**Pierre DeRoche, an instinct for complications**

***We do not know exactly what blessing was bestowed on the watchmaking cradle that is the Joux Valley, what specifically turned a small area, bounded by a long lake in the famous Jura Mountains, into a stand-out epicentre of Swiss Haute Horlogerie.***

Some say that time does not pass there as it does elsewhere, with the seasons; that it slows down in winter, so that the local people can contemplate its passing with a bit more clarity. In any event, what we do know is that for the past four centuries, locals have dedicated themselves to counting time, breaking it down or orchestrating it in a way that oscillates between feats of miniature mechanical precision and pure poetry. The fact is that, behind its appearance of pastoral simplicity, the little Joux Valley, forty miles or so outside of Geneva, has over centuries developed watchmaking expertise that is among the most advanced and renowned in the world. Thoroughly steeped in this ancestral know-how, the creation of Pierre DeRoche on the banks of Lake Joux drew in part on the region's famous heritage.

**Watchmaking in its DNA**

The brand was launched in 2004 and specialised in complication watches and modular design. Founders Pierre and Carole Dubois were able to give free rein to their watchmaking creativity, cultivating a style that was modern yet unmistakably steeped in the family's historic passion. It is the heart-and-soul embodiment of inspiration. When Carole Dubois married the great-grandson of the man who founded Dubois-Dépraz, which this year celebrates its 121st anniversary and today employs 350 people, she suspected that in a way she was also marrying into watchmaking. But she did not yet know to what extent it flowed in their veins… Or indeed, at the time, that the passion would prove contagious! As she recalls with a smile, *"The Dubois live, breathe and think watchmaking constantly! As a newly-wed, I tried a few times to call for a truce over the festive get-togethers. But it never worked! Nowadays, I join in with the rest..."*

There are countless anecdotes that warmly attest to the watchmaking obsession passed down in the genes from generation to generation. From the 93 year-old grandfather who, to this day, every two months sends out 4 cm thick envelopes to his descendants packed with diagrams and sketches of incredible precision, to the grandchildren who take such pride in wearing timepieces designed and created by family-run companies... For the Dubois, time dances in a never-ending ballet of wheels and gears, as precise, intuitive and elaborate as their movements.

**Born in the snow**

This unique connection transmitted within the Valley is a mark of distinction as much as a strength. The time-honoured passion of the Dubois, and the Joux Valley's long-held status as the capital of ancestral know-how are built on the foundations of watchmaking craftsmanship. *"Our brands were born in the snow, we are rooted in this watchmaking area. Many companies from our region are fourth or fifth-generation. Although it's something that's becoming less common among the big brands, it is still highly prevalent here."*

This structural legitimacy doubtless contributes to the freedom that characterises Pierre DeRoche. With an identity clearly established by the six retrograde hands movement in its Royal Retro, the brand is consolidating its profile among complication watch fans.

It has granted itself the luxury of refining, at its own pace, a focused collection based on functions that are either undervalued, or not normally placed centre stage. It is now refocusing its catalogue, while continuing to explore the near-infinite possibilities of modular design. In according the annual calendar its full prestige, the new Pierre DeRoche timepiece perfectly illustrates its status and serves as yet another token of the brand's love for complications.