

TRENDS AND COLOURS

Interview: Laurent Picciotto of Chronopassion

THE INTERVIEW:

Next year Chronopassion will celebrate its 25th anniversary. Has the passion been kept alive? Kept alive! I approach my pursuit as a watch lover, an enthusiast; I never use a business-like approach. Each object in the boutique window must captivate, entertain, drive people crazy, even if it appears to be totally useless! That's the way I usually approach things. I love light-hearted things. Chronopassion stands out from other timepiece points of sale as it is quite similar to an art gallery, selection criteria focuses first and foremost on emotion.



Does this mean that any brand that exists can expect to see itself displayed in your window one day?

Definitely not, but then again sampling is a highly-subjective topic. I am impulsively interested in exclusive brands, excluding classics. Above all, these brands must round off their offer without altering the intrinsic value of the objects and without betraying Chronopassion's positioning. When I choose a timepiece, first of all I try, of course, to estimate its added value in terms of technicity and design. But in the end what really guides me is the emotion that the object arouses and my ability to transmit this same emotion to my customers. Although this approach is well thought-out and sincere, it is eminently wild and instinctive. We're often far beyond the realms of the unreasonable. My choices are primarily a collector's choices, but a collector who has to sell! laurent picciotto - chronopassion



How do you transmit your passion? Whenever a customer steps into Chronopassion, I never try to win them round to my choices and I never give them a lesson in watchmaking. My aim is to wow them. I like proposing prototypes to them, one-of-a-kind pieces, limited editions, yet also help them decide on the next piece for their collection.

Does Chronopassion's selection conform to the notion you have of Luxury?

I adore rare objects! But, let me just add that this doesn't stop me liking industrial-made objects. I'm very happy to be part of the Apple family and to drink Coca Cola! But when we start to talk about luxury, well I get bored very quickly! As I see it, luxury is inevitably connected to a certain exclusiveness, at least in terms of quantity. For me, ultimate luxury means being the only person, or almost the only person, to own an object endowed with intense emotional power. As I see it, luxury is inevitably connected to a certain exclusiveness, at least in terms of quantity. For me, ultimate luxury means being the only person, or almost the only person, to own an object endowed with intense emotional power.

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Key dates

1988 : Chronopassion boutique opened in Paris

1997 : Audemars Piguet boutique opened

2000 : Co-founding shareholder of the Richard Mille brand

2006 : The first Hublot boutique in the world opened

2007 : Chronopassion.com website launched

2014 : Explosive, but secret!

BOUTIQUES:

Chronopassion Paris 271, rue Saint-Honoré 75001 Paris



Hublot Boutique Paris 271, rue Saint-Honoré 75001 Paris



Brands Available Chronopassion:

Audemars Piguet, Breguet, Corum, Döttling, Edelberg, Frédéric Jouvenot, Girard Perregaux, Giuliano Mazzuoli, Graham London, Greubel Forsey, Hautlenc,e Hublot, HYT, H Moser & Cie ,MB&F, Panerai ,Pequignet, Perrelet, Ressence, Richard Mille, Rogue Design, Roland Iten, Rudy Silv,a Snype,r Strom ,Agonium, Urwerk, Valbray, Contact info Website <http://www.chronopassion.com/>

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