



Live Your Passion: Building a Watch Manufacturer: Frédérique Constant SA, Alpina, deMonaco

By Aletta Stas, Peter Stas

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In 1988, Aletta and Peter Stas founded Frédérique Constant, a manufacturer based in Plan-les-Ouates, Geneva, that develops exceptional and affordable wristwatches. This book, presented in intimate interview form, reflects the passion and vision of the company's founders. Read about this family-run business, quite young compared to most Genevan brands, and peruse the timepieces that have contributed to its rapid rate of success. Their philosophy, from the very beginning, has been to reach out to a broader class of enthusiasts who want exquisite, timeless, and yet classical watches at sensible prices. Also browse gorgeous images and personal analyses of the high-end complications in the Ateliers deMonaco line, including Minute-Repeater, Perpetual Calendar, and various tourbillons, which Peter co-founded in 2009. In 2002 he and Aletta acquired Alpina, the 130-year-old, trusted sports watch manufacturer, also featured and thoroughly examined by model in this volume.

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Editorial Review

About the Author

Aletta and Peter Stas are the passionate founders of Frédérique Constant. Aletta studied law at the University of Leiden before she started working as Asset Manager for Nationale-Nederlanden. Peter studied Business Economics at the Erasmus University and worked as Product Marketing Manager for Philips Electronics.

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