

# ROGER DUBUIS

HORLOGER GENEVOIS



## PRESS RELEASE

"LE LOUNGE" ROGER DUBUIS  
OPENS IN GENEVA



## PRESS RELEASE

---

Roger Dubuis opens the doors to its newest concept space, situated in the heart of the Maison's home city, Geneva. Located within the iconic Place du Molard, "Le Lounge" offers a unique space for guests, with an inspired aesthetic that combines natural materials with signature red touches and subtle tributes to the manufacture's founders.

The different areas of Le Lounge are connected together by the architecture, creating both a flawless journey and an intimate atmosphere. The place is set to be the ideal space for connection, conversation, discovery, and a haven to cultivate wonder.



David Chaumet, the CEO of Roger Dubuis, says, "It feels particularly special to be opening the Lounge in our 30th anniversary year. Geneva has been our home for the past three decades and it's a European city that encapsulates so much heritage, prestige, and Swiss watchmaking history. We've designed the Boutique to celebrate that Genevan essence, while also evoking our own horological DNA and sharing our passion with a global community of friends."

## PRESS RELEASE

---

As they step inside, guests are greeted by a gravity window that catches the attention and introduces the expressivity and technical innovation of Roger Dubuis' watchmaking.

Further into the lounge area, the inviting setting enables guests to feel at home. On each visit, Boutique staff bring their knowledge and expertise to the table, trading stories, and conversing in multiple languages including English, French, Arabic, and Chinese. To share further compelling stories, a common passion for watchmaking and epicurean moments, this area also houses a bar as well as a carefully thought-through wine cellar, offering our founders' favourite and the most sought-after Swiss wines.

Attention to details is also put into the creation of the wall of the lounge area: crafted in wood and featuring luminous squares, it is inspired by the cobblestones of the Place du Molard. Along the famous route outside, the transparent stones are known to glow at night, with welcoming messages set inside. To mirror that same effect within the Boutique, the squares of the wooden wall feature words inspired by Roger Dubuis' identity.



## PRESS RELEASE

---

Continuing their journey, friends will discover a presentation room, allowing for in-depth introductions to Roger Dubuis' timepiece collections. This includes many of the Maison's most recent novelties, such as the Excalibur Biretrograde Calendar and the Knights of the Round Table Merlin The Enchanter, as well as the original watches of Mr. Roger Dubuis, that will be on display for a limited time.



Manufacture Roger Dubuis, Branch of Richemont International SA  
rue André-De-Garrini 2 - CP 149 - CH 1217 Meyrin 2 Genève - +41 (0)22 808 48 88 - [www.rogerdubuis.com](http://www.rogerdubuis.com)

PRESS RELEASE



## PRESS RELEASE

---

Throughout the year, the Lounge will offer friends of the Maison special services, exclusive access to limited editions, and will regularly transform to celebrate its many collaborations and launches, from motorsport through to art, helping to enliven the high watchmaking that is distinctive to the Maison.



A place of true belonging, “Le Lounge” Roger Dubuis is open from Monday to Friday, from 10:00 am to 6:30 pm, and Saturday from 10:00 am to 5:00pm. To plan your visit, book an appointment on [Roger Dubuis website](#) or call: +41 22 321 28 28.



### **ABOUT ROGER DUBUIS**

Representing an unexpected blend of distinctive character and horological expertise, Roger Dubuis has been at the forefront of expressive watchmaking since 1995. With the bold invention of Hyper Horology™, the Maison has become renowned for its limitless obsession with conceiving, designing and shaping the future of Haute Horlogerie - the values of pleasure, freedom, and madness fuelling its disruptive attitude. Sustained by its fully-integrated manufacture, where every caliber is made in-house, Roger Dubuis commits to performance and strives for excellence.

Rewarded by the Poinçon de Genève certification, their traditional yet contemporary masterpieces are a demonstration of radical skill and ancestral craftsmanship, which the Maison reinterprets year after year with fervid creativity and innovative materials. With this avant-garde and daring energy, Roger Dubuis is bringing its collections to an exclusive circle of clients and friends.

**For any additional information, please visit**  
[press.rogerdubuis.com](http://press.rogerdubuis.com)

or contact

**Valentina Terruzzi**  
Branding and Communication Manager for  
Europe  
[Valentina.terrucci@rogerdubuis.com](mailto:Valentina.terrucci@rogerdubuis.com)



[rogerdubuis.com](http://rogerdubuis.com)

-  <https://www.facebook.com/RogerDubuisWatches>
-  [https://www.instagram.com/roger\\_dubuis](https://www.instagram.com/roger_dubuis)
-  [https://x.com/roger\\_dubuis](https://x.com/roger_dubuis)
-  <https://www.youtube.com/user/RogerDubuisWatches>