

The interview was conducted by Urs Weder, owner of swisswindow.ch.

1. How did you get the idea to start up a quality label for luxury watches?

The online business in luxury watches is booming, but more and more suppliers are different in terms of their consultation and service. That's why the customer needs transparency. He must know whom he can trust, where he can find a bargain and competent advice.

2. You are offering watches at 20% less than specialty stores. Doesn't that create problems with these outlets?

No. Our costs are lower because our organisation is leaner, and that's why we can put a lot of energy into consultation. It's a supplementary service that offers many advantages.

3. Your website is in English and Russian. Which target group are you aiming for?

Our website is in German, English and Russian. In a few weeks we'll be online with Mandarin Chinese, too. China has great potential. Our target group is watch aficionados from all over the world who will also look for the price and want to get good advice.

4. If a watch is broken, where can I get it repaired?

We are offering our own repair service. The customer can bring his watch to us. Our service is exactly the same as that in an "actual" specialty store.

5. Watches at instalment credit terms. Can you elaborate on that?

We are working together with SWC Swiss Watch Credit. Swiss Watch Credit finances the watches and is ideally geared to this line of business.

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