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Introduction

Swiss watches are the most prestigious and popular watches worldwide. This is due to their quality, design and the long history of the watch industry.

They are durable, their accessories are easily available worldwide and their affordable prices make them rank among the best in the world. Thesis statement: Swiss Watches are considered to be the best in the today's world because of its famous exact and long-lasting mechanism, design and quality. What makes Swiss watch so popular all this years?

Watches evolved from spring driven clocks in the 15th century in Europe. They were worn in pockets until the 17th century. The very first watch in Switzerland appeared in Geneva in the middle of the 16th century. The reforms by Jean Calvin were designed to ban the jewellery in Switzerland and therefore people decided to wear something else instead and came up to an idea to wear a watch. This is why today many Swiss watches look like a masterpiece full of diamonds. This idea of “ watchmaking” developed extremely fast. At the end of the century, the watches in Geneva have gained a good name due to its high quality. Later on, the watchmaking spread around the world and became famous everywhere. Even if some countries such as Hong Kong and Japan tend to compete with Switzerland in making the outstanding watches, Switzerland still remains on the higher level in this area on the market.

Watch movement is the mechanism that measures time passage and can show other information like date, month and day. A watch movement may be mechanical, electrical or a blend of the two. Mechanical watches are less accurate compared to electrical watches. Watches are worn for different

purposes apart from showing time; some expensive watches are worn to show class status, for prestige and they are also worn as jewelry for beauty. These are mostly the exclusive models made of gold or diamond. (Jaquet et al, 16)

Plenty of individuals all over the world wear watches from day to day. Both the young and the old have not been left out. Therefore, the following question may appear in our heads: “ Why do people like to wear watches?” There might be numerous answers to that question, but the first and the most important one is because people want to look smart and at the time possess an accessory that will update them on time. That is why nowadays the world consists of many watch brands according to quality and design. These two aspects when combined show the worth of the product. Swiss watches today are the most worn and popular watches in the world. This is due to their design and good quality. They are durable and available at different prices worldwide. The city of La Chaux-de-Fond is said to be the focal of the Swiss watchmaking industries and home of the most famous watch making school. (Jaquet et al, 22).

Gallet is known to be the oldest watch and clock-making factory in the Swiss history dating back in 1466. The company is famous for its current line of multi chronograph wristwatches. Quartz Crisis is a term used in watch industry to refer to the economic upheaval caused by the quartz watch advertisement in the 1970s. (Jaquet et al, 28)

The second issue, which is essential to talk about, is the quality of Swiss Watch. First of all, the high quality watch has to be heavy. The pieces inside the watch have a highly complex structure and therefore need space. They

weigh more as well. When one is wearing an expensive high-quality watch, they can feel it on the wrist. The person has a sense of wearing something important and therefore can feel it when putting on and walking around. When talking about quality and design, then it happens that Swiss watches makers are considered to be the best in that area. It is well known all over the world, that Swiss watches differ from others by its exact and long-lasting mechanism, design and quality. Swiss watches are made using advanced technology that has enabled the Swiss company to produce high quality reliable, accurate water and shock resistance watches. Due to their originality of design and elegance the watches are quite alluring. The handmade watches have attracted lots of consumers who in most cases end up being loyal to the brand. The watches are comparatively heavy and the sweep, a tick-tock movement, associated with other brands of watches is no more (Humbert, 76). The complex materials that are used in manufacturing the watches bring about the heaviness. The watches have a quartz chronograph or automatics. People prefer the high quality Swiss watches and most of them purchase them as they are associated with prestige. Swiss watches have a line extension that makes the watches quite unique and attractive. Special watches for special occasions are also produced. For instance, some are designed to be placed on the table and have a stand to support it. Its classic design has also been maintained for a long period and it has become the distinguishing feature. The clock face is transparent to make it easy to use. They are of various models such as pilot classic, pilot basic and pilot classic. They are well differentiated and suited to meet the various consumer needs and preferences. The watches are also made of crocodile

leather that makes them durable (Humbert,, 152). The styles used in the production of the watches are sophisticated leading to production of varying designs of watches.

Though the Swiss watches have been in the market for so long, they have still not lost their autonomous. They are still on high demand due to its high quality, appealing design and the fact that the watches are made in a way that meets the needs of various consumers.

Work cited

Jaquet, Eugène, and Alfred Chapuis. *Technique and History of the Swiss Watch*. London: Spring Books, 1970. Print.

Humbert, Bernard. *Swiss Self-Winding Watches*. Lausanne: Journal suisse d'horlogerie et de bijouterie, 1996. Print.