
BOVET

1822

PRESS RELEASE

Portrait Mr Pascal Raffy



Pascal Raffy discovered the fascinating world of *Haute Horlogerie* during his childhood when Sundays were spent with his grandfather, a watch connoisseur who used to show him the timepieces from his collection. He would review the specific features of each, along with their history or their influence on the technical or artistic evolution of fine watchmaking.

That was enough to ignite an ongoing passion for Haute Horlogerie and even more importantly instil the human values and awareness of authentic luxury thus passed on to Pascal Raffy. These qualities now represent the pillars upon which the House of BOVET has built its success. The Raffy's, originally hailing from the French Ardennes region and a family line originally named Raffin until the 17th century, settled briefly in Switzerland before Pascal Raffy – eager for independence at the age of 18 – set off for Paris where he studied law. It was during this period that he met his wife and acquired the first timepieces in his collection.

At the dawn of the 21st century, while taking a break in his career to focus on his children, Pascal Raffy was introduced to BOVET. The House needed an investor with a clear vision to restore its grandeur. The prestigious history of the House dating back to 1822 along with its iconic timepieces, distinguished by their crown at 12 o'clock and their classic bow, immediately appealed to Pascal Raffy, who soon became the unique owner of BOVET in 2001. At the time, he already had a precise long-term plan of the destiny he envisioned for the company. Perpetuating the peerless expertise of the in-house artisans, achieving vertical integration and the return of movements made entirely in-house were the main springboards to success that Pascal Raffy wished to instate at BOVET 1822.

2006 was a year brimming with positive developments for BOVET 1822 and Pascal Raffy. Within a few months, he successively added BOVET 1822 Manufacture de Cadrans, DIMIER 1738 Manufacture de Haute Horlogerie Artisanale, as well as the Château de Môtiers to the House of BOVET. These acquisitions ensured the complete independence of BOVET 1822 and positioned it to raise its quality standards even further. Collectors, specialists and keen observers of the watch industry have ever since saluted the technical advancements introduced by BOVET, while remaining in complete harmony with the tradition of watchmaking arts that have made the House so successful for almost two centuries.

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Alongside his rigorously organized and methodical nature, Pascal Raffy is a highly intuitive individual and this intuition undeniably guides him to the right choices – a fact that has led him to be widely considered a modern day visionary. He is the kind of man whose innate charisma immediately wins over an entire audience. Remarkably gifted speaker, he expresses himself with equal ease through each of the five languages in which he is fluent. While Pascal Raffy is undoubtedly a man skilled with words, he is also and above all else a man of his word. Endowed with the ability to get the best out of everyone and every situation, he manages to orchestrate the cohabitation of numerous paradoxes within an astonishing harmonious whole.

Thus, just as state-of-the-art technologies rub shoulders with time-honoured artisan-style gestures in the Manufactures DIMIER, Pascal Raffy guides the House by using modern management techniques along with the kind of paternalistic approach. His tremendous energy, paired with a long-term strategy and a vision have enabled Pascal Raffy to raise BOVET 1822 to the pinnacle of the watchmaking arts.

Contemporary horology notably owes him the introduction of the Amadeo® system enabling the conversion of a timepiece into a table clock, a pocket watch or a reversible wristwatch – and to do so without any tools. This combination of roles is all the more legitimate for one of the most prestigious tourbillon movement manufacturers, given that the tourbillon was invented in the age of pocket watches to counter the effects of gravity when timepieces are in a vertical position.

With Pascal Raffy, the sleeping Beauty became a ravishing Lady. Lying on a prestigious history, the innovative future of BOVET 1822 has never been so bright.

