



JOWISSA

SWISS MADE QUALITY WATCHES SINCE 1951



Brand Message

Facts and Figures

- ❖ Traditional family business founded in 1951 and run by the 3rd generation
- ❖ The company employs 18 people
- ❖ The entire Jowissa collection is Swiss Made
- ❖ Each Jowissa watch is assembled by hand
- ❖ Jowissa values high-quality workmanship and unique design
- ❖ Jowissa is known for watches with cut glass
- ❖ Sparkling glasses with diamond cut
- ❖ Jowissa watches impress with an outstanding value for money; the costs of the current collection are between CHF 100.- and 325.-
- ❖ The focus of the collection is on ladies jewelry watches. Men's watches make up around 25% of the total collection
- ❖ The sales network in Switzerland comprises around 150 points of sale
- ❖ Export to more than 30 countries
- ❖ The current collection is also available online at www.jowissa.com



History

Short Version

Since its establishment in 1951, the Jowissa brand has produced multifaceted Swiss watches of exceptional quality. As an independent family business currently in its third generation, the brand has remained true to its ideals, first defined in the tranquil surroundings of Bettlach, in the canton of Solothurn. Here, great craftsmanship and cutting-edge production come together to create refined timepieces that combine style and sophistication. As a high-quality “Swiss Made” watch brand, Jowissa offers outstanding value for money in addition to the refined sense of style.

Detailed Version

The Jowissa brand was founded in 1951 in the Swiss town of Bettlach, in a region that has traditionally been renowned for the art of watchmaking. The brand name is derived from the name of the founder, Josef Wyss, whose vision for a new Swiss watch that is both fashionable and a treasured piece of jewellery came at just the right time. The wristwatch became the new accessory of choice in the 1950s, and with the launch of a sophisticated, fashionable, yet affordable watch collection, Jowissa immediately captured the spirit of the age.

Over the following decades the brand established a name for itself due to the creativity of the designs. In the 1960s, pendant watches with cut glass became fashionable and Jowissa led the way with this beautiful technique. Similar to cutting a gemstone, glass cutting creates fine facets to reflect the light, and still today, Jowissa is one of the few manufacturers of Swiss watches to offer timepieces incorporating glass cutting. This technique, combined with outstanding value for money, has enabled the brand to establish a fine reputation in the market.

As a watch manufacturer, Jowissa continues to adapt to new technologies and trends successfully. As early as the 1970s, the collection was enhanced by the in-house production of ceramic cases and in the 1980s Jowissa was able to adopt and implement newly-developed quartz technology to great effect. With Woodtime and Stonetime, the 1990s saw the introduction of timepieces in innovative cases created out of wood and stone.

This traditional family business has kept abreast of fashion and technology, offering an online shop and an array of products with a high recognition value, combining elegant materials with fashionable colours. The brand is currently represented in 30 countries with over 400 sales outlets. Today, as it did 65 years ago, Jowissa still represents the art of exceptional Swiss watchmaking.

- ⊗ Founded by Josef Wyss in the family home, 1951
- ⊗ Jowissa stands for Josef Wyss AG
- ⊗ Production is still in Bettlach, SO
- ⊗ Early reputation as a manufacturer of glass-cut watches



Manufacturing

New Building - State of the Art - Bearer of our Values

With the move on December 1, 2015, to Dorfstrasse 12 in Bettlach, Jowissa has undertaken a radical modernisation by implementing innovative and smart solutions into the areas of production, IT and warehouse logistics. Consequently, Jowissa now has one of the most modern and efficient production structures in the industry. As a result, product quality could be further increased and order processing made more reliable. Another notable success was the introduction of the new factory shop, which provides interested visitors with an insight into the current Jowissa collection.



Product

The watches in our collection are as unique as the people who wear them. The gleaming reflections, premium materials, intense colours and Swiss quality are features that are distinctive of the Jowissa design language and these stylish timepieces are desired the world over.

Multifaceted lustre

Jowissa watches reflect light with sophisticated brilliance and the watch cases are adorned with elegant metallised glass. These serve to enhance the beautifully decorated dials, giving the Jowissa watches their vibrant and striking appeal. Immaculately cut facets give all models an additional brilliant shine – a rare and exacting technique that has been mastered to perfection by Jowissa.

Distinctive elegance

Through the use of high-quality materials and the individual design approach taken by Jowissa, the watches are true fashion statements, blurring the lines between timepiece and jewellery. The finest leather, gleaming ceramic and cool stainless steel are lovingly worked to create wristwatches that unite aesthetics and comfort in a wholly original manner. A Jowissa watch feels as good as it looks.

A flair for colour

Colours arouse emotions. This is why only intense, harmonious tones are used in the wide-ranging Jowissa colour palette. Fashion-conscious watch owners can thus give visual expression to their feelings by choosing a watch in warm Bordeaux red, rich royal blue, fresh green, classic white, stylish black or vibrant orange – every colour evokes new and individual associations.

(Hand)made in Switzerland

It is inner values that lend external beauty its truly irresistible charm. Jowissa approaches all aspects of the internal watchmaking process with the same care that goes into the sophisticated design. For three generations, the watches have been assembled and checked by hand in the Swiss town of Bettlach, in the canton of Solothurn, where a new production facility was inaugurated in 2016 – a clear symbol of the "Made in Switzerland" quality assurance.

- ⊗ Sparkling glasses with diamond cut
- ⊗ Exceptional colors
- ⊗ Flat and distinctive design
- ⊗ Use of quality materials
- ⊗ Swiss Made - made by hand
- ⊗ Fashion statements



Brand



The unique design and visual vibrancy make Jowissa jewellery watches eye-catching timepieces. Based on a rich history and attention to detail, Jowissa offers everyone excellence at affordable prices

Goal: to become THE Swiss Made jewellery watch brand in the entry-level segment

- ⊗ Unique → The models of Jowissa impress with their extravagance and thus create a high recognition value
- ⊗ Multifaceted → Faceted diamond cut glasses, versatile model line – every Jowissa model shines in its own way
- ⊗ High Quality → Swiss Made & hand-processed – every Jowissa watch is still assembled by hand today
- ⊗ Visual Aliveness → Intense color, play with the light
- ⊗ Passion for Design → Enjoy the seduction of the senses



Target Group

Jowissa focuses the communication campaign on women between the ages of 20-45, who are guided by values in the stimulus area (blue area on the right).

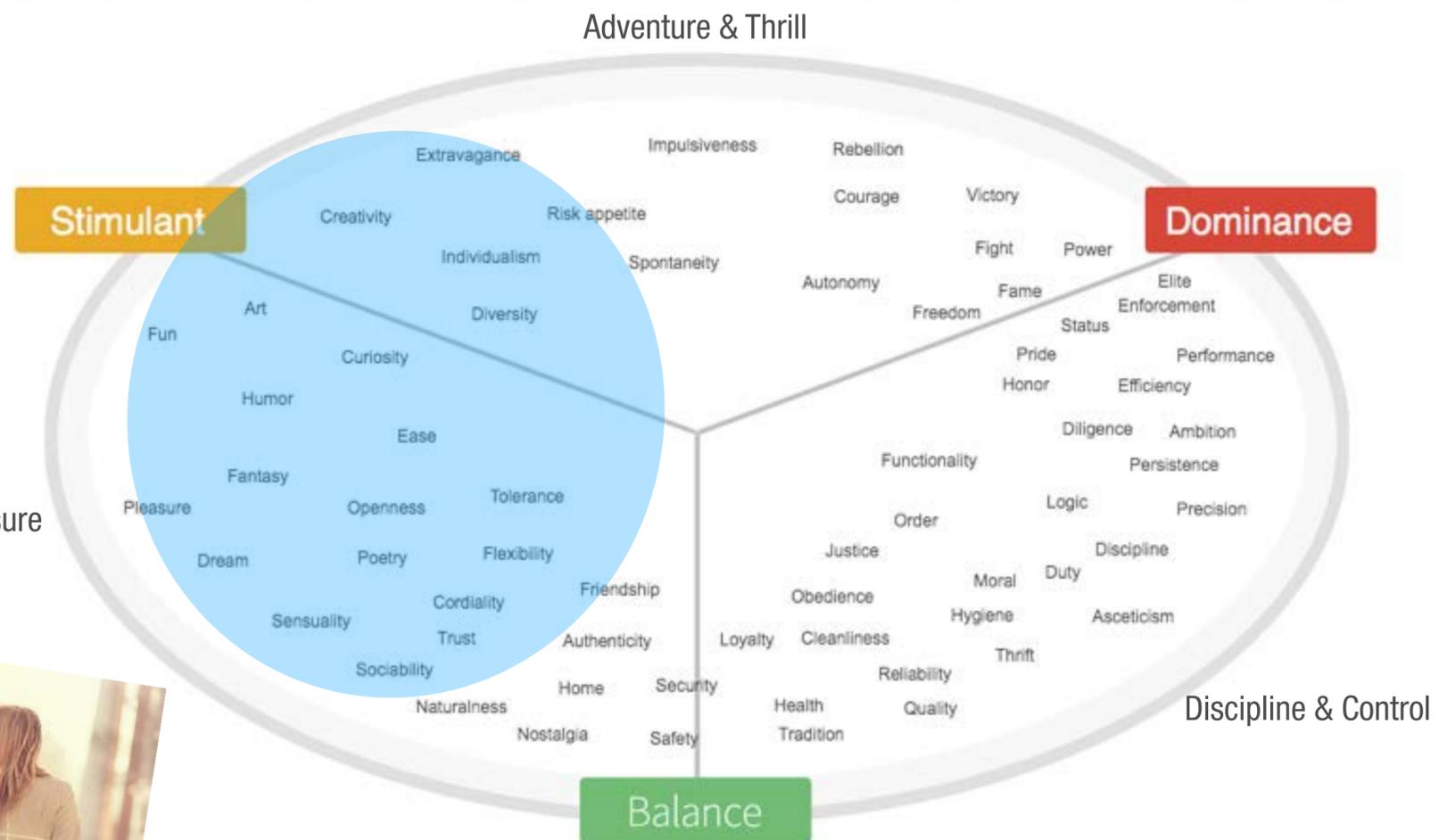
These ladies are roughly characterized by the following attributes:
Enjoyable, consumptive, dreamy, confident, optimistic, sociable and imaginative

What drives these people?

To spot an emerging trend, enjoy life, have fun, be more creative than others, and be perceived as unique



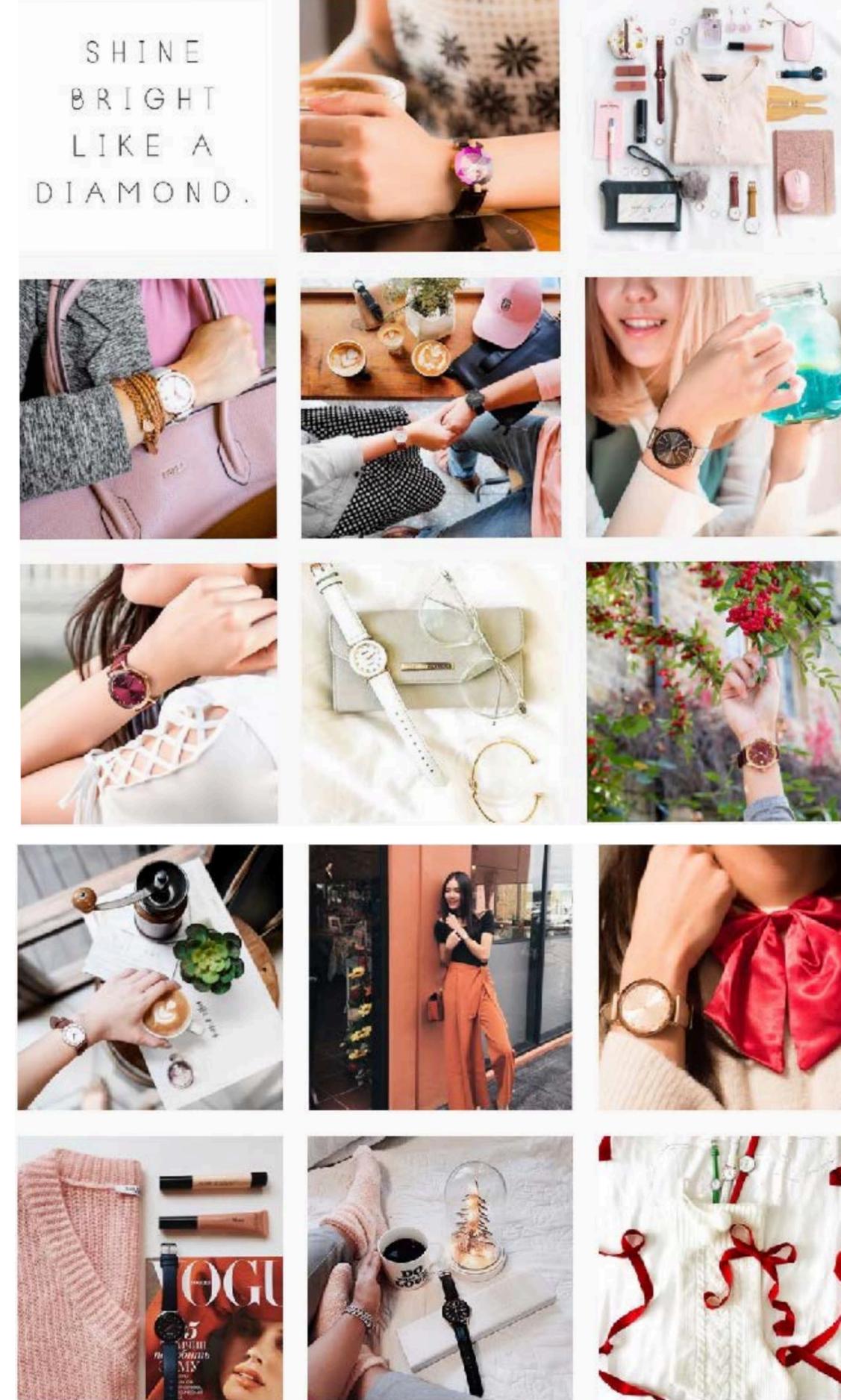
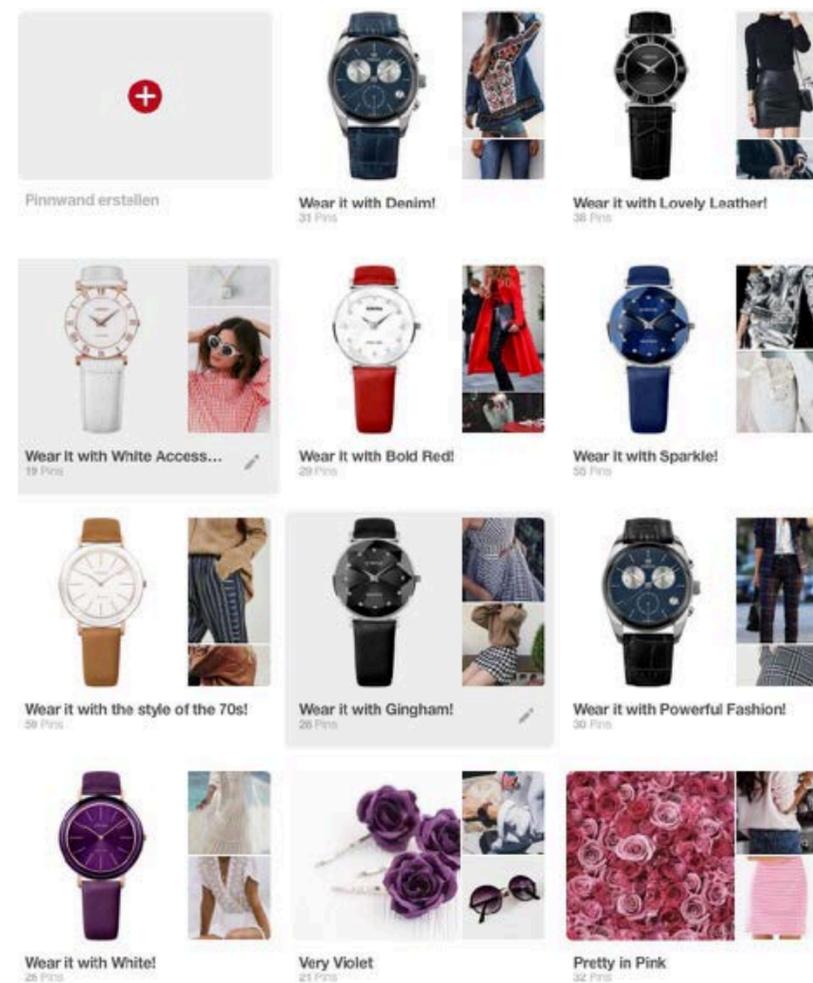
Fantasy & Pleasure



Discipline & Control

Social Media

- Instagram: <https://www.instagram.com/jowissa>
- Facebook: <https://www.facebook.com/jowissa>
- Pinterest: <https://www.pinterest.ch/jowissaofficial/boards>
- Youtube: <https://www.youtube.com/user/JowissaWatches>
- Brandoo: <https://www.brandoo.com/brand/jowissa>



Miss Switzerland

Jowissa is the official watch partner of the Miss Switzerland elections 2018

The Miss Switzerland election has been the most prestigious beauty contest in Switzerland for decades. Numerous winners have been able to use it as a springboard for a career in the show business. It is an ideal platform for sponsors to position themselves in the context of themes such as fashion, beauty and "Swissness". Jowissa is constantly evolving into a leading Swiss brand of affordable fashion watches. The partnership with the Miss Switzerland organisation enables us to communicate the values of beauty and "Swissness" in a sustainable way.

Miss Switzerland and Jowissa are a brilliant team:

- ⊗ Jewellery is much loved by women, therefore Jowissa fits perfectly as a manufacturer with a focus on Swiss Made ladies' jewellery watches
- ⊗ Both institutions rely on Swiss values and are anchored in Switzerland
- ⊗ The symbol of the crown contains elements that are also reflected in Jowissa watches:
 - ⊗ Diamond occupied → Diamond cut watches
 - ⊗ Shape of the crown → Form of faceting, both have the same profile



What's new in 2018



We are excited to introduce our new collection of watches with now even greater focus on features, colours and design.

The brand new LeWy range is a strikingly cool collection of men's watches with subtle design differences whilst celebrating our signature crystal cut and a focus on an edgier case. The different models come with three hands or as chronograph variations.

Our ladies' watches have undergone a transformation, starting with a carefully crafted facelift that includes a new case and sharper styling. Sleeker, thinner metallization with a larger glass opening and longer hands are noticeable differences while narrower straps on smaller sizes also contribute to an overall more refined and elegant look.

Elsewhere, brand new colours stand out including bright baby blue and sophisticated rosa. Some of our other favourite shades, such as purple and blue have also been refreshed to bring more depth and lustre to finished looks.

We've also upgraded the dials. Discover beautiful mother of pearl, or a striking dégradé effect that illustrates a subtle blending of colour.

Strap work has been prioritized too. There's an exciting new bi-colour variation on Romo and Tiro models. You'll also find a textile strap variation in the Tiro collection.

For ultimate comfort, new sizes (S, M, L) complete the makeover.

