



Louis Moinet voted best independent brand of the year!

"We're proud to have Louis Moinet once again among the winners of the 2018 Middle East Watch and Jewellery of the Year Awards. Louis Moinet is definitely gaining more popularity among watch collectors and watch lovers in the Gulf region." Nader Freiha, Director of MPP Middle East.

Louis Moinet has been voted best independent brand of the year in the Middle East, carrying off an award for the third year running! There were over 450 watches and pieces of jewellery entered in the 2018 edition of the prestigious "Middle East Watch and Jewellery of the Year Awards". Louis Moinet saw off competition from other highly renowned and deserving brands to win the hearts of a panel of 20 international collectors and experts, scooping the highly covered "Best Independent Brand" award for the year in the Middle East.

"We're proud to honour Louis Moinet for the third year in a row," said Nader Freiha, Director of MPP Middle East. For its part, Louis Moinet is proud to be the only brand to have won this internationally-renowned distinction three years running, coming away once again this year with an award that recognises the full extent of its creativity.

About Louis Moinet

*Ateliers Louis Moinet was founded in Saint-Blaise, Neuchâtel, in 2004. The fully-independent firm was established to honour the memory of Louis Moinet (1768-1853): master watchmaker, inventor of the chronograph in 1816 (certified by Guinness World Records™), and pioneer in the use of very high frequencies (216,000 vibrations per hour). Louis Moinet was a watchmaker, scholar, painter, sculptor, and teacher at the School of Fine Arts – as well as the author of *Traité d'Horlogerie*, a watchmaking treatise published in 1848 that remained a definitive work of reference for almost a century. Today, Ateliers Louis Moinet is perpetuating this legacy. The firm's timepieces, produced in limited editions only, have won some of the most coveted honours, including a Red Dot Design Award (Best of the Best category), gold and bronze medals in the Chronometry Competition, a Robb Report "Best of the Best" award, a "Chronograph of the year" distinction from *Begin* magazine, Japan, and a recent UNESCO Award of Merit. Louis Moinet creations often make use of unusual materials, such as fossils and meteorites, combined with bespoke fine watchmaking complications in a unique creative approach. The brand's core values are creativity, exclusivity, art and design.*