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F.P. Journe (Invenit et Fecit)

F.P. Journe is a high-end luxury watch brand that was founded in 1999 by Francios-Paul Journe. Journe mainly focuses on complex precision chronometers and produces only around 800 watches per year. Journe’s methodology is rooted in eighteenth-century watchmaking traditions. Mainstream luxury watches such as Rolex and Cartier just won't cut it for the super wealthy as they prefer more individual handcrafted timepieces. Journe’s watches are made to last for centuries, he believes in the fundamental values and has the utmost respect for high horology so each individual watch will retain its outstanding performance. “Invenit et Fecit” translates to “invented and made” which thereby certifies that each watch that carries his name is a result of the highest quality of rigorous craftsmanship. Journe’s unique selling point is stated as “The link between the golden age of horological science and contemporary watchmaking” (Journe, n.d.). The brand certainly has a limited target market and according to Journe himself goes as follows. “F.P. Journe watches are mainly coveted by collectors who appreciate genuine manufacture watches with exclusive and innovative caliber... we are not a marketing company and I do not produce specific watches for a specific market” (Journe, n.d.). What separates this brand from other commercial watch brands is the unique craftsmanship as well as the fac that it is geared toward watch connoisseurs who appreciate the precision and technical innovations of these one-of-a-kind watches.

- **Website:** www.fpjourne.com
- **Instagram:** @fbjourneofficial 183k followers

