

## Bertolucci completes centenary, is in for the long haul

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A collage of Bertolucci watches

Bertolucci, the most Italian of the Swiss brands, owns the Mediterranean magic replete with radiance, warmth, colour and the zest for life. Unique with a crystal clear DNA, Bertolucci is anchored in the marvellous world of the Mediterranean. Confluence of civilizations, mystical source of extraordinary tales, emblematic and evocative places, the Bertolucci world naturally suggests the pleasure and the joy of living from a timeless Riviera that fills us up with dreams. Bertolucci is a strong blend of creativity and sensuality. Day & Night recently interviewed Mr. Tony Cheng, Managing Director, Bertolucci Watches for his assessment of the brand's performance and his prognosis for the future.

**Q: The byline, 'Mediterranean inspiration, Swiss craftsmanship' neatly sums up the ethos of Bertolucci watches. How has this 'blend' strategy worked for brand Bertolucci worldwide?**

**A:** The Middle East like other regions, perceives Bertolucci as the only watchmaker that combines Italian creativity and Swiss know-how which the natural area is the Mediterranean. As an alternative to the uniformity for all other brands, Bertolucci is different.

**Q: Summarize the 4C's of Bertolucci (Creativity / Curves / Comfort & Construction) and briefly how have these parameters contributed to Bertolucci's growth?**

**A:** Every year we present new novelties at Baselworld in which all themes and women's are pure expression of Bertolucci's hallmarks—the 4 Cs: Creativity, Comfort, Curves and Construction. Bertolucci has always combined Italian creativity and elegance with the Swiss watch-making tradition. Designed and manufactured in compliance with its origins, every watch is crafted with the utmost care by Bertolucci's highly skilled watchmakers and jewellers, in authentic, rugged materials, with gentle, ergonomic curves, to give always better compliance with precision, quality and comfort requirements.

**Q: How is Bertolucci performing in the Middle East?**

**A:** Bertolucci is doing fine in the Middle East. We are excited about doing business in the region and see lots of potential in the market. We have increased our sales in geographical markets within the region. Bertolucci is presently available in Qatar, Bahrain, Kuwait, UAE and Saudi Arabia and seek to expand into other regions, like Egypt, Iraq.

**Q: How well-received, in the Middle East, were the Bertolucci 2011 novelties—say the Forza series, Giro & Serena Garbo for example?**

**A:** Bertolucci presented several new collections in Basel 2011. The feedback has been very positive and encouraging. Thanks to the unique construction and details in design, embodying our 4 C's, the new Stria II, Stria III and the Volta II, with sparkles of precious stones combined with seasonal fashionable colours, are very well received and respond very well to the expectations. The demand is also very promising for the new Forza models as evidenced from the repeating orders placed by our international associates.

**Q: Bertolucci is extensively represented across the Middle East. How vital is the region for the brand?**

**A:** The Middle East is one of the most important markets for Bertolucci. The region and Bertolucci have always had strong rapport and both cultures have welded solid relationship. Middle East was one of the first regions to react very positively to our new product launches and support came quickly.

**Q: Specifically with respect to Qatar, how would you describe your relationship with your sole agent Ali Bin Ali Watches & Jewellery?**

**A:** Ali Bin Ali is one of our key partners. They have a very professional team and we have built good business ties over the past years. We will keep working closely together to increase our brand awareness and consequently our market share.

**Q: The 8<sup>th</sup> Doha Jewellery & Watches Exhibition is scheduled for February 2012. What will Bertolucci be showcasing at this exhibition?**

**A:** We will definitely bring in all the new novelties to the exhibition, which included those presented in Basel and some of the exclusive and unique haute couture pieces.

**Q: What are your expansion plans for Bertolucci in the Middle East? Are you planning to establish exclusive / stand-alone boutiques in the region?**

**A:** We are fortunate to be represented by very exclusive and qualitative retailers, who support us very well. We are going to reinforce our collaboration with our current retailers, several projects have been completed this year, in Jeddah & Dubai, and some are in planning stage for next year. If we will be developing retail in the region in the future, we will for sure work with our partners.

**Q: Bertolucci completes a centenary of its founding by the eponymous founder Remo Bertolucci in 1911. What are your reflections on this occasion?**

**A:** 1911 is a meaningful year to Bertolucci, this was the year that Remo's wife family-run watchmaking company was established. Remo gained invaluable experience in managing watch development processes as well as outsourcing for brands in this company. His Italian sense of style and Swiss watch-making expertise came together and finally in 1987, he decided to launch his own brand Bertolucci.

**Q: How has Bertolucci performed worldwide thus far during Q1-Q3 2011 in the face of economic challenges in the face of economic challenges and what is your forecast for the last quarter of the year?**

**A:** With the global economic downturn and the turmoil in parts of Middle East, business volumes have declined in Europe and Middle East. The slowdown has somewhat been compensated with the increasing sales from our US and Asia operations.

**Q: What is Bertolucci's bigger vision for the Middle East?**

**A:** On a global scale, Middle East has experienced a strong growth over the last 3 years. This region remains of importance to Bertolucci and we will continue to invest in the region, focusing on more on product development which fit the needs of the Middle East customer.