



With the Frères Rochat, the family expands

« Alone, you go faster. Together, we go further. »
African proverb

Already during the 150th anniversary celebration of the Manufacture of mechanical music boxes projects for further development had been discussed. Six months after the arrival of its new majority shareholder, REUGE is pleased to announce a new member to the family: The Company Frères Rochat.

Frères Rochat is a well-known brand amongst collectors, whose history dates back over two hundred years. Frères Rochat developed singing bird automatons whose horological complexity, finesse of execution and richness of execution places them undoubtedly among the most valuable and most exclusive objects of art in the 21st century.

A decision confirming an evolutionary strategy and marks the dynamic continuation of activity for both companies. Meeting in St. Croix, employees of both companies have received this news as a positive message, announcing a promising future.

A natural connection between two Maisons with similar genetic codes. They shape emotions and invite an experience. They gather around them the best craftsmen and perpetuate ancient traditions that only a few hands master today. They innovate by associating their names with prestigious partners and using production methods with the latest technologies.

The two Swiss luxury flagships will retain their own identity, direction and collaborators. Sainte-Croix now becomes the home base. They have collaborated in the past and now install themselves under the same roof. From their similarities, they will extract their strength. Through their differences, they will confirm their dominance. Experienced in creating custom objects, they pool together and sign on an international network expanding even more exclusive designs. REUGE recognized for its long history of mechanical singing birds continues its activities and completes its current segment. The new team with Frères Rochat will open new territories for Reuge with highly complicated songbirds and the most sophisticated miniatures in the world.

Music boxes and singing birds are masterpieces of micromechanics that nourish the soul and keeps dreams alive.

REUGE

THE ART OF MECHANICAL MUSIC

Undisputed leader in the art of mechanical music for over 150 years

From traditional musical boxes to pieces of Art distinguished with exceptional design and innovation are for more than 150 years REUGE's signature. Guardian of upscale mechanical music, it is with boldness and originality that its collaborators have brought its designs to the level of emotional heights. Music boxes that transcribe musical tracks on miniaturized mechanical cylinders requiring many expertise.

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Designers of the most complicated singing birds in the world demonstrating excellence and supremacy for more than 200 years

It is under the leadership of Stéphane Velan that Frères Rochat singing birds were reborn in 2012. Two centuries of tradition translated into unique creations, manufactured with the most up to date savoir faire. Bringing together a set of very high complications, these masterpieces of miniaturization and sophistication are the culmination of years of research and development.

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