



YVAN ARPA

Everything to me is time. It is something that everybody cannot escape from. Whether you are rich or poor, beautiful or ugly, young or old, everyone has to deal with time as long as one is alive. Time is also the judge of what you do, of what you are and of what you will become. So, it is important for everyone to regard time well. It is also the proof of events from your past. In Switzerland,

after school, most people would end up in one of three major career fields - banking, watchmaking or chocolate industry. Having studied and taught mathematics, and after two years of travelling around the world, I chose to be watchmaker. In a way, watchmaking is not unlike mathematics - both require precision!

CEO  
Romain Jerome



OLIVER  
MÜLLER

Time, to me, can mean many things. Professionally, time means one's daily organisation. As I have a busy travelling schedule, there are times when I end up running behind time. Depending on the day, place and the people you are surrounded with, you'd always view or deal with time differently. When you are spending time with the people you love and care, you would want it to move slowly

and, of course, when you are laden with work in the office, time flies. And vice versa, when you wished for it to move faster, you could even feel that a second is moving too slowly. Like most other people, there are times when I wished for it to move faster, and sometimes I feel like I want to stop it altogether.

CEO  
Villemont



BERNHARD  
LEDERER

Actually, there are two ways how time can be viewed. Time can be likened to a dictator that can rule your life and you could suffer miserably or you could have a pleasant life when you are the one who is ruling your time. But, for me, time is happiness. As I personally do not like to be under the control

of a dictator in any form, I make sure that I rule time and make it pleasant. Truthfully, I enjoy every moment, every minute and every hour of my life. In that respect, time can be a reflection of your emotion and passion.

General Manager  
Blu



FRANC VILA

Time, for me, is a contradiction... it is a feeling. And time makes slaves of all of us; it controls us yet helps us to enjoy whatever moments we have here on earth. It is important that we realise how short life is and use time to live life to the fullest. I suppose this philosophy stems from my Mediterranean background as the Mediterranean culture is

all about enjoying the present. For us, the past doesn't exist and the future only becomes important when it becomes the present. Time also links us to the ultimate luxury of today - the ability to enjoy the present.

Creator and Designer  
Franc Vila