

J\*D  
JAQUET DROZ  
ART HORLOGER SUISSE DEPUIS 1738

&

*Chantal Thomass*



**PRESS RELEASE**

THE COLLABORATION CHANTAL THOMASS & JAQUET DROZ



# Summary

I. Jaquet Droz

II. Chantal Thomass

III. An exclusive collaboration



# I. Jaquet Droz

« AS UNIQUE AS YOU ARE »



“  
*Disruption has  
always been in the  
Jaquet Droz DNA;  
it is part of its heritage.  
Disruption is a Jaquet Droz  
tradition!*

Alain Delamuraz

”

Jaquet Droz is an almost 300-year-old start-up, founded in 1738 by a visionary: Pierre Jaquet Droz. For their time, the clocks, automata and humanoid automata from Pierre Jaquet Droz were a mechanical and cultural revolution. The family company was a pioneer of watch exporting with items in multiple royal and imperial courts across Europe and Asia. In 2000, Jaquet Droz was bought by the Swatch Group and incorporated into the prestige and luxury segment of the watchmaking group. Its acquisition by the Group has enabled the brand to enjoy the same heights of success as it did in the Age of Enlightenment, and to build on the exceptional heritage established by its founder.

With the arrival in 2022 of the new CEO, Alain Delamuraz, the company has refocused on the disruptive character of the brand. Driven by its new strategy “JD 8.0: A Disruptive Legacy” and recognised worldwide for its Ateliers d’Art and automata, the company has enhanced its audacious vision of animated Haute Horlogerie, custom-designed and bringing together exceptional movements and next generation materials, prioritising a unique and personalised experience. Each piece is created by and for a specific collector. These exclusive, unique pieces are delivered in person during an unboxing ceremony in the presence of the CEO.

Classical historical themes are retained while the brand also opens itself up to a new visual approach – provocative, impertinent and audacious.

The 160 points of sale, multi-brand retailers and single-brand boutiques have been replaced by a single sales location at the Manufacture in La Chaux-de-Fonds thereby favouring direct contact between the artists, artisans and collectors. Jaquet Droz has become more agile and has capitalised on their Phygital presence. Studio 8 combines a physical and digital presence so that it is possible to remotely follow the work of the artists and artisans in real time thanks to six cameras. At each step of the process, collectors can virtually lean over the shoulder of the artisan to observe and influence their work. Stronger and more grounded in its identity, Jaquet Droz is venturing into unexpected territory and staying right where it has always been: disruptive and visionary.



## II. Chantal Thomass



“  
*I have always loved  
fashion, especially my  
own!*  
”

Chantal Thomass

Although we immediately associate Chantal Thomass with lingerie, during the 70s she was one of the major figures in the wave of French creators that included Kenzo, Jean Charles de Castelbajac, Thierry Mugler, Claude Montana and Anne Marie Beretta. It was these eclectic creators with their distinctive styles who would go on to shape the woman of the 80s and 90s. Irreverent and eminently creative, this new guard spanned the generations and brought a new energy to Parisian fashion.

Within this movement, Chantal Thomass defined the contours of a new kind of femininity; extravagant, free, sensual, full of humour, fantasy and with a suggestive wink. Her pioneering signature style dances the line between what is masculine/feminine, covered/uncovered, underneath/above, borrowing men's fabrics and tailoring cuts with ease. Hers is a unique fashion that emphasises the body and remodels it. Greta Garbo, Louise Brooks, Marlene Dietrich, Joséphine Baker are her heroines. Lace, bows, pink and black... her signature elements. Today, an artistic director who cannot resist involving herself in multiple industries, Chantal Thomass has made Pop Art her core ethos; she shows off her talent and draws from her imagination to clothe both mass market and niche objects in pink, in black and in white. And a little bit of red too: "red is very important. But only a touch, and it must be matt... much like my lipstick!"



*Baisers Volés*



## III. The collaboration



*“This creative alchemy has given life to the “Ronde des Baisers” watch whose aura exudes both hypnotism and poetry.*

*Chantal Thomass*”



## **JAQUET DROZ & CHANTAL THOMASS: AN EXCLUSIVE COLLABORATION THAT REINVENTS FEMININE ELEGANCE AND CELEBRATES THE SUBLIME CRAFTSMANSHIP OF THE TWO BRANDS**

*“A collaboration is the pleasure of embracing a profession, plunging yourself into a technique, a special feature, a universe. It is a unique occasion to assimilate into an environment that is not your own and to get a feel for exceptional expertise.*

*It is also a journey to encounter a place, a history, the artisans... The Jaquet Droz Manufacture was incredible beyond my expectations; I discovered a level of mastery and technical expertise that is so rarely attained, all put to the service of unique objects that are almost magical!*

*Jaquet Droz is a company that knows how to set itself apart, daring to defy what is expected and leave the beaten track to push the limits of watchmaking.*

*To work with Jaquet Droz is to work with excellence sublimated by the soul and talent of the men and women – artisans without equal – these incredible “creators of marvels”!*

*This creative alchemy has given life to the “Ronde des Baisers” watch whose aura exudes both hypnotism and poetry: It is a rare object that celebrates all kisses – stolen, given, lost, hidden or kept in the heart!*

*It brings together everything that I love: a subtle game, between poetry and discipline, between romanticism and geometry, marked by a wave of “heart-lips” against the backdrop of an optical grid pattern. The colours that I cherish – black, white and of course, touches of pink and red – while diamonds set into a ribbon shape offer just a hint of delicate lace.*

*This “Ronde des Baisers” is a precious tourbillon, an intimate creation that reflects my own universe: audacious, refined and resolutely “me”.*

*Chantal Thomass.*

The piece, unique and engraved with the written signature of the artist on its oscillating weight will be unveiled at the FAB Paris art fair (Fine Art La Biennale) at the Grand Palais on 22-27 November in the presence of Jaquet Droz and Chantal Thomass.

