



CARL SUCHY & SÖHNE

WIEN 1822



## CARL SUCHY & SÖHNE 2019: THE GOLDEN AGE



### IMPERIAL

Since its rebirth, the imperial brand has regained an international reputation worthy of its spectacular legacy. Founded in Austria in 1822, the imperial brand Carl Suchy & Söhne catered to a select circle of customers, including Franz Joseph I of Austria, his wife Empress Elisabeth (Sisi), and the father of psychoanalysis, Sigmund Freud.

### REBORN

The brand disappeared altogether with the fall of the Austro-Hungarian Empire, only to be reborn almost a century later with the help of Robert Punkenhofer, an Austrian art and design specialist.

### A STRONGER BRAND

In only two years, the new owner has restored the nobility of this great Viennese watch brand and has established an international reputation worthy of its glorious heritage. The brand's models, most of which are strictly limited editions, are exhibited at the most prestigious watch fairs around the world and sold in a dozen hand-picked outlets.

### LET'S WALTZ

In 2018, the Waltz N°1 Skeleton, a skeletonized version of the brand's best-seller, competed at the Grand Prix d'Horlogerie de Genève in the Craftsmanship category and distinguished itself at the Swiss Design Awards.





## 1822

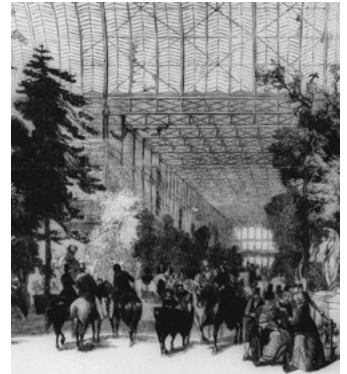
### CARL SUCHY & SÖHNE: 100 YEARS OF SOLE REIGN AT THE IMPERIAL HABSBURG COURT



In 1822, Austrian watchmaker Carl Suchy opened his first boutique in Prague at the age of 26. Due to his technically advanced products, which matched the market-leading English and Swiss models, he quickly gained success and received multiple awards. By 1838, after having been appointed "Purveyor to the Imperial Court" in 1835, Carl Suchy employed forty people and had established a reputation that extended well beyond the borders of the Habsburg Empire. The watches produced by the Austrian manufacture and, from 1852 on, in its Swiss annex based in La Chaux-de-Fonds, were honored at the World Fairs in Paris, London, and Vienna.



Carl Suchy & Söhne shop  
in Prague



Paris World fair from 1853

## 1918

### THE FALL OF THE EMPIRE CAUSED THE DISAPPEARANCE OF THE BRAND

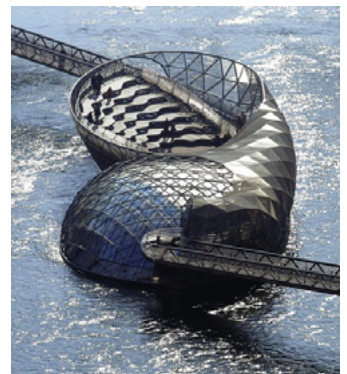
## 2016

### THE ARTISAN OF RENEWAL: ROBERT PUNKENHOFER

Robert Punkenhofer, the owner of Carl Suchy & Söhne since 2017 and the architect of the brand's rebirth, is an internationally renowned art and design specialist. He initiated more than 100 exhibitions and numerous projects across three continents. These included the incredible Mur Island in Graz – his Austrian native town – in collaboration with the New-York based artist Vito Acconci, the Vienna Art Week, and Austria's participation at the World Expos in Aichi (Japan), Zaragoza (Spain), and Shanghai (China).



Robert Punkenhofer



The Mur Island in Graz (Austria)



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## 2017

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### PRESTIGIOUS WATCHMAKING BY CARL SUCHY & SÖHNE: VIENNESE MINIMALISM AND SWISS CRAFTSMANSHIP

Carl Suchy & Söhne owes the success of its revival to its flagship model: The Waltz N°1, a watch inspired by the avant-garde and minimalist style of Austrian architect Adolf Loos. The precursor of modern architecture was one of the first designers to reject ornamentation and give priority to understated elegance and pure lines.

The watch is equipped with the ultra-thin automatic movement VMF 5401 (Swiss Made), designed and produced by Vaucher Manufacture Fleurier. It has been modified by the Swiss watchmaker Marc Jenni – an advocate of sober aesthetics and former member of the Académie Horlogère des Créateurs Indépendants (AHCI) – to incorporate a rotating second disc at 6 o'clock. Its striped guilloché pattern aligns with that of the dial once a minute.



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## 2018

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### CARL SUCHY & SÖHNE: THE VIENNESE ART OF LIVING CONQUERS THE WORLD

Presented in Basel in 2018, the Waltz N°1 Skeleton is the skeletonized version of the brand's bestseller. It is inspired by the two pillars of the Viennese art of living in the early twentieth century: the famous cafés of the Austrian capital and the illustrious balls held at the Imperial Court. Honoring this period of intellectual and artistic effervescence, where time was of little concern, the openworked rotating disk at 6 o'clock represents the soothing movement of the Viennese Waltz. The model was selected to compete at the Grand Prix d'Horlogerie de Genève in the Craftsmanship category and was a finalist for the Swiss Design Awards. The 2018-series, limited to five timepieces, was sold in less than two months following its launch.

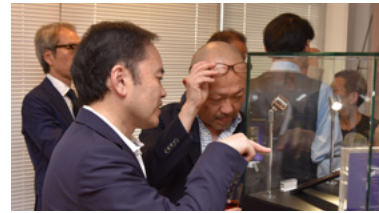


design  
preis  
SCHWEIZ



OVER THE COURSE OF LAST YEAR, ROBERT  
PUNKENHOFER AND HIS TEAM HAVE PRESENTED THE  
BRAND'S CREATIONS AT THE MOST PRESTIGIOUS  
SHOWS AND EVENTS AROUND THE WORLD:

- Noble Styling Inc. (Tokyo, July 2018)
- Hong Kong Watch and Clock Fair  
(Hong Kong, September 2018)
- Austrian Masterpiece Collection  
(Vienna, September 2018)
- Chronopassion (Paris, November 2018)
- Watchmakers Club London  
(London, November 2018)
- Zhangzhou Watch and Clock Association  
(Zhangzhou, December 2018)
- The Lavish Attic (Hong Kong, December 2018)
- Qatar Watch Club (Doha, December 2018)
- Doha Jewelry and Watch Fair  
(Doha, February 2019).



## 2019

### CARL SUCHY & SÖHNE: THE GOLDEN AGE...

Spurred by the excellent reception received from both professionals and collectors, Carl Suchy & Söhne now presents a very precious version of its two flagship models, which pays tribute to the precious pocket watches it produced in the 19th century.



WALTZ N°1  
GOLD 18CT

Limited series of 5 watches

WALTZ N°1 SKELETON  
GOLD 18CT

Pre-order only

WALTZ N°1  
GREY SLATE

Extending the Waltz N°1  
stainless steel series

### MEDIA CONTACT

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