



VENI VIDI VICI a unique object

VENI VIDI VICI the dream come true of Jean-Pierre Horvath, an engineer whose secret garden is drawing and design, a boundless distraction allowing a temporary and momentary escape from the rigours of technical requirements.

ONCE UPON A TIME IN GENEVA

It is as a tribute to Julius Cesar, passing through Geneva in 58 B.C., that VENI VIDI VICI owes its identity. The man to pronounce these words stopped on the banks of the Rhone river where he fought the Helvetians. Following this victory, Julius Cesar conquered Gaul and southern Great Britain.

The name of Geneva, Genava in Latin, appears for the first time in the "De Bello Gallico" texts written by Julius Cesar, where he comments on the Wars of the Gaules.

It is in Geneva in the middle of XVIIth century that the Swiss clock-making industry was born. By banishing the wearing of decorative objects in 1541, Jean Calvin the protestant reformer, forced goldsmiths and other jewellers to turn themselves to another form of art: clock-making. At the end of the century, Geneva had already acquired a reputation for excellence and in 1601 the world's first clock- and watch-makers' corporation saw the day under the name of "Maîtrise des horlogers de Genève".

THE HERITAGE

It is with much admiration for his father, who repaired watches, that Jean-Pierre Horvath made his first contact with the watch-making industry.

As a childhood memory, looking over his father's shoulder in front of the desk, he observes the meticulous gestures, discovers watches from the inside an helping to find the screws fallen to the floor sees a world where many clocks and cuckoos ring "midday" simultaneously. He imagines that this is the same for each child without thinking that his future is being built before him.

It is only much later that he will understand the destiny associated with being born into a Geneva watch-making family : a heritage.

By creating VENI VIDI VICI, Jean-Pierre Horvath assumes this heritage with dignity and eloquence.





A REALITY

As soon as luxury became popular and ubiquitous – due to manufacturing in large quantities – the idea behind VENI VIDI VICI became obvious, almost urgent.

Long gone are the days where objects were unique and personalized, according to individual choices. The disappearance of such a freedom now takes on a new meaning and the time has come to reawaken the pleasures of wearing something no one else will ever own.

Jean-Pierre Horvath has made this choice by building VENI VIDI VICI and creating something new, something unexpected, inspired by life, a miracle of creativity where cells, in an enclosed world and smaller than the grains of sand, invent fins, legs, feathers, scales, intelligence and love.

VENI VIDI VICI celebrates the inventiveness of life by taking inspiration from life's creativity. Creating new shapes from observation, to reinvent what nature has been doing for so long.

THE CONCEPT

VENI VIDI VICI watches are hand-made, each year only a few are made available thereby guaranteeing the customer's privilege of watching time go by on an object that is both unique and personalized.

VENI VIDI VICI's policy is to guarantee the customer's exclusiveness. Our greatest challenge is that the wearer of a VENI VIDI VICI be the sole owner of a unique VENI VIDI VICI watch.

To know each customer personally, to share a few moments together and a common passion is also a luxury which VENI VIDI VICI provides. From the initial contact right through to delivery, VENI VIDI VICI reflects each client's every wish, advising and guiding through the watch's personalization.

The quality requirements of VENI VIDI VICI are without concession, the choice of noble materials such as gold or platinum, the search for maximum comfort and the best of "swiss made" precision. The final touch is the refinement in the detail such as finely decorated movements and a design which it is difficult to forget, adapted according to the customer's requirements and desiderata.

VENI VIDI VICI's vocation is to innovate. Esthetics, technical know-how, added value, quality marketing and especially contact with the owners of a watch that will accompany them throughout their life, are the motivations which make it possible for VENI VIDI VICI to reach over and above every time.

The creed: to produce watches and jewels which have their own identity and a strong personality, impossible to forget, awakening desire and speaking to one's soul.

CONTACT

VENI VIDI VICI
Rue Oscar Bider 11
CH 1220 GENEVA
Tel.: +41 (0) 22 796 32 54
Fax: +41 (0) 22 796 32 54
GSM: +41 (0) 78 637 55 05
E-mail: contact@venividivici.ch
<http://www.venividivici.ch>