



LOUIS MOINET
1806

Louis Moinet North America Launches Web Site Featuring Concierge Service for Watch Connoisseurs

Research Triangle Park, NC (November 11, 2008) - [Louis Moinet North America \(www.LMTime.com\)](http://www.LMTime.com), which safeguards the 200 year old legacy of renowned watchmaker Louis Moinet, today announced the launch of its web site designed to provide an unsurpassed level of personalized service to watch connoisseurs. The site features a concierge service for those seeking one-on-one attention in purchasing a Louis Moinet luxury timepiece.

Louis Moinet timepieces have only been available in the US since April, as a result of the formation of Louis Moinet North America under the leadership of successful entrepreneur Michael Brader-Araje.

“Our goal with the web site is to introduce the Louis Moinet brand to a select group of watch connoisseurs who are seeking a unique and personalized experience. The site is a vehicle for welcoming them into the exclusive Louis Moinet family,” said Michael Brader-Araje, President of Louis Moinet North America.

The unique nature of distribution for Louis Moinet timepieces coincides with the unique nature of the watches themselves. In fact, only 1,000 Louis Moinet watches are crafted each year, so buyers can be sure they are adding a truly rare piece to their collection. In comparison, other high-end watch retailers produce over one million watches annually. Louis Moinet prides itself on not delivering a commoditized product but rather something much more personal.

The newly launched Louis Moinet North America web site provides in-depth information and unprecedented video quality images of all the luxury timepieces in the Louis Moinet collection. A member of the concierge staff ensures the personal needs and concerns of all prospective buyers are met, such as sending a timepiece for inspection prior to purchase.

According to market research, the target customer for Louis Moinet North America spends 18 hours a week online. Moreover, premier research and analysis firm [Guideline](#) conducted a survey of luxury buyers, which found 86 percent of high end shoppers rely on a company’s web site to research luxury purchases.

In addition to being appointed a personal concierge, watch aficionados who visit the site will be invited to upcoming private events and receive insider news from Louis Moinet North America. Many will even come to personally know Brader-Araje himself.

“For our customers, time is the ultimate luxury and we recognize that it’s in short supply,” stated Brader-Araje. “We designed the Louis Moinet North America web site to be respectful of peoples’ time and provide in-depth background information alongside an unparalleled level of personalized service to ensure a seamless acquisition experience.”

About Louis Moinet Timepieces

Louis Moinet was a renowned expert in the creation of fine timepieces, many of which were acquired by the wealthiest and most influential people throughout the Western world, including Thomas Jefferson, Napoleon, James Monroe and King George IV. In 1848, Moinet wrote his famous *Traité d’Horlogerie* (Treatise on Watchmaking), which is still regarded as one of the world’s most comprehensive and skillfully written books on the subject. Today, a limited supply of Louis Moinet timepieces is available for esteemed watch collectors and connoisseurs. For more information on Louis Moinet’s exclusive collection of luxury timepieces, please visit www.LMTime.com.