

From design to after-sales service, the circular economy applied to watches

A company specialized in watch after-sales service and a watch brand from the circular economy were made to meet. SAVinsight and ID Genève are starting a collaboration that will allow them to cultivate their common values of innovation and sustainability.

The Neuchâtel-based company SAVinsight, a specialist in the outsourcing of watchmaking after-sales services, has entered into a partnership with ID Genève. This independent Geneva-based watch brand, founded in 2020, will entrust the after-sales service of its products to the international network of service centers set up by SAVinsight. A logical and natural partnership, as both entities share the same values, such as innovation and sustainability.

ID Genève is the first watch brand based on the principle of circular economy. It manufactures watches from recycled watchmaking materials and with refurbished movements. An avant-garde vision of watchmaking, with an approach where sustainability, transparency and innovation are at the heart of the manufacturing process.

Reunited by the circular economy

Maintaining or repairing a watch, the essential mission of SAVinsight, is the very symbol of the circular economy. According to ID Genève, "Service is an integral part of the price of the watch and therefore it is taken very seriously by our brand from the moment of purchase. By choosing the SAVinsight network of service providers, ID Genève wants to encourage its customers to maintain their watches by offering a quality and local service to do so. This also reduces the carbon footprint of a watch by avoiding unnecessary travel," says Nicolas Freudiger, co-founder of the brand.

"The circular economy culture that ID Genève will share with us will be valuable and will allow us to further improve the processes of our certified centers in terms of sustainability," stresses Roland Hirschi, CEO of SAVinsight. This Neuchâtel-based company was created in 2021 and supports watch brands in optimizing their after-sales service. To do so, SAVinsight offers its own international network of service centers, its digital repair management platform as well as its expertise through consulting and training activities. ID Genève joins the various watch brands that already trust SAVinsight.

At the Re-Luxury exhibition today

The two companies will demonstrate their common philosophy during the Re-Luxury exhibition in Geneva, which starts today for four days. ID Genève is present at the " Lab " while SAVinsight is present at the " Clinic ", the sectors of the show reserved respectively for innovation and restoration of timepieces.

Contact ID Genève
Nicolas Freudiger: +41 78 827 97 92
www.idwatch.ch

Contact SAVinsight
Roland Hirschi: +41 79 234 56 10
www.savinsight.com