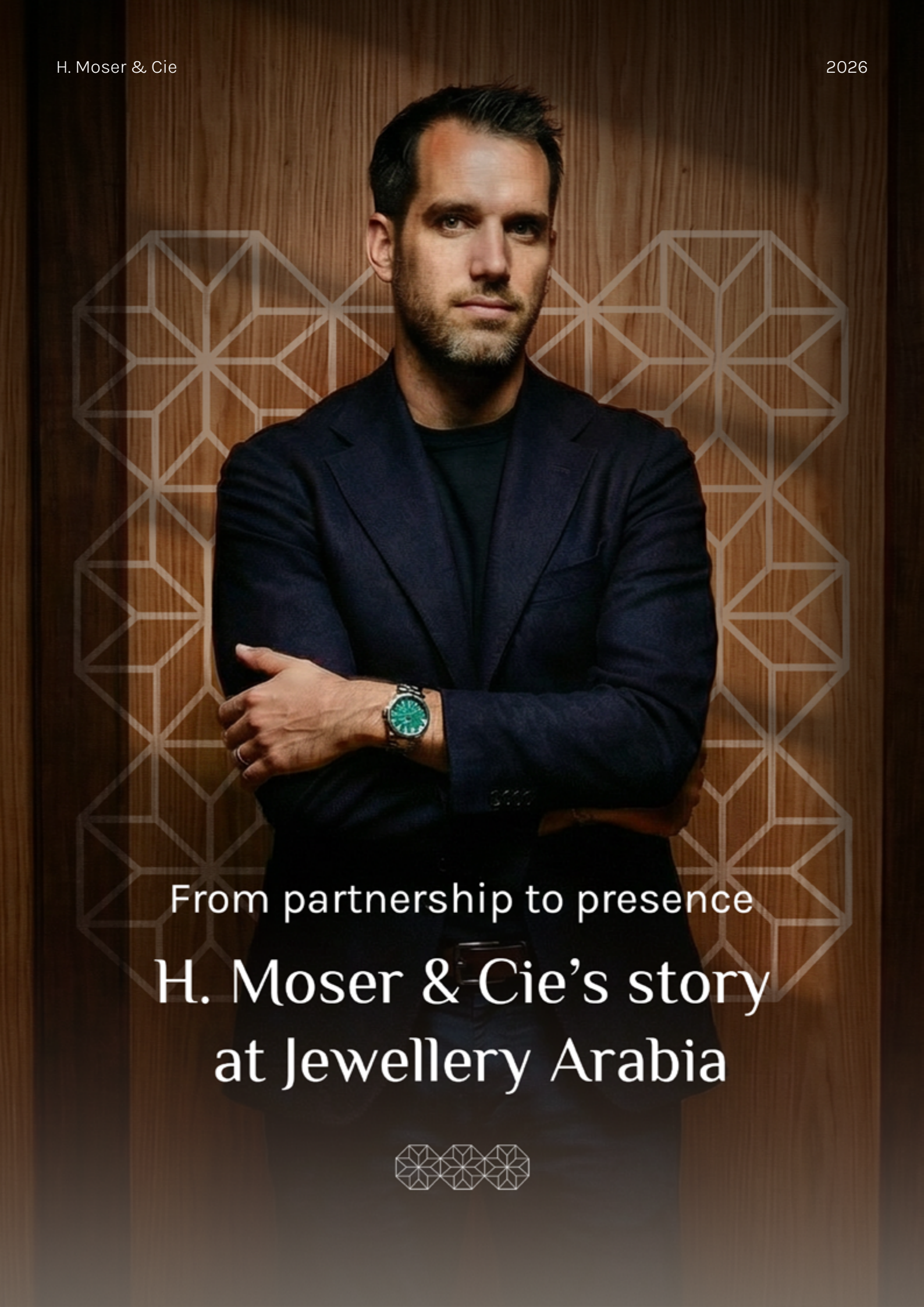




From partnership to presence
H. Moser & Cie's story
at Jewellery Arabia





For nearly two centuries, H. Moser & Cie has stood as one of Swiss watchmaking's most distinctive voices.

Founded in 1828 by Heinrich Moser, the brand built its reputation on craftsmanship, precision, and an independent spirit that has carried through generations.

Today, under the stewardship of brothers Edouard and Bertrand Meylan, that legacy continues – guided by a philosophy that blends traditional watchmaking with a distinctly modern perspective.

It's this balance of heritage and innovation that defines the brand today.

And increasingly, it is a story that collectors in the Middle East are discovering first-hand through Jewellery Arabia.

This year marked a new chapter for H. Moser & Cie at the exhibition. For the first time, the brand unveiled its own standalone booth – a milestone that reflects both its global growth and its deepening connection with the region's collectors.



For Bertrand Meylan, the moment represents years of collaboration coming to fruition.

"It's quite amazing for us to have this unique standalone booth here for the brand at Jewellery Arabia. The idea was to continue to really build brand awareness, build visibility."

A partnership that grew into presence

H. Moser & Cie's journey at Jewellery Arabia began through its partnership with Bahrain-based luxury watch retailer **PRJKT8**.

For several years, the brand was presented within the retailer's booth

introducing collectors in the region to Moser's distinctive design language and technical craftsmanship.

But as interest in the brand grew, so did the ambition to create a more immersive presence.



"After discussion together we thought it would be the right timing to have our own space," Meylan explained.

The standalone booth offers a place where the brand can tell its story in full, and in its own voice – from heritage and philosophy to the latest watchmaking innovations.



"We wanted to show the development of the brand globally but also locally, and to continue to develop and move in the right direction."

A 197-year-old brand with a modern voice

Few watch brands can claim nearly two centuries of history.

But H. Moser & Cie's identity today isn't built on nostalgia. Instead, the brand has become known for reinterpreting traditional watchmaking with a contemporary vision – often with bold design decisions that challenge industry conventions.

The key to the brand's identity lies in the balance between past and present.



“We mix traditional watchmaking – in the way we make our watches, the craftsmanship – but at the same time we always try to put a modern touch to our watches; a modern look to our watches.”

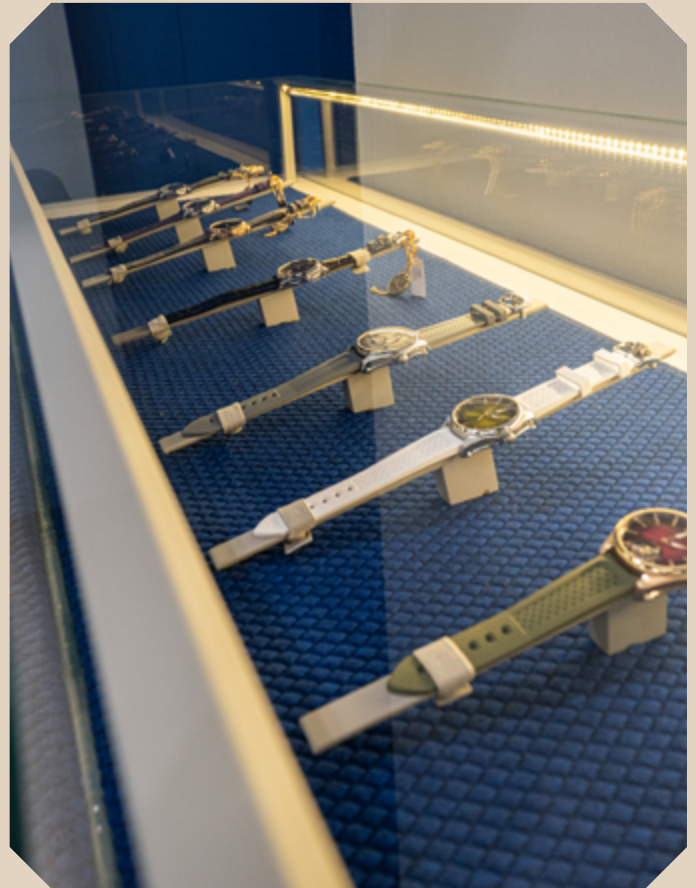


Connecting with collectors across the GCC

For a brand rooted in independent watchmaking, meeting collectors face-to-face is essential.

And Jewellery Arabia offers exactly that opportunity.

Each year, the exhibition draws passionate watch enthusiasts and high-net-worth collectors from across the GCC, creating an environment where conversations about craftsmanship, mechanics, and design happen naturally.



For Meylan, participation in the event over the last few years has played an important role in building relationships within the region.

“It really helped us meet and discover a lot of our collectors from all over the GCC region,” he said.



The timing of the exhibition also allows H. Moser & Cie to present its latest innovations at a moment when collectors are eager to see what's new:

“Every year we come with the novelties of the year. As the event is well-positioned in the year, we have the opportunity to show watches that are not yet available in stores.”

Showcasing watchmaking innovation

At this year's exhibition, H. Moser & Cie presented four key novelties that highlight the breadth of its watchmaking philosophy.

- The first belongs to the Endeavour collection, the brand's most elegant and classic line – though always delivered with a subtle twist that reflects Moser's contemporary spirit.
- Alongside it sits the Pioneer Centre Seconds Sunny-Side Up, a sportier

and more versatile watch designed for everyday wear. Water-resistant to 120 metres, it reflects the Pioneer collection's role as Moser's all-terrain companion – combining practicality with distinctive design.



- Another highlight is the Pioneer Flying Hours, a playful complication in which the hour disc jumps to the next position at the top of each hour while the minutes remain displayed in the centre – creating a dynamic and unconventional way of reading time.
- The final introduction comes from the Streamliner collection, featuring an integrated bracelet design and a striking meteorite dial. The watch also incorporates Moser's ultra-precise

moonphase display, engineered to remain accurate for 1027 years. with distinctive design.

Together, the pieces illustrate the diversity of H. Moser & Cie's approach – elegant yet unconventional, technically sophisticated yet visually distinctive.

And for visitors at Jewellery Arabia, the exhibition offers a rare opportunity to experience the entire collection in one place.



Where seasoned collectors meet curious newcomers

One of the defining characteristics of Jewellery Arabia is the diversity of its audience.

Seasoned collectors with deep knowledge of horology often stand alongside visitors discovering independent watchmaking for the first time.



For brands like H. Moser & Cie, this mix creates a uniquely engaging atmosphere.

“It’s always very interesting to meet a lot of very mature collectors with a very high knowledge of watches. But there are also many new people here to discover new brands, to discover what we are doing and what makes Moser unique.”

That combination of expertise and curiosity often leads to meaningful conversations – the kind that independent watchmakers value most.



“The mix is always very interesting. To talk to existing collectors but also meet many new ones. I think that’s what’s so interesting about this event.”





Looking ahead to a historic milestone

As H. Moser & Cie approaches its 200th anniversary, the brand is already preparing for a landmark year.

The celebrations, planned for 2028, will span markets around the world – marking two centuries of watchmaking heritage while looking ahead to the future.



And for Meylan, Jewellery Arabia will undoubtedly be part of that story.

“Every year we come with the novelties of the year. As the event is well-positioned in the year, we have the opportunity to show watches that are not yet available in stores.”

For a brand defined by craftsmanship and bold creativity, the exhibition has become an important stage.

And as the journey toward its bicentennial continues, H. Moser & Cie's presence in Bahrain is set to grow even stronger – one collector conversation at a time.

