

Press release  
Glashütte, 20 December 2018

# Moritz Grossmann announces new sales concept with an international road show in 2019

## Launch of new products and innovations in Dubai, Tokyo, Hong Kong and London in 2019

The independent Glashütte watch manufactory Moritz Grossmann presents its strategy for a new sales concept. The company will present product launches and innovations live in front of press representatives and customers in four different cities in 2019.

The press conferences to mark the launch of the new products 2019 will take place in Dubai, Tokyo, Hong Kong and London on the following dates:

### SAVE THE DATE - PRESS CONFERENCE DATES

Dubai	30 January 2019
Tokyo	7 March 2019
Hong Kong	Mid-May 2019
London	Mid-June 2019

With this, Grossmann Uhren GmbH officially announces it will not be taking part in Baselworld 2019. Instead, the manufactory is responding to new market developments and investing more heavily in innovative sales channels. The company sees great potential in the new concept in terms of intensifying direct communication with its customers on site and in a targeted manner. Grossmann Uhren plans to expand the road show in the coming years to other cities.

Christine Hutter, founder and CEO of Grossmann Uhren GmbH, emphasises: 'As a manufacturer of high-quality watches in a niche market, we increasingly see it as enriching to enter into more direct contact with retailers and also end customers. This is best achieved through personal relationships in their locations. This is why we are shifting our sales activities towards our customers and integrating our

local partners more into communication. Our aim is to intensify individual, direct exchange on all levels’.

Invitations for the press conference in Dubai will be sent out shortly. The exact dates for the press events in Hong Kong and London will be announced by Grossmann Uhren GmbH in due course.

On 11 November 2008, Christine Hutter founded Grossmann Uhren using the great name of the co-founder of the Glashütte watch industry and initiator of the German watchmaking school in Glashütte, Moritz Grossmann. Thus the legacy of the highly respected watch pioneer was revived after around 130 years. Today, the Moritz Grossmann brand manufactures mechanical timepieces to the highest standard of craftsmanship under the tagline “Schönstes deutsches Handwerk” - the most beautiful German craftsmanship - in a classic and at the same time modern design.

***Moritz Grossmann Uhren:***

*Moritz Grossmann, born in Dresden in 1826, was deemed a visionary among Germany's great horologists. In 1854, his friend Ferdinand Adolph Lange persuaded the young, highly talented watchmaker to establish his own mechanical workshop in Glashütte. Apart from building a respected watchmaking business, Grossmann was committed to political and social causes. He established the German School of Watchmaking in 1878. Moritz Grossmann passed away unexpectedly in 1885, after which his manufacture was liquidated.*

*The spirit of Moritz Grossmann's horological traditions sprang back to life in 2008 when trained watchmaker Christine Hutter discovered the venerable Glashütte brand and had it re-registered. She developed concepts and was inspired by the vision of reviving Grossmann's legacy more than 120 years later with a particularly exquisite wristwatch. And she convinced private watch enthusiasts to support her in making this dream come true. On 11 November 2008, she incorporated Grossmann Uhren GmbH in Glashütte.*

*At Grossmann, gifted watchmakers are preserving traditions without copying historic timepieces. With innovation, superb craftsmanship, a combination of traditional and contemporary manufacturing methods as well as precious materials, they celebrate “Schönstes deutsches Handwerk” - ‘The most beautiful German craftsmanship’ with their watches.*

**Further information about Grossmann Uhren GmbH available to download:**

<https://my.hidrive.com/share/a44bao2nf6>

**Grossmann Uhren GmbH:**

[www.grossmann-uhren.com](http://www.grossmann-uhren.com)

<https://www.grossmann-uhren.com/news/?lang=en>

**For further information and high-resolution images, please contact:**

**PRESS CONTACT:**

GROSSMANN UHREN GmbH

Sandra Behrens - Communication Manager

Uferstr. 1

01768 Glashütte

Tel: 0049-35053-320020

Fax: 0049-35053-320099

E-Mail: [sandra.behrens@grossmann-uhren.com](mailto:sandra.behrens@grossmann-uhren.com)