



HYT PRESS REVIEW

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HYT Opens Its Doors in Asia

Independent Swiss luxury watch brand HYT has established a Singapore hub after its arrival to the scene with revolutionary fluidic technology and stratospheric growth.



Launched in 2012 The Hydro Mechanical Horologists revolutionised the horological market with the use of game changing fluid technology that unites mechanics and liquid within a wristwatch.

The use of hydro mechanics was a first ever in the watch industry and HYT was the winner of the 2012 Geneva Watchmaking Grand Prize, Best innovative Watch Concept (Grand Prix d'Horlogerie de Geneve).

2 years on and more than 50 points of sale worldwide, HYT has decided to open HYT Asia, a non-retail subsidiary of HYT in Singapore to cater to the pressing demand coming from collectors in S. E Asia.

The team of Hydro Mechanical Horologists recently partnered up with Time International for an exclusive distribution of its pieces in Indonesia and will confirm other alliances in the region in the next weeks.

HYT CEO Vincent Perriard said 'South East Asia is one of the strongest and most sophisticated markets in the world for niche luxury brands such as ours and is where we need to be. I always knew our watches would create a lot of interest but none of us thought it would be this big.' Perriard added, 'HYT's liquid technology is 100% unique in the watchmaking industry and we're working hard to keep it that way. Our team thrives on innovation and we have some amazing developments in store for you!'

(Source: HYT)

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