



## CYRUS, THE CONQUEST OF INNOVATION

The independent Swiss watch manufacturer Cyrus was founded by a Swiss entrepreneurial family with a long tradition in the creation of leading global luxury brands. Based on their profound luxury expertise and their passion for the haute horlogerie, the family in 2010 has created the Cyrus brand.

The vision of the Cyrus brand is summarized in the **conquest of innovation**. The goal is to achieve the highest level of innovation possible.

Cyrus aims for the limits in mechanical watch engineering. To achieve such outstanding innovation requires a conquering spirit and the willingness to take new, unconventional paths. As a result, a Cyrus watch is not merely a timekeeper but a piece of art.

To realize this vision, Cyrus believes in working with the best and most creative people. Thus, Cyrus has partnered with the genius master watch creator Jean-Francois Mojon.

Cyrus also believes in the creative benefits of owning its own and completely independent Manufacture.

The Cyrus strategy takes a long-term perspective that is enabled by the family ownership. The corresponding financial independence of the Cyrus brand is the basis of its creative freedom and the brand's uniqueness.

The Cyrus brand wants to reach the hearts of **visionary achievers**, who identify with the conquest of innovation.