



# Edipresse Group establishes Edipresse Luxes

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Emetteur : Edipresse Group

**Newly created, Edipresse Luxes, is an international multimedia entity, dedicated to the world of high-end watchmaking and luxury. Active in magazines, internet and events, Edipresse Luxes offers integrated solutions to the watch sector's principal export markets, such as Russia and Asia.**

Based in Geneva, Edipresse Luxes regroups all of Edipresse Group's high-end magazines: Tribune des Arts, the monthly magazine on the arts and watchmaking and the leader on the Swiss market, and the quarterly, Citizen K, a reference point in the fashion world, published in Paris and already present on the Spanish market.

Pursuing a clear growth strategy, Edipresse Luxes also incorporates Edipresse Group's new partnerships: the specialised watch magazine, Gmt, distributed in Switzerland, Russia, Ukraine and the United States; the website, Worldtempus, the complete encyclopaedia on luxury watchmaking; as well as the Geneva Watchmaking Grand Prix, with which Edipresse has already collaborated closely, and which honours each autumn the most prestigious watches in the world

International activities will be expanding quickly, starting in the second half of 2007, with the launch in China and Hong Kong of Revolution, the luxury watch magazine. Licences for Revolution are being considered in several European markets. Gmt will also pursue its expansion with an Asian edition, and Citizen K will be launched this autumn on the Russian market.

« In collaboration with the various Group subsidiaries in rapidly expanding markets, such as Asia and Russia, Edipresse Luxes offers advertisers and consumers a range of perfectly complementary products, from online to event, from print to marketing and advertising », explains Tibère Adler, CEO of Edipresse Group.

« Established in Geneva, the cradle of luxury watchmaking, Edipresse Luxes is proud to be

present in the success of one of the most important industries of the Swiss economy, and for which, thanks to an integrated approach, we will be able to develop tailor-made products», states Marco Cattaneo, Director of Edipresse Luxes.

Edipresse Luxes is composed of a strong and experienced team. Its director, Marco Cattaneo, was the Editor-in-Chief of the Tribune de Genève before managing several magazines on the Spanish market. He also participated in the launch of the Edipresse Group's online activities. Michel Horwath, Marketing and Sales Manager, was in charge of Edipresse Group's communications and the marketing of several dailies. Gabriel Tortella, founder of the Tribune des Arts, is one of the most recognised journalists covering the watch sector on the international scene. He will advise group management on the watch industry business.

## **Edipresse Luxes**

## **La Tribune des Arts**

The monthly reference magazine on the arts and watch making was created in 1979 by Gabriel Tortella and Jean-Claude Pittard. It is distributed with the Tribune de Genève and 24 heures.

## **Gmt**

Gmt, the specialised luxury watch magazine, is 60% owned by Edipresse. It is distributed on the Swiss, US, Russian and Ukrainian markets and continues to expand on other international markets. The founders and co-publishers of Gmt, Pierre Jacques (Publisher and Managing Director) and Brice Lechevalier (Editor-in-Chief) have been appointed directors.

## **Citizen K**

Citizen K International, the high-end quarterly, published in France, has become a reference in the world of luxury and fashion. It is also published in Spain by Focus Ediciones. A Russian edition will be launched this autumn.

## **Revolution**

A high-end watch making quarterly, created in Singapore by Wei Koh and Bruce Lee. It will be launched under licence by Edipresse in China and Hong Kong in October 2007. Many other agreements are being considered in key European markets.

## **Worldtempus**

With over 75'000 articles in its database, Worldtempus.com www.worldtempus.com, of which Edipresse holds a 69% stake, is a reference point for luxury watch making. Founded in 1999, the site was completely revamped in 2006.

### **Geneva Watch making Grand Prix (GPHG)**

Each year the GPHG, under the presidency of both the city and the canton of Geneva, honours the most prestigious watches during a gala event that is covered by the specialised and general international press. Edipresse has taken stake in the GPHG.

**Edipresse Group** is an international media and communications company headquartered in Switzerland. The Group is active in newspapers, magazines and electronic publishing. It publishes over 180 titles and websites, and employs 3,500 people. Edipresse is present in 20 countries and territories; the company has operations in Switzerland, Spain, Portugal, France, Poland, Ukraine, Russia, Romania, and several Asian countries such as China (including Hong Kong and Macau), Singapore, Philippines, Malaysia and Thailand.

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