



Vienna, June 2022

200 YEARS OF CARL SUCHY & SÖHNE

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THE ICON OF THE HABSBURG MONARCHY DEVELOPS
INTO A CONTEMPORARY LUXURY WATCH BRAND



June 20, 2022, is a weighty day for Robert Punkenhofer, CEO of the reborn Austrian luxury watch brand Carl Suchy & Söhne, as well as for Peter Brabeck-Letmathe, former Chairman of the Executive Board and Chairman of the Supervisory Board of Nestlé S.A. The two owners of Carl Suchy & Söhne are inviting Austrian and international guests to the 200th anniversary celebration at Vienna's Belvedere Palace. This important birthday also represents the successful relaunch of this traditional Austrian brand.

Carl Suchy & Söhne was founded in 1822 and, as a purveyor to the royal and imperial court, soon became the leading watch manufacturer in the Danube Monarchy. Not only the imperial couple, but also Sigmund Freud were among the esteemed customers. When the company was relaunched exactly 5 years ago, the original founder's innovative spirit, his entrepreneurial talent and the internationality of the company served as a model. In just a short time, Carls Suchy & Söhne created a convincing product range of the highest quality: the wristwatch collection WALTZ N°1 in various high-quality versions, followed by a design highlight, the table clock TABLE WALTZ.



The 200-year history of the company, as well as the latest intensive phase of re-founding the brand and entering the watch market, show Carl Suchy & Söhne's deep appreciation of the traditional art of watchmaking. With a great deal of commitment and passion, Robert Punkenhofer and Peter Brabeck-Letmathe have succeeded in breathing new life into the prestigious brand, as the current collections of exclusive wristwatches and table clocks perfectly illustrate.

Just like the company's founder 200 years ago, Carl Suchy & Söhne today again entertains an excellent network of enthusiastic collectors and renowned watch retailers in already more than a dozen countries. Collaborations and creations with some of the best watchmakers, craftsmen and designers have resulted in products that perfectly reflect the motto "The Emperor's Choice", then as now.

The unceasing creativity, the fine line of the elegance of the brand transferred to the present, as well as the captivating modernity of a contemporary luxury watch serve as cornerstones for Carl Suchy & Söhne's convincing positioning strategy. The success story of Carl Suchy & Söhne continues – and opens new chapters. In a few months, the up-and-coming brand will present another product milestone to its clientele in the form of the new BELVEDERE wristwatch collection.

There are many reasons to celebrate the next 200 years of Carl Suchy & Söhne with joy and optimism – not only in the anniversary year!+



Photos of the watches and the 200th anniversary celebration can be found at this link.

The event photos are available the day after: www.carlsuchy.com/Presspack-200Jahre.zip



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