



Heini Hemmi



Walter Tresch

Heini Hemmi and Walter Tresch go with CIMIER

Two stars from the glory days of Swiss skiing, Heini Hemmi and Walter Tresch, have become brand ambassadors for the Swiss watch brand CIMIER. The two celebrities from the seventies perfectly represent the company's slogan „Fascinating Times“, says Martin Bärtsch, CEO of the Zug-based enterprise. „In those times, the whole country sat glued to the television, and everyone was on the edge of their seats when our star athletes raced down the slopes. Boundless enthusiasm accompanied each victory – those were truly fascinating times!“

Both Heini Hemmi and Walter Tresch have chosen a Seven Seas Sextant as their new timekeeper. Sportiness and technical sophistication distinguish this model. As its name indicates, this precious timepiece plays with the marine subject. Its name-lending sextant is engraved on the special back casing, hands and face feature marine symbols as well, and the shark leather strap is just the icing on the cake of this mechanically operated Chronograph, which also stands out with a power reserve indicator rarely found in automatic watches.

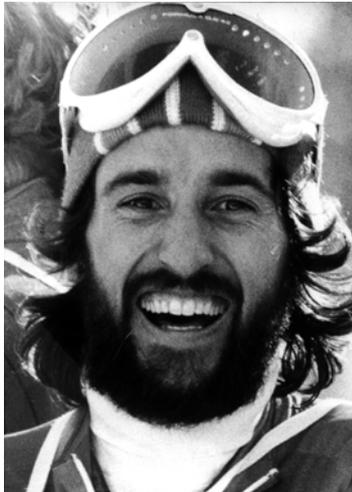


Walter Tresch (left) and Heini Hemmi proudly present their CIMIER Seven Seas Sextants.

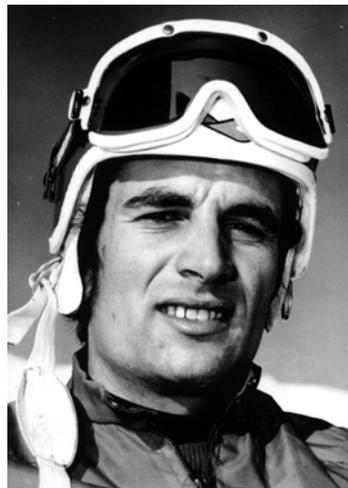
**CIMIER**
SWISS WATCHES

CIMIER and Heini Hemmi – Fascinating Times

The small brand from Zug is especially proud to have one of the most popular Swiss sportsmen of all times wearing one of its watches. CIMIER promotes the slogan „Fascinating Times“, and an athlete of Hemmi's format is aware of the message within. It is February 10th, 1976, when he achieves the biggest triumph of his career and causes quite a stir: The giant slalom gold medal – at the Olympic Games! It was then, if not earlier, that Heini Hemmi became one of the most popular Swiss athletes – and has remained so until today. „If not me, then surely Heini!“, this statement from the favoured Ingmar Stenmark after the race proves that Hemmi was equally popular with his colleagues. Stenmark came in third in that race, behind Ernst Good, who saved the double victory for the Swiss. It was a fascinating day, to be long remembered by everyone involved and by sports fans from all over the world.



Heini Hemmi



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About CIMIER:

Three elegant feathers decorate the CIMIER logo, symbolizing the crest of a helmet, according to the French term *cimier*. The brand name is no coincidence – as the „*cimier*“ once lent an air of elegance to its proud wearer, so shall the proud owner of a CIMIER watch radiate elegance. CIMIER's history begins in 1924, when the watch and clockwork manufacturer R. Lapanouse SA, the former parent company, took up production. In commemoration of this occasion, one of the new CIMIER collections is named after the date 1924. All other CIMIER collections also bear year dates as their names – either of importance in the company history or reflecting the spirit of the age serving as the guideline for their design. The collection 1951, for example, represents the stylistic vocabulary of the 1950s as well as the fact that the LAPANOUSE-CIMIER brand was launched in that year. The successful manufacturer once produced millions of wristwatches under this brand name. Due to difficulties regarding succession plans and faced with the crisis of the watch industry, production was stopped in the 1980s. In the year 2003, the brand was newly launched by a young team. Looking back, CIMIER is proud of the long-standing watchmaker's tradition behind the brand. Looking forward, however, into the future, the emphasis is on state-of-the-art techniques and design. Our values remain, as always: high quality, exclusiveness, and affordability. This is CIMIER's brand promise!