customer interested in a Swiss Made watch.

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Legal Conditions

A law "regulating the use of the name 'Swiss' for watches" sets out the minimum conditions that must be fulfilled before a watch merits the "Swiss made" label:

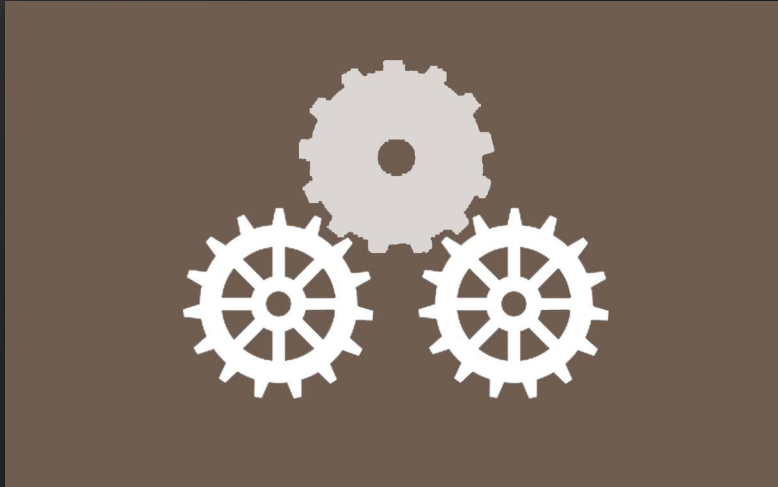
Swiss Made Watch

- The movement is manufactured in Switzerland.
- The movement is added to the case of the watch in Switzerland.
- The manufacturer carries out the final inspection in Switzerland.

Swiss Made Movement

- Must be assembled in Switzerland.
- Must be inspected by the manufacturer in Switzerland.
- The components of Swiss manufacture account for at least 50 percent of the total value, without taking into account the cost of assembly.

This law is based on a concept according to which Swiss quality depends on the amount of work actually carried out on a watch in Switzerland, even if some foreign components are used in it. It therefore requires that the assembly



SWISS MATERIALS

Swiss Made watches are made with more detail and precision by craftsmen in Switzerland. Two unique features of Swiss Made watches are sapphire glass and jewels. Now lets take a look at what each of these features add to the watch.

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SAPPHIRE GLASS

- Sapphire glass is one of the three gem-varieties of corundum, a rock forming mineral known for being naturally clear. Sapphire crystals are scratch-resistant (can only be scratched by a diamond) and are virtually unbreakable.
- All Swiss Made timepieces feature a double domed sapphire crystal with anti-reflective coating on bottom of the glass.
- Only the most elevated timepieces use sapphire crystal, making this a highly desirable feature. Sapphire glass has a hardness of 9 on the Mohs scale (versus 6.5 for mineral glass).



JEWELS

- Stones or jewels are used to reduce friction between different metal parts of the movement.
- In order to reduce friction between 2 pieces of metal, watchmakers use hard stones at friction points.
- Stones and jewels are selected as they are harder than metal. Rubies are used because they have hardness similar to diamonds, but are less expensive.
- The amount of jewels is an indicator of quality and price. Rubies are used both for quartz and automatic movements, and Swiss Made models feature up to 26 jewels.

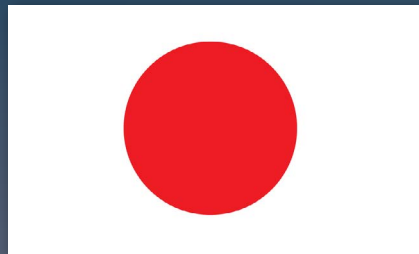


WATCH MOVEMENTS



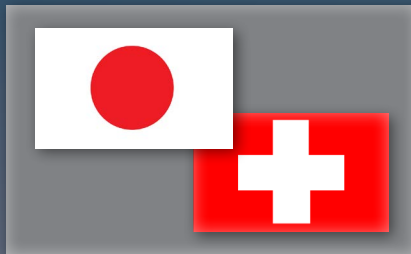
DID YOU KNOW?

Most watch movements are designed and manufactured in Switzerland or Japan. Swiss watchmakers set the standard for quality; however, Japanese-made movements have increased in quality in recent years. Here is a brief explanation of origin terminology:



Japanese Movement

A Japanese watch means the watch parts are made and assembled in Japan, Taiwan or China.



Swiss Movement

A Swiss watch consists of "Swiss Parts" meaning the movement is assembled in Asia using kits that partially consist of Swiss components.



Swiss-Made

Swiss-made watch parts are made and assembled in Switzerland. A watch is considered Swiss-made if:

- Its movement is Swiss
- Its movement is encased in Switzerland
- The manufacturer carries out the final inspection in Switzerland

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As you've read in this module, there are many components, movements and functionalities of a watch that go way beyond the art of telling time and the task of making a watch tick. Each guest is looking for the perfect accessory to define who they are and shows off a little bit of their fashion style. Like all of our guests, our watches have their own unique story to tell and with your knowledge of watches and a deep understanding of the brand, you are a key part to helping create a lifetime relationship with every guest.



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