

Luxury watchmaking: changing the perceptions of time reframing legacy values for Millennials and Gen Z

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MAURICE LACROIX
Manufacture Horlogère Suisse



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How does Maurice Lacroix honor watchmaking craftsmanship while ensuring an **exceptional customer experience?**



What do you believe sets Maurice Lacroix apart from other luxury watchmakers, and how does the brand maintain its **distinctive positioning** in a competitive market?





Can you elaborate on how Maurice Lacroix integrates **innovation & customer experience** to shape the future of luxury watchmaking, and what initiatives is the brand undertaking in this regard?





How does Maurice Lacroix navigate changing **audience preferences**, particularly those of Millennials and Gen Z, to chase a leading position in lifestyle innovation within the luxury watchmaking industry?

