

## Watch expert start-up Initium launches its new international vision



**Le Noirmont, 24 January 2023 - Swiss watch experts Initium are pleased to announce the launch of their new vision for 2023, which includes a number of exciting and ambitious projects, now on the international stage.**

### **3D configurator for a limitless experience**

After more than a year and a half of development marked by Covid and the slowdown of activities, Initium launched its new assembly kit at the end of 2021, allowing watch enthusiasts to live a unique experience: create their own Swiss mechanical watch, at home.

By offering its community a didactic approach and transforming each table into a real watchmaker's workbench, Initium laid the first stone of an ambitious project that will now see the light of day in 2023.

After more than two years of hard work, Initium is now able to provide a global presence and make the Swiss watchmaking experience possible for enthusiasts around the world. Until then, the initiation could only take place in the watchmaking workshops in Switzerland.

Now, thanks to its new website including the now famous [3D Watch Configurator](#), the Initium community can now design a timepiece directly and online in a fully personalised way. It is then possible to choose the way in which you wish to live your watchmaking experience: assemble your watch alongside a watchmaker on one of the Initium sites in Switzerland, order your watch kit to be assembled at home, or receive your creation, ready to be worn.

The components of the watch - case, movement, hands, solid or openwork dial and bracelet - as well as the colours, styles and mechanisms can be selected from a wide range of options within the configurator, making each of the watches created absolutely unique.



Discover the 3D Watch  
Configurator

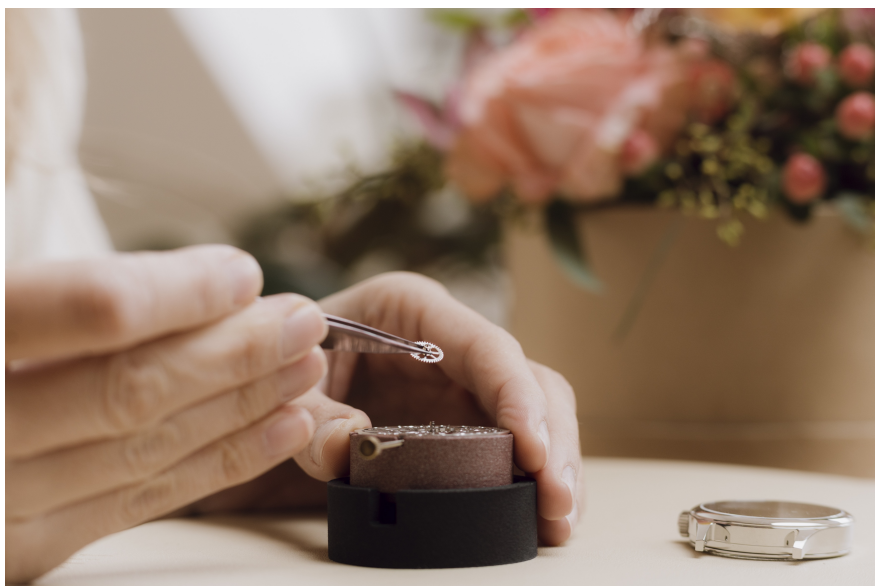
### You are the Artist

Dedicated to sharing the history and heritage of Swiss watchmaking since 2015, Initium offers unique experiences and the creation of custom Swiss-made mechanical watches, from a simple initiation to the assembly of a complete watch during the day.

In 2023, Initium's mission and vision go even further than personalisation, with the ambition of making each member of its community a true artist, capable of composing his or her watch ad infinitum, as an incarnation of his or her personal universe on the wrist. With Initium, the artist is you.

Transforming any interaction into an experience of creativity and imagination, Initium offers those who wish to join them in the adventure of watchmaking to change their perception of time, which thus becomes imperishable, in the image of creation without limits.

Visit [our website](#) to discover our configurator and choose your own Initium experience.



## About Initium

*Initium was founded in 2015 by Mathieu Gigandet and Gilles Francfort. Both from the Jura region, the two former students met during a Master's business project and decided to join forces to launch their unique watch company. With the aim of instilling a shared passion for their region and heritage in the world, they have surrounded themselves with watchmaking experts to bring their vision to life. Located in Le Noirmont (JU), Initium has therefore been anchored in the historic cradle of watchmaking since its creation. Dedicated to sharing the history and heritage of Swiss watchmaking, Initium offers tailor-made experiments in the creation of Swiss mechanical watches, from a simple initiation to the assembly of a complete watch in one day. With workshops offered at its two sites in Switzerland (Le Noirmont and Geneva), in 2021 Initium is taking the experience a step further by launching an innovative watch assembly kit, which will now allow you to create a Swiss mechanical watch directly from home.*

## Contacts

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