



PARMIGIANI FLEURIER

For almost twenty years, the philosophy and the know-how of hand craftsmanship have guided the creative spirit of Michel Parmigiani. Born in Couvet, he grew up in the Val-de-Travers region and became familiar from his childhood years with the world of the artisans that have forged the rich destiny of the valley. Fascinated by their expertise directed by the intelligence of their dextrous hands, Michel Parmigiani trained at the Fleurier Watchmaker's School and became lastingly attached to the local watchmaking tradition. In 1975, he founded his company named PARMIGIANI MESURE ET ART DU TEMPS and opened his first workshops in Fleurier. His restoration work earned him impeccable knowledge of high-quality watchmaking and its related craftsmanship skills, contributing over the years to reviving and perpetuating their various forms of know-how.

Established in 1996, thanks to the active participation of the Sandoz Family Foundation, the PARMIGIANI FLEURIER brand has developed steadily ever since in pursuit of the same ambitions: conceiving excellence in harmony with fine watchmaking traditions. The evolution of the Manufacture workshops, featuring major industrial acquisitions in the field of watch exteriors, micro-mechanical engineering and precision profile-turning, has enabled PARMIGIANI FLEURIER to further enhance its standards in terms of aesthetic and technical refinements, by possessing the production equipment that is indispensable to future development.

The history of PARMIGIANI FLEURIER is inextricably interwoven with that of Fleurier. Its attachment to the development of the many watchmaking professions represents the fundamental reason behind its participation in the Fleurier Quality Foundation certification, as a founding member that has been involved right from the earliest stages in its conception.

Contributing to the preservation of the cultural heritage of the region, and carrying the reputation of the Val-de-Travers around the world: such are the ambitions that PARMIGIANI FLEURIER wishes to share with the Fleurier Quality Foundation and its other partners.