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HEADLINE: Most luxurious smartwatch unveiled at Baselworld, as watchmakers follow the “connected” trend.

BASEL, SWITZERLAND (MARCH 16, 2016) (ACTUA PR – ACCESS ALL)

NEWS EDIT

VARIOUS OF EXTERIOR OF BASELWORLD

VARIOUS OF PRESS CONFERENCE

(SOUNDBITE) (English) DAVID LOWES, CMO SAMSUNG EUROPE, SAYING:

“We think that in the future people would want to use devices in different ways, in ways that are connected. What we have done with this watch is to bring a smartphone and a watch together in a perfect collaboration of beautiful design and functionality which is all about modern progress.”

(SOUNDBITE) (English) DAVID LOWES, CMO SAMSUNG EUROPE, SAYING:

“Our aim is to bring some interest, some innovation to the category and I think we are doing this with boldly beautiful watches such as the one we are unveiling today and I think as I said it has to be good for the watch industry in total.”

VARIOUS OF UNVEIL OF CONNECTED WATCH

(SOUNDBITE) (English) GIANLUCA MAINA, MARKETING DIRECTOR OF DE GRISOGONO, SAYING:

“Materials that we commonly use in high jewelry would not necessarily fit with technological product. We have problems of connectivity, we have problems of Bluetooth connection, wifi connections and gold for instance may create interferences.”

VARIOUS OF WATCH SHOWING CONNECTIVITY

(SOUNDBITE) (English) FAWAZ GRUOSI, FOUNDER OF DE GRISOGONO, SAYING:

“For the first time these technology sells more than the traditional Swiss watches which is a bit scary if you want but that's what is happening this is the future and we have to adapt in a way or another.”

(SOUNDBITE) (English) FAWAZ GRUOSI, FOUNDER OF DE GRISOGONO, SAYING:

“At the end of the day, what counts it is sales, I mean people buying and these days we see an increase which was unthinkable only two years ago.”

MORE OF PEOPLE AT PRESS CONFERENCE PRESS

(SOUNDBITE) (English) GIANLUCA MAINA, MARKETING DIRECTOR OF DE GRISOGONO, SAYING:

“New technologies are definitely an opportunity, it is a new market so it is very difficult to foresee what is going to happen.”

(SOUNDBITE) (English) GIANLUCA MAINA, MARKETING DIRECTOR OF DE GRISOGONO, SAYING:

“Taste of consumers are changing, habits of consumers are changing, trends are merging much more, so huge brands such as samsung can collaborate with niche brands such as de grisogono, we see that as big door that we are opening, we still don't know what is going to be after, but we definitely want to be amongst the first ones to tap this new market”

VARIOUS OF DE GRISOGONO STAND

VARIOUS OF BASELWORLD EXHIBITION HALLS

B-ROLL INTERVIEWS

INTERVIEW WITH FAWAZ GRUOSI, FOUNDER OF DE GRISOGONO

(SOUNDBITE) (English) FAWAZ GRUOSI, FOUNDER OF DE GRISOGONO, SAYING: "I was seeing on the market a lot of smartwatches, they were all basically from the point of view of design, there was not a real innovation, the innovation was in the movement itself, so I decided with Samsung of course to do a luxury watch a real one. I think we've been able to come out with a watch that looks like a watch, quite interesting and a good-looking watch. At the same time we have this application that Samsung did, the combination of the two it unbelievable, I think there's nothing better in the market than what we created today."

(SOUNDBITE) (English) FAWAZ GRUOSI, FOUNDER OF DE GRISOGONO, SAYING: "The challenge is in the DNA of the company deGrisogono and at the same time Samsung. Let's not forget that Samsung started to do connected watches at the time, if I am not wrong already at the beginning of the 90's. And deGrisogono, more or less during those years, we came out with materials that were totally inexistent or not known in the market like black diamonds. And that's what we have in common the challenge to innovate."

(SOUNDBITE) (English) FAWAZ GRUOSI, FOUNDER OF DE GRISOGONO, SAYING: "In general speaking, I think this watch will have a great result, a great success, simply because it is a watch that can go for a young lady of twenty-two, twenty-three years old up to much older. And it is a smartwatch but it is a piece of jewelry and that is the difference with all the other brands that start to have this kind of technology."

(SOUNDBITE) (English) FAWAZ GRUOSI, FOUNDER OF DE GRISOGONO, SAYING: "These technology watches that came out lately, if you see there is a report on the Swiss watch industry, for the first time these technology sells more than the traditional Swiss watches which is a bit scary if you want but that's what is happening this is the future and we have to adapt in a way or another."

(SOUNDBITE) (English) FAWAZ GRUOSI, FOUNDER OF DE GRISOGONO, SAYING: "At the end of the day, what counts it is sales, I mean people buying and these days we see an increase which was unthinkable only two years ago."

INTERVIEW WITH DAVID LOWES, CMO SAMSUNG EUROPE

(SOUNDBITE) (English) DAVID LOWES, CMO SAMSUNG EUROPE, SAYING: "I think what people will find with this particular watch which is collaboration between Samsung and deGrisogono is the fact that we bring the best of both of our worlds together. This is such a beautiful design, iconic design, the elements that the brand deGrisogono is famous for. And also what's Samsung is famous for it is leading edge technology. We don't think there will be another example of that at this show and we think that the consumer will find the combination of those two talents and skills and expertise and history will be absolutely irresistible."

(SOUNDBITE) (English) DAVID LOWES, CMO SAMSUNG EUROPE, SAYING: "We think that in the future people would want to use devices in different ways, in ways that are connected. What we have done with this watch is to bring a smartphone and a watch together in a perfect collaboration of beautiful design and functionality which is all about modern progress."

(SOUNDBITE) (English) DAVID LOWES, CMO SAMSUNG EUROPE, SAYING:

“The great think about smartwatches is that they have actually generated new interest in the watch category. That has to be a good think for everybody. If people are talking about watches...if people are looking and shopping for watches, discussing watches and new innovations in watches. That has to be good for the watch category. And I think that, you know, our aim is to bring some interest, some innovation to the category and I think we are doing this with bodily beautiful watches such as the one we are unveiling today and I think as I said it has to be good for the watch industry in total.”

(SOUNDBITE) (English) DAVID LOWES, CMO SAMSUNG EUROPE, SAYING:

“The smartphone is such an important part of people’s lives. It is a part of their daily lives. They would not leave home without it. And of course that is how people also feel about the watch. So what we would like to do is to bring the power of the smartphone, its functionality to the beautiful design of the watch.”

INTERVIEW WITH GIANLUCA MAINA, MARKETING DIRECTOR DE GRISOGONO

(SOUNDBITE) (English) GIANLUCA MAINA, MARKETING DIRECTOR OF DE GRISOGONO, SAYING:

“We spent a lot of time with our product development team sworking together, trying to understand how we could create and manufacture a proper luxury watch, using proper luxury watch materials and integrating to that the very innovative Samsung technology.”

(SOUNDBITE) (English) GIANLUCA MAINA, MARKETING DIRECTOR OF DE GRISOGONO, SAYING:

“The project by itself was a very challenging adventure for de grisogono, because we are talking about combining two worlds, that in a very superficial way could have very little in common. We are talking technology, very high technology and we are talking high jewelry and watchmaking. Materials that we commonly use in high jewelry would not necessarily fit with technological product. We have problems of connectivity, we have problems of Bluetooth connection, wifi connections and gold for instance may create interferences.”

(SOUNDBITE) (English) GIANLUCA MAINA, MARKETING DIRECTOR OF DE GRISOGONO, SAYING:

“We had the engineering team of samsung collaborating very strictly with our engineering team, product developers of both brands have spent a lot of time together trying to find solutions that could allow us to produce a watch that is entirely fitted to the de GRISOGONO DNA, precious material, (inaudible), and at the same time that can encapsulate all the technology of Samsung that makes this a truly connected watch.”

(SOUNDBITE) (English) GIANLUCA MAINA, MARKETING DIRECTOR OF DE GRISOGONO, SAYING:

“New technologies are definitely an opportunity, it is a new market so it is very difficult to foresee what is going to happen.”

(SOUNDBITE) (English) GIANLUCA MAINA, MARKETING DIRECTOR OF DE GRISOGONO, SAYING:

“Taste of consumers are changing, habits of consumers are changing, trends are merging much more, so huge brands such as samsung can collaborate with niche brands such as de grisogono, we see that as big door that we are opening, we still

don't know what is going to be after, but we definitely want to be amongst the first ones to tap this new market"

(SOUNDBITE) (English) GIANLUCA MAINA, MARKETING DIRECTOR OF DE GRISOGONO, SAYING:

"The connected watch market is booming because there's a lot of new costumers that are coming to the market of watches, so this is in general a very interesting opportunity. Teenagers for a long time were not wearing watches anymore, now with connected watches they are approaching the world of watches and they will want to upgrade. That I my opinion is not and issue."

B-ROLL OF PRESS CONFERENCE

VARIOUS OF JOURNALISTS AT THE PRESS CONFERENCE

WELCOME SPEECH BY GIANLUCA MAINA, MARKETING DIRECTOR OF DE GRISOGONO

SPEECH BY FAWAZ GRUOSI, FOUNDER OF DE GRISOGONO

SPEECH BY DAVID LOWES, CMO OF SAMSUNG

VARIOUS OF UNVEIL OF WATCH SAMSUNG GEAR S2 BY DE GRISOGONO

B-ROLL SAMSUNG GEAR S2 BY DE GRISOGONO + DE GRISOGONO STAND

VARIOUS OF SAMSUNG GEAR S2 BY DE GRISOGONO WATCH

VARIOUS OF DE GRISOGONO STAND

GENERAL VIEWS BASELWORLD

VARIOUS OF EXTERIOR OF BASELWORLD

VARIOUS OF BASELWORLD EXHIBITION HALLS

GENERAL VIEWS BASEL

VARIOUS OF BASEL CITY

STORY:

Baselworld, the world's most important watch and jewelry show that provides the inspiration for the industry is ready to open its doors on Thursday March 17, welcoming 1,500 brands from 40 countries, as well as 4,000 media representatives. This year, expects to see more manufacturers trying their hand at combining classical Swiss mechanisms with smart technology.

Following the release of smart watches from different tech-companies around the world, some Swiss manufacturers have now decided it is time to move down the same route. Brands are joining forces with the giants of technology to keep up with the explosion of the "wearable technology", including luxury brand de GRISOGONO. The Geneva-based luxury watch and jewelry maker unveiled on Wednesday (March 16) a world premiere in partnership with Samsung Electronics, a timepiece combining high-class jewelry and top-notch technology, the "Samsung Gear S2 by de GRISOGONO".

"We think that in the future people would want to use devices in different ways, in ways that are connected. What we have done with this watch is to bring a smartphone and a watch together in a perfect collaboration of beautiful design and

functionality which is all about modern progress,” explains David Lowes, CMO Samsung Europe.

The connected watch presented is the most luxurious smart watch and hopes to create a lot of discussion around this new market. However, creating this watch was a big challenge for de GRISOGONO.

“Materials that we commonly use in high jewelry would not necessarily fit with technological product. We have problems of connectivity, we have problems of Bluetooth connection, Wi-Fi connections and gold for instance may create interferences,” says Gianluca Maina, Marketing Director of de GRISOGONO.

Global shipments of smartwatches outpaced those of Swiss watches in the fourth quarter of 2015, according to figures released in February 2016 by market researcher Strategy Analytics. This marks the first time the wearable tech devices have overtaken their luxurious counterparts. Much of the credit goes to Apple, which the research firm says has dominated smartwatch sales since its release in April 2015.

“For the first time these technology sells more than the traditional Swiss watches which is a bit scary if you want but that's what is happening this is the future and we have to adapt in a way or another. At the end of the day, what counts it is sales, I mean people buying and these days we see an increase which was unthinkable only two years ago”, explains Fawaz Gruosi, Founder of de GRISOGONO.

Even though brands were reluctant at the beginning, and preferred sticking to the tradition and skilled craftsmanship that won them so many customers, watchmakers have realized there is a new market that is opening with the connected trend.

“New technologies are definitely an opportunity. Taste of consumers are changing, habits of consumers are changing, trends are merging much more, so huge brands such as Samsung can collaborate with niche brands such as de Grisogono, we see that as big door that we are opening, we still don't know what is going to be after, but we definitely want to be amongst the first ones to tap this new market”, says Gianluca Maina.