

BEAUREGARD
Genève Montréal

Beauregard : When time blossoms on the wrist

Beauregard, the only independent watch brand for women

*The brilliance of gemstones, the enchantment of colors
Beauregard engages in an artistic dialogue between the realm of precious stones
and the art of watchmaking.*

*Dazzling, poetic works of art that fuse mastery of stones with technical prowess and an
undisputed aesthetic elegance – Beauregard offers a unique vision of women's horology*

*...and opens a realm in the watchmaking universe in tune with the world of Haute Couture.
Delicate, precious, bearing the legacy of centuries-old craftsmanship, Beauregard elevates
the beauty of nature on its Haute Joaillerie dials with the refinement of Swiss tradition.*



Curious. Warm-hearted. Canadian. Passionate. A devoted husband and a father. Determined, too...

Descriptions of Alexandre Beauregard abound, as do attempts to capture his essence. But despite himself, the man resists. He doesn't like boxes: too small. Or contracts: the handshake is his signature. His gaze is his bond.

What the eponymous brand offers today is a true high-end horological and jewelry universe, grounded in the mastery of lapidary art combined with Swiss watchmaking excellence. It presents a floral, enchanted, and poetic composition. Its aesthetic language draws from the realms of art, design, and fashion, culminating in a mere few millimeters of graphite. There, at the pencil's tip, across hundreds of pages, the designs for the watches come to life.

Timepieces and jewels, precious and precise, as generous in color and contour as the vibrant designs that animate their dials. Each watch first speaks to the heart. In that moment, the essence of the stone awakens the body's senses: sight, touch, and almost the taste of a sweet treat whimsically named Candy.

Each piece is unique, like the person who chooses it. But in reality, you don't choose a Beauregard. It chooses you, and with it, the passion of its creator.

The man, the gems and his pencil

Alexandre Beauregard was born in... it's immaterial, really. Age is just a number on an ID, and Alexandre found his identity very early on. Traditional schooling wasn't for him. Or, more exactly, it wasn't cut out for him. So the young man joined an alternative curriculum in Montreal, where he was able to fully express himself, combining two dimensions: technique and aesthetics.

And what playing field to experiment with both than a watch? Young and romantic, Alexandre fell deeply in love with this object, sketching out hundreds of designs. Transitioning from style to styling, he enrolled in a school for fashion and graphic design. The young man thrived, but his ink had scarcely dried when he met the woman who would become his wife—an immediate and abiding passion, and they would never part. The dynamic of family life begins to whirl into motion: a business, a child, and then another. Watchmaking would have to wait... but not for long.

Business is flourishing, yet the passion for watches within him burns fiercer than ever. His obsession with watches is total. Eager to give his designs, which already hint at a jeweler's soul, true depth, he enrolls in a gemology program. He brushes aside the lessons of his youth: even if the boy is now a man, he simply won't fit into an academic mold.

After just a few weeks, seeking a broader perspective, he sees his prof after class with a proposal: five years as an apprentice in his workshop rather than three as a student poring over textbooks? The two men shake hands on it.

Into the heart of the matter

This was how Alexandre's path crossed that of Yves Saint-Pierre. A legend in America, Saint-Pierre creates sculptures from stones he cuts in a way no one before him had. He is one of the rare lapidary artists on the American continent. Teaching at the Montreal School of Jewelry, he becomes Alexandre's mentor.

Next came a series of encounters that would mark his journey. First there was the Tucson Gem Show, the world's largest gem fair, followed by a foray into watchmaking subcontracting fair at the EPHJ in Geneva, and initial contacts with movement makers, horologists, machining specialists, with the entire industrial fabric of the trade, in fact. His visits to Switzerland became more frequent, and with each he would accumulate skills and hone his craft. A quick study, Alexandre gradually built up the indispensable Swiss network that would give substance to his *savoir-faire* and ignite his creativity.

The rest is history. His first collection, unveiled in 2018, presented a horological bouquet, a jeweler's garden, each detail meticulously crafted by the artisan-craftsman's hand.

18 months later, his creation is selected for the *Grand Prix d'Horlogerie de Genève* (GPHG), alongside some of the greats, including Hermès and Van Cleef & Arpels. SIHH and Baselworld follow close behind, as do Dubai Watch Week and Geneva Watch Days. To date, over a hundred press articles have profiled the art and craftsmanship of Alexandre Beauregard, the most Canadian of Swiss watchmakers.

Dahlia – an introduction to floral horology

"Beauregard's debut collection, introduced in 2018, immediately establishes the brand's signature ethos: both aesthetic and technical excellence held to the highest standard, a distinctly floral inspiration and the use of rare stones rich in color and crafted into unique shapes. Here, artisanship reigns supreme, underpinned by a mastery of horology that leans on Swiss expertise. At the heart of it all, the human hand emerges as the quintessential tool of creation.

The collection is both a surprise and a success. The Swiss movement, crafted in La Chaux-de-Fonds, features a central flying tourbillon with an upper bridge and petal-shaped hands, set within a white gold case adorned with 600 diamonds. Horological experts applaud the precision mechanics. Their counterparts in high jewelry are still figuring out how to categorize what will, ultimately, defy all classification.

Incorporating 600 VVS River diamonds, the Dahlia expresses an exceptional standard of excellence. The sizing of the petals, so generously proportioned and of such outstanding lapidary quality, is unprecedented. Turquoise, opal, and mother-of-pearl breathe life into the Dahlia, meticulously handcrafted to order. It is a creation of a kind that is rarely made anymore.

From the garden to the sweets shop

The second collection, named Lili, is unveiled in 2020. Right after its launch, it is shortlisted for the *Grand Prix d'Horlogerie de Genève* (GPHG). The floral spirit shines through: the case, still in Gold, is rectangular, while the dial is distilled to its essence with two hands over a blossom of precious stones, freshly unfurled on its bed of diamonds. 33 petals, hand-crafted to an infinitesimal tolerance (0.02 mm) for a mysterious, invisible setting.

A few months later, Lili Bouton blossoms in a round case with a dial of 36 petals. As precious and rare as ever, it completes the Beauregard 'garden'. The latest version is the tangy Lili Candy. With this creation, Beauregard temporarily leaves the floral field for a sweet and colorful pause, where petals give way to a swirl of amethysts and topazes coiled in a circle of diamonds, creating a sweet treat of intriguing realism.

Switzerland x Canada: an unexpected alchemy

An *Haute Joaillerie* workshop in the heart of Montreal and exceptional partners in the Swiss Jura: these are the unexpected origins of Beauregard.

Beauregard's journey into the realm of *Haute Horlogerie* took flight in 2018, but the brand truly gained altitude in 2023 with its first participation at Watches & Wonders Geneva, an event that acted as both an international launch pad and a media sounding board.

From Japan, where the brand enjoys great success, to New York, the Middle East (currently its most important market), America, India and Asia, Beauregard has carved a niche for itself with a select community of refined watch lovers, stone connoisseurs and enlightened aesthetes.

One reason is each jewelry element of a Beauregard is made in-house, crafted by Beauregard's 'miracle hands'. Unlike other leading names in the industry, Beauregard maintains complete control of every production phase, from sourcing and purchasing the rough stones to the completion of the finished dial.

The cutting of the stones, the sculpting, polishing, assembling, inspecting – at every stage something magical happens. Each Beauregard watch emerges from the atelier as if it were *Haute Couture* fashion, transforming meters of fabric into a garment that stirs the soul. It is a journey, a relentless pursuit of absolute aesthetic perfection, emblematic of an artistry that is increasingly rare in today's world.

Inspiration

Since he can remember, Alexandre has drawn inspiration from what surrounds him, whether it's standing in front of the graceful facade of a townhouse or intricate wrought iron patterns in the narrow alleys of Paris. In New York, his eye might catch a relief carved in stone, sparking his imagination. Yet, it is the old quarters of Geneva that hold a distinctive allure, with their gates of ancient ironwork and cobblestone streets, and find him mentally redrawing and reworking every detail.

The 1950s are especially fascinating to Alexandre. The forms and curves of that era bewitch him, transport him to a world where resides lies in every contour. Vintage furniture, industrial design, lamps, pencils – each object stands as a piece of art in its own right, its sumptuous form seizing his focus.

It is Europe he loves most of all, with a special fondness for Rome, far from regimentally straight lines and austere black and white contrasts. Beauregard yearns for the happy years (the 50s and 60s), the bright colors, generous volumes and sensuous curves. The charm of round shapes captivates him, suggesting a sense of freedom and unrestrained creativity.

His atelier is a wondrous space where materials spring to life, transformed by his deft hands. Every stone is a challenge, every sketch another step towards perfection. He crafts his own tools, his machines, in an unceasing quest for artistic expression. It is here that he finds absolute freedom.

The fact that Alexandre's atypical path into the horological realm becomes an invaluable asset. He is unencumbered by its constraints, which allows his imagination to meander through undiscovered landscapes. His parents instilled in him the significance of hard work, relentlessly asserting that talent accounts for merely 1%, with the remainder being sheer perspiration.

Winston Churchill's phrase, "Never give up, never surrender," has been Alexandre's mantra for decades. Because for him, giving up is simply not an option.

Reflecting a world where the exception is the rule

The Beauregard universe unfolds an aesthetic that elevates technical perfection to artistry. A mastery that is demonstrated rather than proclaimed. The essence of a Beauregard watch – with all those minute and unseen aspects which the eye cannot perceive, but the heart can feel.

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Beauregard is a deeply independent Maison nestled in the heart of Geneva and born from the imagination of Montreal born Alexandre Beauregard. This passionate creative with a love for rare and precious stones has joined forces with the crème de la crème of Swiss craftsmanship to bring a series of horological wonders to life. Between Geneva and Montreal, Alexandre has invented his own fabulous genre of watchmaking that has led to his being shortlisted 3 times at the Grand Prix de l'Horlogerie de Genève. The Beauregard universe unfolds an aesthetic that elevates technical perfection to artistry. A mastery that is demonstrated rather than proclaimed, a celebration of color where the human hand emerges as the quintessential tool of creation. With his highly exclusive series, Beauregard invites watch and jewellery enthusiasts to discover a world where time is measured in precious stones and artisanship reigns supreme.

