

Application Alexander Awards

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Young entrepreneur Cédric Schiess brings the world of watches and jewellery closer to Generation Z

Art du Temps redefines the watch and jewellery experience.

According to Bain & Company, Generation Z is expected to account for 25 to 30% of luxury purchases by 2030. Yet few places still succeed in conveying the passion, craftsmanship and emotion that define the worlds of watches and jewellery.

Two years ago in his hometown of Biel/Bienne, trained watchmaker Cédric Schiess created Art du Temps with exceptional attention to detail. His ambition is to offer a more personal, open and engaging experience that sparks the curiosity of a new generation while bringing together watch and jewellery enthusiasts of all ages.

Private appointments, space for personal encounters, curated events, workshops, editorial and audiovisual formats, and cultural collaborations extend the Art du Temps experience far beyond the boutique.

A vision supported by renowned Maisons including Rolex, IWC, Chopard, Montblanc and Tudor.





The origins

In the beginning, it was a childhood dream. As he grew up, it became a passion.

From an early age, Cédric Schiess was fascinated by watches, their mechanics and the stories they tell. He chose to turn that passion into his profession. Training as a watchmaker deepened his appreciation of craftsmanship, precision and the emotional value of a timepiece.

With Art du Temps, the 28-year-old has created a place that reflects his personality: uncompromising in every detail, yet open, welcoming and deeply human.

Collectors, connoisseurs and those just beginning to discover their passion come together here to explore exceptional watches and jewellery, exchange knowledge and share their appreciation for the craftsmanship and people behind them.

For Cédric Schiess and his young, dedicated team, every visit begins with attentive listening and exceptional service. Their aim is to create a personal and inspiring experience that sparks curiosity, shares passion and builds lasting relationships.





A passion for detail

For two years, Cédric Schiess worked closely with over 50 companies, mainly from the region, to restore the listed building to its original character.

The building at Unionsgasse 9 was meticulously restored down to the smallest detail. Its façade was finished by hand, while the interior features natural and sustainable materials including fine wood, clay, lime plaster and linseed oil paints. Brass details set into herringbone parquet and handcrafted straw marquetry reveal the care invested in every space.

The glass prisms tell a more personal story. Cédric Schiess developed them together with a craftsman to capture the play of light on water. It is a memory from his years as a rower that has stayed with him ever since. As light moves through the boutique, the prisms bring that image to life within the space.

At the heart of the boutique, a floating spiral staircase connects the different floors. Designed especially for Art du Temps, it guides visitors through the space and turns the journey from one level to the next into part of the experience.

This love of detail can also be felt in the welcome: coffee from the in-house roastery is served in custom-made tableware.

Much of what defines Art du Temps was created specifically for this place. Every detail contributes to an atmosphere that is refined, authentic and sustainable.

Generation Z: a new perspective on luxury

Born between 1997 and 2012, this generation is looking for more than exceptional products. It values authentic experiences, personal encounters and genuine proximity to craftsmanship.

Cédric Schiess understands these expectations first-hand. His aim is to make the world of watches and jewellery more accessible, engaging and open to dialogue without compromising its standards or value.

“We want to create a community that shares the same passions, exchanges knowledge and inspires one another. Art du Temps should be a place where a new generation

feels at ease and can discover the world of watches and jewellery at its own pace.”

Art du Temps, however, is not defined by a single generation. It brings together collectors, connoisseurs and curious minds of all ages around a shared interest in watches, jewellery and the craftsmanship behind them.

The support of Maisons including Rolex, IWC, Chopard and Montblanc reinforces this vision and establishes Art du Temps as a meeting place for those passionate about watch and jewellery culture.





"Art du Temps should be a place where Generation Z feels at ease, meets like-minded people and immerses itself in the fascinating world of fine watches and jewellery."

Cédric Schiess



Tailor-made experiences

Personal relationships, discovery and exchange shape every visit to Art du Temps.

Cédric Schiess and his team place personal relationships at the heart of Art du Temps. The experience does not begin with the choice of a watch or piece of jewellery. It begins with conversation, an understanding of individual interests and the time devoted to advice, discovery and exchange.

Visitors to Art du Temps are invited not only to discover a product, but also to understand what makes it special: the idea behind it, the craftsmanship, the materials, its origin and the people involved in its creation.

The Strap Bar was born from the same idea. Choosing a new strap becomes a personal and playful moment, allowing a watch to be rediscovered according to style, mood or occasion.

Private presentations of new models, conversations with experts and workshops offer direct insights into the craftsmanship, stories and people behind each creation. Knowledge is not simply shared, but experienced.

Art du Temps goes beyond the traditional boutique visit. Luxury is not defined by the possession of an exceptional object alone, but also by the quality of the exchange, new discoveries and lasting memories.





Watch and jewellery culture becomes part of the luxury experience

An exclusive circle

The Art du Temps x Montblanc “First Ten” edition gave rise to an exclusive circle of collectors who share a passion for exceptional watches, design, culture and the art of living.

Essence du Temps

The magazine explores luxury, craftsmanship and the people behind them, as well as the close connection between Art du Temps and Biel/Bienne.

Dialogues

The “Cocktail de Luxe” with business magazine Bilan opened a dialogue on the future of luxury, watches and jewellery.

Lumen Society

The podcast goes behind the scenes of the watch industry, gives a voice to the people shaping it and explores the professions and developments driving its evolution.

Watches for Tomorrow

As co-founder, Cédric Schiess helps shape an auction that brings together the watch world and collectors for a good cause.

Young brands and emerging talent

Art du Temps gives young brands and artisans a platform to showcase their creativity, expertise and distinctive signature.

Regional impact

Through his involvement with Tourismus Biel-Seeland and Watch City, Cédric Schiess contributes to the region’s cultural, sporting and watchmaking profile.



Art du Temps: a new way to experience watches and jewellery

In Biel/Bienne, Cédric Schiess champions a more personal, open and contemporary vision of luxury.

Art du Temps was born from a conviction: the value of a watch or piece of jewellery lies not in the object alone. It also lies in the craftsmanship, stories, people and emotions that surround it.

At 28, Cédric Schiess brings his own perspective to this vision. He connects renowned Maisons, artisans, collectors, a new generation and emerging talent around a shared aim: to share knowledge and passion, and open up the world of watches and jewellery in a new way.

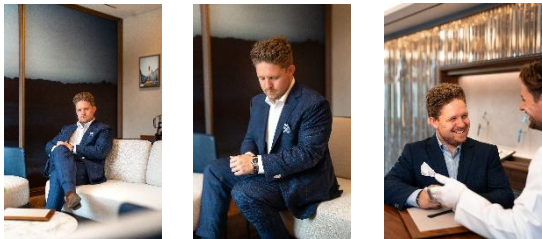
Supported by Rolex, IWC, Tudor, Chopard, Montblanc, Marco Bicego, Girello, Giberg and Stockinger, Art du Temps is carving out a distinctive position in Biel/Bienne, at the heart of a region shaped by generations of watchmaking.

Far more than a boutique, Art du Temps embodies a watch and jewellery culture that shares knowledge, builds personal relationships and passes its passion on to the next generation.

Images

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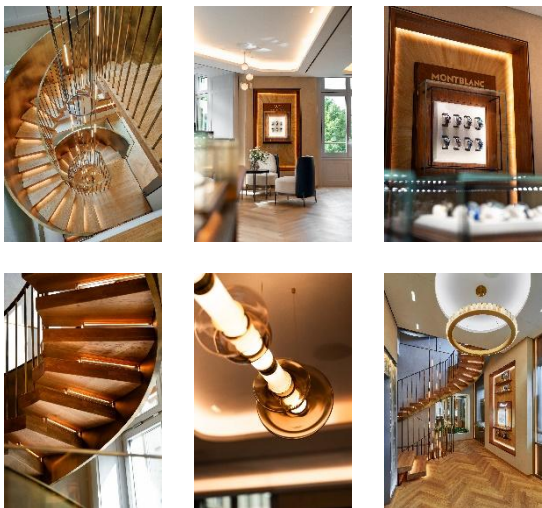
Cédric Schiess



Boutique



The great attention to detail



Tailor-made experiences



The young team



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