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# CHOPARD MAISON



## ARTISAN OF EMOTION SINCE 1860

Louis-Ulysse Chopard founded his own workshop in 1860 in Sonvilier, the Swiss Jura. Since 1963 Chopard is owned by the Scheufele family and its headquarters are located in Geneva. Internationally renowned for its watch and jewellery creations, the Group today employs over 2000 people worldwide. It is independent and vertically very integrated, controlling the entire process from design to distribution through 1200 points of sale and more than 165 dedicated boutiques.

Over 30 different crafts are practised in three manufacturing sites with a strong emphasis on in-house training. Chopard has built its reputation on iconic collections such as 'Happy Diamonds', 'Happy Sport' and 'Mille Miglia' while Chopard's Haute Horlogerie expertise in fine watchmaking is acknowledged and expressed in the L.U.C collection. The firm is also highly recognized for its high jewellery creations like the Red Carpet Collection, the Green Carpet Collection and more recently the exceptional Garden of Kalahari Collection.

Chopard is a faithful partner of the Cannes Film Festival as well as classic racing events, such as the Mille Miglia in Italy and the Grand Prix de Monaco Historique. Chopard is the official timing partner of Porsche Motorsport team during the World Endurance Championship.

According to two of its fundamental values, respect and social responsibility, Chopard launched in 2013 The Journey to Sustainable Luxury: a multi-year programme deepening its engagement in sustainable luxury, by sourcing from business that are demonstrably committed to responsible, ethical, social and environmental practices.

## CHOPARD'S HISTORY

A PASSIONATE FAMILY BUSINESS WITH MORE THAN 160 YEARS OF HISTORY

1860	Louis-Ulysse Chopard creates L.U.C Manufactory in Sonvilier (Jura), Switzerland
1963	Takeover of Chopard by Karl-Scheufele III and his wife Karin Scheufele
1976	Creation of the Happy Diamonds concept
1988	Chopard becomes official sponsor of the Mille Miglia
1996	Karl-Friedrich Scheufele founded Chopard Manufacture in Fleurier, in the Swiss Jura, dedicated to the production of mechanical movements
1998	Chopard becomes official sponsor of the Cannes International Film Festival
2010	150 <sup>th</sup> Anniversary of Chopard
2018	Chopard becomes the first luxury watch and jewellery house to produce all its jewellery and watches in 100% responsibly sourced gold

Under the impetus of the **Scheufele family**, Chopard has experienced spectacular developments. Renowned for its creativity, its state-of-the-art technology and the excellence of its craftsmen, **it has become one of the leading names in the watch and jewellery industry.**



LOUIS-ULYSSE  
CHOPARD



SWISSNESS  
IN SONVILIER



PAUL ANDRÉ  
CHOPARD



KARL SCHEUFELE III AND  
HIS WIFE KARIN





## THE HEIRS OF SCHEUFELE'S FAMILY

Entirely independent, Chopard is pursuing a time-honoured family tradition.

Karl Scheufele III and his wife Karin have been orchestrating the international development of the company for more than 50 years and are still active in the company. **Karl-Friedrich** and **Caroline Scheufele** were appointed co-presidents of the Chopard Group in 1985 and shared out the key functions between them.

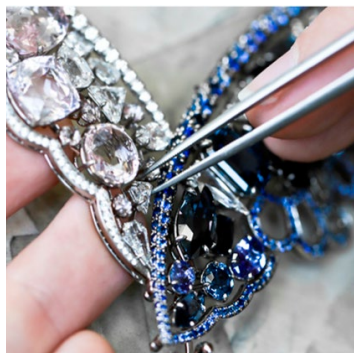
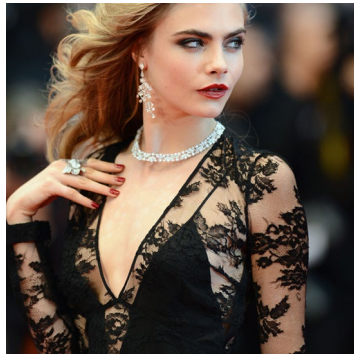
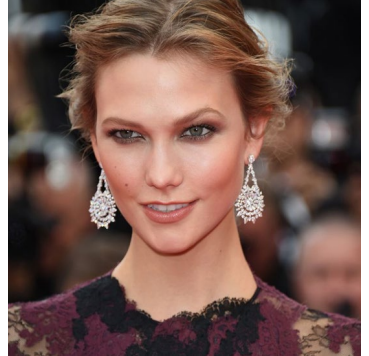
Caroline, who is fascinated by precious stones and a trained gemmologist, is in charge of design, Haute Joaillerie, ladies' watches and jewellery, boutique organisation and management, along with fragrances and accessories.

Karl-Friedrich, a trained goldsmith and watchmaker, is responsible for the men's watch division, Chopard Manufacture in Fleurier and its related developments, as well as handling the technological and commercial aspects of the company.



## CHOPARD CORE VALUES

A FAMILY BUSINESS RUN BY PASSIONS



## CORE VALUES AT THE HEART OF CHOPARD

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### A STRONG HERITAGE: THE RESPECT FOR TRADITIONS

Keenly aware that its personnel are the beating heart of the company, Chopard has given top priority to training its artisans. Within the workshops, production processes are constantly improved, and multiple specialized skills are cultivated, updated, and passed on in order to guarantee high quality standards. Chopard can draw upon a vast reservoir of in-house expertise and experience uniting more than 45 different craft within the twin fields of swiss watch and jewellery-making.

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### THE PASSION OF A FAMILY

Each main product line is based on a family member's passion, such as fabulous stones, vintage racing cars, unique jewellery pieces of the highest levels of precisions and finishing details in Haute Horlogerie. Emblematic events such as the Cannes Film Festival, the Mille Miglia race or the Grand Prix de Monaco Historique (GPMH) are occasions for Chopard to show its support and passion for to the 7th Art world and the Racing universe.

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### INDEPENDENCE: A DEFINING VALUE OF THE CHOPARD HOUSE

In harmony with Chopard's pragmatic philosophy, independence is the primary value of this House. It explains why production has reached such a high degree of vertical integration. Moreover, it is a guarantee for Chopard group to maintain a permanent level of quality and constant innovation to keep the Swiss knowledge/DNA alive through the generations.

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### THE AUDACITY TO BE CREATIVE

Success is the child of audacity, it requires a fine balance between the determination to promote company growth and the ability to take calculated risks. Each Chopard creation has its own story, creativity is both encouraged and supported in each field of activity. From R&D team that carries the Swiss made know-how to our costumer service agent in boutique, every member of the Chopard family strives to bring a unique touch.





## THE JOURNEY TO SUSTAINABLE LUXURY

Launched in 2013 in partnership with Eco-Age, The Journey to sustainable Luxury is Chopard's commitment to sourcing responsibly and helping the real people in its supply chain who are all too often overlooked. An exciting global market leadership and differentiation from competitors. The Journey began with a world first that saw Chopard forge a philanthropic relationship with the influential South American mining NGO, the Alliance for Responsible Mining (ARM). Chopard became the world's first watch and luxury jewellery company to support and enable gold mining communities to reach Fairmined certification and provide training, social welfare and environmental support. To date, two mines in Latin America (in Colombia and Bolivia) have now achieved Fairmined certification through Chopard's direct support.

Over the last five years, Chopard has continued to build on its promise, achieving a number of landmark steps including: creating the incredible Green Carpet Collection of High Jewellery using only sustainably sourced and traceable precious materials; the Palme Verte Collection, the first diffusion lines in Fairmined gold; the world's first watches in Fairmined gold in the L.U.C Collection; not forgetting the mythical Palme d'Or which has been crafted in Chopard ethical gold 100% responsibly sourced.

From July, 2018 Chopard becomes the first luxury watch and jewellery house to produce all its jewellery and watches in 100% responsibly sourced gold.



## CHOPARD ASSETS

ASSETS HIGHLY RELEVANT FOR PERFUMERY



**Haute joaillerie savoir faire** and a rich and inspiring creative universe.  
 Chopard **owner of the diamond territory**: from “Queen of Kalahari” to “Happy Diamonds”  
 ...diamonds quintessence of light, **happiness and femininity**.  
 The queen of Kalahari 342-Carat diamond creates 23 uniques pieces of high jewelery.  
 The glamour of a passionate love story with the **7<sup>th</sup> art of cinema: Cannes Festival**.  
 Ethic and aesthetics: **pioneer in sustainable developments and ethical behaviours**.  
 “Green Carpet” collections.





THE CHOPARD PARFUMS TRAINING JOURNEY