

## Initium sets up in Paris, bringing watchmaking and jewelry workshops to the heart of France



Paris, France — June 4, 2024 — Initium, a start-up originating from Switzerland, is honored to announce the opening of its new boutique in Paris. This expansion marks a significant milestone for the company, renowned for its unique and immersive workshops where participants can create their own watches and rings under the expert guidance of skilled jewelers and watchmakers.

Building on the success of its flagship workshops in Noirmont and Geneva, Initium is eager to introduce Swiss craftsmanship to the vibrant and cosmopolitan city of Paris. Initium is delighted to share its passion for watchmaking and jewelry with an international audience.

Initium offers an immersive four-hour workshop where participants can create unique horological or jewelry pieces. Accompanied by professional artisans, they discover the complex processes and techniques that define Swiss quality and precision. These workshops are designed to be much more than educational experiences; they are memorable journeys into the world of luxury and craftsmanship.

The opening in Paris is not only a celebration of Swiss craftsmanship but also a testament to Initium's commitment to making excellence accessible to enthusiasts worldwide. The company aims to push the boundaries of creativity and craftsmanship, creating unforgettable moments and exceptional pieces.

The new workshop is located at 78 Rue de Miromesnil, 75008 Paris, just 15 minutes from the Champs-Élysées. Initium invites residents and visitors to join us in celebrating this new venture.

Starting in July, the first courses will commence, marking the beginning of an exciting new chapter for the brand. Participants will have the opportunity to discover this summer what makes Initium workshops so special and appreciated.

Visit our website to explore our experiences and book your own Initium experience in Paris.

## 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

Investor Relations: [mathieu.gigandet@initium.swiss](mailto:mathieu.gigandet@initium.swiss)

Press Relations: [info@initium.swiss](mailto:info@initium.swiss)

Our social networks: [@InitiumWatches](#)

Website : [www.initium.swiss](http://www.initium.swiss)