



URBAN JÜRGENSEN

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EXCITING NEW URBAN JÜRGENSEN DIRECT SALES SERVICE LAUNCHED

The aura of restrained excellence and quiet confidence that surrounds a handcrafted, elegant Urban Jürgensen timepiece is appreciated by collectors and connoisseurs worldwide. Acutely aware, however, that time itself is the ultimate luxury, Urban Jürgensen is launching a brand-new service offering an unprecedented opportunity to purchase an Urban Jürgensen timepiece in locations currently not serviced by retailers.



WHEN YOU'RE READY

Urban Jürgensen's new service is the latest development in a 244-year history characterised by that elusive, indefinable something that separates the superlative from the merely exceptional. Believing that consumers these days wish to engage with their preferred brands in a more personal manner,

the Maison offers prospective customers the possibility of contacting Urban Jürgensen's Biel/Bienne headquarters through the website. A meeting will be scheduled with the brand's concierge at an Urban Jürgensen private showroom in a conveniently nearby location.

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Exceptional at every level

Customers will be treated to a personal presentation of the collection and, once a selection has been made and a deposit paid, invited to the Urban Jürgensen headquarters in Biel/Bienne. Here, they will be given a unique opportunity to meet the watchmaker who made their watch, visit the Urban Jürgensen museum and have a lunch with CEO Søren Petersen, after which the brand will arrange their safe return home. Alternatively, customers can also choose to have their timepiece shipped directly to their home should they prefer this option.

As Søren Petersen explains: “We believe that consumers nowadays are looking for a unique experience that involves witnessing the birth and birthplace of their own extraordinary timepiece and about which they can tell their peers. It goes

without saying that this service in no way impacts on our highly prized retail and distribution network and if we are approached by a potential customer who lives in the same city or next to one where there is an authorised retailer, we will always redirect them there.”

The attitude that there is no automation-driven shortcut to excellence gives every Urban Jürgensen wristwatch a unique aura – invisible to some but profoundly appreciated by those who seek the very finest things in life. This philosophy applies to every aspect of the Urban Jürgensen brand, whose latest innovation offers yet another example of its unswerving commitment to serving the needs of true watch connoisseurs – everywhere.

