



## FIVE MINUTES WITH...

VINCENT PERRIARD | THE TECHNOMARINE GROUP CEO ON STRENGTH AND BOLDNESS  
TEXT BY: KEITH W. STRANDBERG

**Vincent Perriard** has earned a reputation for turning brands around and making them successful. His last gig was with Concord, where he invigorated the brand and took it in a totally new direction. Now, his new home is TechnoMarine.

TechnoMarine turned the watch industry on its ear in 1999 by mixing plastic watches with diamonds, but, ultimately, the brand couldn't sustain the success that it had briefly enjoyed, and it all but disappeared from the market.

Perriard is part of a new management team put in place last year, and, already, he says, he can see a difference. "We are up all around the world, and we are opening up new markets internationally," says Perriard, TechnoMarine Group CEO. "The potential of our price segment, \$300-\$3,000, is really high, and that's why I came to TechnoMarine. We have cleaned up the brand, we are communicating a strong message, and we are coming to market with strong designs. This gives us good opportunity in today's marketplace."

TechnoMarine has hired additional people from the watch industry over the past few months, and there is a team approach in place. "In the past, there was no one with watch industry experience involved in the company," he notes. "As for myself, I believe I can bring energy, vision, network, distribution, marketing ideas and hopefully good management. I want to turn TechnoMarine around 360 degrees."



TechnoMarine's Cruise Steel Camouflage

**"I WANT TO TURN TECHNOMARINE AROUND 360 DEGREES."**

—VINCENT PERRIARD

Perriard is counting on the strength of the TechnoMarine name to enable that turn-around. "The brand used to be strong and appealing before it disappeared, but there is still awareness of TechnoMarine," he says. "There is goodwill there, so if we have the right products, the right marketing

and the right emotion, we have a good chance to succeed." One of the most appealing qualities of TechnoMarine is its ability to disrupt the status quo. "TechnoMarine is surprising, strong and bold, at an aggressive price, and I love that," Perriard emphasizes. "These days, this is exactly

what people want. They want something different, and they want something daring at an affordable price. I think the potential for TechnoMarine is fantastic."

Perriard is a long-time watch lover who has a great deal of respect for the established brands. "I'm very much in tune with the brands I have worked with," he says. "I have a crush on the Audemars Piguet Royal Oak Offshore, and I love the Concord C1. But, right now, I am wearing the TechnoMarine Cruise Sport. I love it because I was part of the design process. If I don't wear this watch, I don't wear anything. It doesn't mean I don't respect other watches, it just means I am committed to TechnoMarine."

Perriard isn't content only to improve sales; he wants to shake things up and do things that have never been tried. One of these is a project called TechnoID, which applies the talents of superstar watchmakers to TechnoMarine's plastic watches. "It's plastic meets high design," he explains. And the emphasis will be on the mechanisms. "We don't just want to use diamonds anymore. We want to bring the concept of the watchmaking machine to the plastic watch. Inside, we want to have an engine."

Whatever comes out of TechnoMarine under Perriard's direction, one thing is certain—it won't be dull.

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—VINCENT PERRIARD  
TECHNOMARINE GROUP CEO



Vincent Perriard, standing, with Steven E. Cohen, CEO of TechnoMarine North America; Perriard wears the Cruise Sport 45, and Cohen wears the UF6