

KRAYON

Press Release
2 April 2024

KRAYON in Neuchâtel: Watchmaking Excellence in a Historic Setting

***Explore a remarkable space transformed into a watchmaking workshop,
a place that ignites the inspiration and creativity of a team of artisan craftspeople.***

Situated lakeside in a historic, well-preserved building in Neuchâtel, Krayon's watchmakers thrive in a remarkable environment—a veritable haven of inspiration, creativity, and excellence. Celebrating its relocation to Rue de l'Évole in Neuchâtel, Krayon revels in this extraordinary setting, now transformed into a watchmaking workshop. This exceptional locale continually inspires the team, fueling their quest for excellence and their drive to exceed in crafting exceptional timepieces.

It's been just over six fruitful years of development, creativity, and innovation in watchmaking since Rémi Maillat, an engineer and watch designer, founded the independent Swiss brand in Neuchâtel in 2017. The brand has evolved gradually and methodically, embracing an artisanal approach to production that naturally limits output. The team, driven by a spirit of excellence, has been steadily expanding. Today, the team around Rémi Maillat numbers twelve, primarily watchmakers. Their workshop, with parquet floors, marble fireplaces, and ceiling moldings, provides an exceptional environment that fosters creativity and the creation of singular and refined timepieces. Each watchmaker engages in both the assembly and finishing of the pieces, embodying Krayon's 'One Watch, One Watchmaker' philosophy. This approach not only ensures total transparency in the manufacturing process but also enhances each craftsman's responsibility.

"We hold a deep reverence for the history of the old walls that surround us. Preserving this place and keeping it vibrant mirrors the dedication we bring to watchmaking and the passion we share for our craft. In a similar spirit, we make Krayon watches to embody timeless elegance, designed to transcend trends and last a lifetime. They are more than mere timepieces; they are personal, unique creations that can hold intimate references or cherished memories, deserving the respect befitting exceptional objects," comments Rémi Maillat.

Based in Neuchâtel, Krayon has extended its reach internationally, methodically expanding its distribution network with carefully chosen partners. Established in eight markets that value independent watchmaking, including the United States, Singapore, Hong Kong, Dubai, Italy, and Japan, Krayon has, from the start, entrusted its presence to the world's leading established retailers* of fine watchmaking. These partners, with their deep understanding of local clientele, serve as vital ambassadors. They embody the same values and dedication to a long-term vision that resonates with Krayon's identity.

KRAYON

The origins of the brand

Rémi Maillat, a watchmaking engineer and designer, and the founder of Krayon, possesses a rare talent: the ability to transform mathematical calculations into fantastic timepieces, all with the elegance of simplicity. Whether he's working on projects for famous clients or giving form to his own imagination, this exceptional engineer has mastered the technical intricacies of the art of watchmaking. For him, a successful concept is sketched with the tip of a pencil ('*crayon*' in French).

After unveiling his first creation, *Everywhere*, in June 2017, Maillat introduced a bespoke timepiece, *Everywhere Horizon*, the following year, which was honored with the Innovation Prize Grand Prix d'Horlogerie de Genève jury in 2018.

In 2020, Maillat presented *Anywhere*, true as ever to the concept of the singular art of measuring time. The timepiece presented a marvelous synthesis of mathematics, artistic watch creation and poetry in the details with a genuine philosophical dimension.

2021 marked Krayon's inaugural participation in the Only Watch charity auction, with the first – and unique – *Anywhere Métiers d'Art* watch, featuring a magnificent rendition of a sunset by Claude Monet. This one-off creation fetched four times its estimated value.

In 2022, the Krayon brand opened a new chapter, *Anywhere Métiers d'Art Azur*. Produced in a limited series of 15 pieces, the watch features a *champlevé* enamel dial capturing countless shades of blue, and inviting the beholder to escape, discover, and dream.

The spirit of innovation within KRAYON's Neuchâtel workshops is fundamental to ensuring the exceptional longevity and reliability of its watches.

Four years after winning the Innovation Prize, Krayon clinched the Grand Prix d'Horlogerie de Genève's Calendar and Astronomy Prize in 2022 with its second creation, the *Anywhere* watch. 2023 then saw the unveiling of the *Anywhere Green Aurora*, a titanium timepiece distinguished by a green hue achieved through atomic layer deposition (ALD), a feat that not only reflects Krayon's deep fascination with our connection to nature but also demonstrates significant technological prowess.

2024 begins with a highlight: the unveiling of a bespoke timepiece, commissioned by a renowned motorsports figure. This watch exemplifies the Atelier's creativity and its commitment to preserving the art of watchmaking and decoration – by elevating the timepiece from a mere instrument for measuring time to a true work of art.

* KRAYON is present in eight countries: in the United States at Cellini, Silver, and Oster; in Singapore at The Hour Glass; in Hong Kong at Lavish Attic; in Taiwan at Swiss Prime Brands; in Dubai at Perpetuel, in Italy at Pisa; in St Barth at Diamond Genesis; and in Japan at Kamine.

International Press Relations Contact

289 Consulting (Switzerland)
Aude Campanelli
T +41 78 637 16 91
aude.campanelli@289consulting.com