

LEBOIS & CO | L'ATELIER

La Maison Lebois

THE STROOPWAFEL CAMPAIGN

*An everyday Dutch icon, reinterpreted
through Swiss watchmaking.*

An opening chapter for L'Atelier, the first room within La
Maison Lebois.

ALEXANDER AWARDS 2026 | CAMPAIGN



Beautiful is not enough.

*In independent watchmaking, craftsmanship is the baseline.
Distinctiveness is the challenge.*

The task was to launch a EUR 5,500 watch into an enthusiast enthusiast market crowded with beautifully photographed, photographed, heritage-led products - and make the idea the idea instantly recognisable, credible and easy to talk talk about.

GOAL

Create desire and purchase intent without sacrificing the seriousness expected from collectors.

AUDIENCE

International collectors, independent-watch enthusiasts and design-conscious buyers.

CONTEXT

The launch also introduced L'Atelier: the first room room within La Maison Lebois, dedicated to craft-led craft-led collaborations.



One product. One unmistakable visual code.

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A stroopwafel reads like an inverted Clous de Paris.

That single observation became both the design rationale and the campaign idea.



The core insight: the Stroopwafel pattern is an inverted Clous de Paris.

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A familiar object became an Atelier question.

●	OCT 2024	SCHIPHOL	A tin of stroopwafels is picked up on the way to a New York watch fair.
●	NEW YORK	THE QUESTION	Could this everyday Dutch texture become a credible watch dial?
●	DEVELOPMENT	GT CADRANS	The visual idea becomes the inaugural Atelier collaboration within La Maison Lebois.
●	24 JUL 2026	PUBLIC REVEAL	The product and the story launch together - not as separate narratives.



Origin, making and final product were told as one continuous Atelier story.

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The Atelier language stayed coherent from dial to call-to-action.



PRODUCT

The texture

A caramel-toned recessed grid made the core idea visible at a glance.



PHOTOGRAPHY

The cultural cue

The watch appeared alongside the real object that inspired it.



LANGUAGE

The tone

Fine watchmaking was communicated with enough humour to stay memorable.



EXPERIENCE

The object

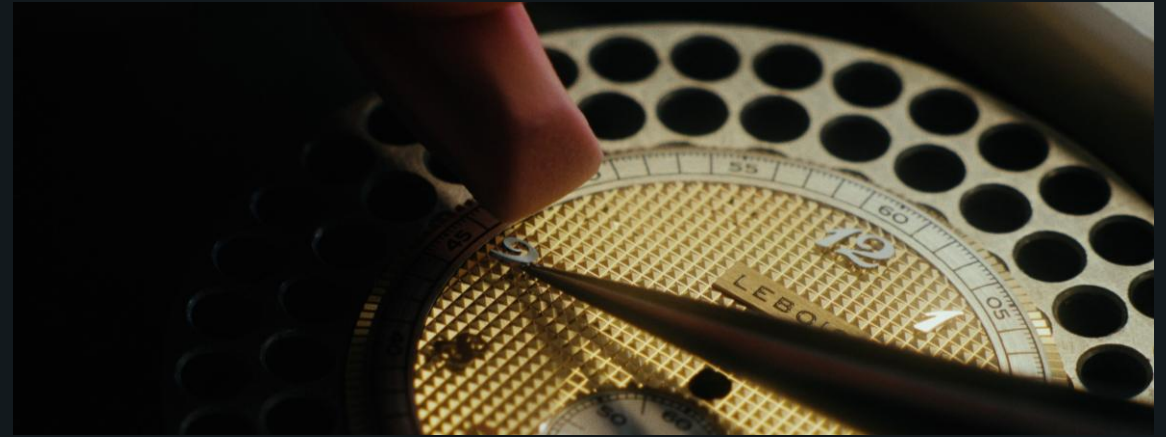
A dedicated Stroopwafel travel case extended the campaign beyond the dial.

L'Atelier gave the campaign a home: craft-led, personal and deliberately expressive.

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The idea only works if the execution execution is serious.

The Stroopwafel launched alongside a classical Clous de Paris, both developed with GT Cadrans. Production imagery grounded the playful cultural idea in real specialist dialmaking.



Texture / finishing / assembly / inspection

The campaign deliberately balanced humour with credibility.

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The campaign lived in public - as the first Atelier moment.

A coordinated launch across owned channels, founder storytelling and specialist watch media turned media turned the idea into a short, concentrated moment.



ATTENTION -> CREDIBILITY -> PURCHASE INTENT

Ten specialist outlets carried the idea beyond brand channels.

LAUNCH + EARLY COVERAGE

Fratello
Monochrome
Oracle Time
Timekeepers Club
Watchonista

ADDITIONAL SPECIALIST COVERAGE

Europastar
0024
Watch Collecting Lifestyle
Scottish Watches
Neue Uhren

FOLLOW-UP: Fratello selected the Stroopwafel for its Top 5 Watches Released in July 2026.

THE CONVERSION MECHANIC

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"TOT DE KOEK OP IS."

Until the cookie is gone.

14 DAYS

Orders for the inaugural production run were accepted during a single 14-day window. The urgency mechanic came directly from the cultural metaphor, rather than being added as a generic countdown.

The campaign line made scarcity memorable, ownable and unmistakably Dutch.

Ordering window and campaign line publicly documented by Timekeepers Club, 27 Jul 2026



The moment it became a design decision.

The strongest public reactions did not treat the Stroopwafel as a novelty. They recognised that the campaign had found a real design rationale.

“The stroopwafel pattern is essentially an inverted Clous de Paris.”

“That observation turned an impulse purchase into a watch that had a reason to exist. It is the moment the idea stopped being a novelty and became a design decision.”

PUBLIC LINKEDIN RESPONSE

“The Atelier Small Seconds Stroopwafel Edition contributes an innovative new style to the pantheon of classic dial textures.”

ANDREW MORGAN WATCHES



Whimsy opened the door. The inverted Clous de Paris insight made the idea credible.

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Visibility, engagement and qualitative validation.

The campaign earned specialist coverage, reader interaction and external validation of the central idea - while remaining tied to a direct ordering window.

3

specialist editorial features on
launch day
24 Jul 2026

INSIGHT

10

specialist media publications
identified
by submission

ATTENTION

10

comments on the Fratello
hands-on article
at time of submission

CREDIBILITY

1

Fratello Top 5 Watches of July
2026
selection

ENGAGEMENT

14

day inaugural direct ordering
window

PURCHASE INTENT

The most important impact was qualitative: the campaign moved discussion from “fun idea” to credible dial design.

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TRADITIONAL SWISS CRAFT.
AN EVERYDAY DUTCH ICON.
ONE COHERENT ATELIER IDEA.

The Stroopwafel Campaign

La Maison Lebois

A campaign for one watch - and the opening chapter of L'Atelier.

