

First Swiss Luxury Watches
Bleicherweg road 54
8001 Zurich/Swiss
Telephone: 00 41 (0) 43 / 222 40 62
Fax: 00 41 (0) 86 / 043 222 40 62
www.first-swiss-luxury-watches.com
sales@first-swiss-luxury-watches.com
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It is possible that changes happen to watch industry. First Swiss Luxury Watches Company provides watches made by use of Swiss technique on the internet.

“We want to make a revolution in watch industry”, said Stefan Krummenacher. Stefan Krummenacher, a young Swiss entrepreneur, who is the general manager of First Swiss Luxury Watches, said he realized that watches could be sold out in a brand new way different from the traditional one. Based on years’ experience in watch industry Krummenacher determined to give up the traditional selling mode. First, he established a small sized company and promoted to those potential customers the watches of the most expensive and luxurious made by the most well- known Swiss watch manufacturer — however, it was sold on the Internet, an unusual way.

Marketing on the Internet is still an untouched field in the traditional watch and jewelry industry. Now, the passion in purchasing watches is as much as it was hundred years ago. Customers enter a shop and purchase at least a sample watch by taking assistant’s recommendation, which is restricted to compare prices. Stefan Krummenacher wants to build a new way to sell watches without any exclusion of selling watches traditionally. “Internet is going to contact new customers”he said. This dynamic Lucerner established, except one shop on Bleicherweg 54, another sub-company in China. In cooperation with other watch manufacturers he intends to set up an industry association with the target to enhance credit in purchasing on internet and to exclude fake products from shops.

The biggest difference between the watches sold by Krummenacher and by other companies in the world lies in the channel that Krummenacher only purchases the famous-brand products with authorization or purchases them directly from manufacturers. “We only sell famous-brand watches such as Piguët, Breguet, Blancpain, Breitling, Cartier and Chopard”. “Other brand products like Buben & Zörweg, Scatola del Tempo, Chronoswiss, Omega, IWC, Jaeger LeCoultre, Rolex, Vacheron Constantin, Zenith are just within our marketing range”.“Other brand products can be purchased at any time”, said Krummenacher.

It is very convenient to do shopping in First Swiss Luxury Watches. It is accessible to see the profile, structure, belt and functions of watches by clicking “Offer” on the homepage of the company. Customers can request the quotation by sending e-mails. The average offer is about 20% lower than the usual retail price, and customers can also make special demands. The mail service covers everywhere in Swiss and also any place in Asia and all over the world. Our company often brings in new brand products such as Harry Winston, Baume et Mercier or De Witt, so it is worthy to pay a

revisit to our website. Stefan Krummenacher and Daina Vogel who is the standing executive and vice general manager like collecting precious watches which are few in quantity and rare. After-sales service here is valued as much importantly as in a traditional shop.