



PRESS KIT



The Manufacture

Established in 2003, Bernard Richards Manufacture, the French luxury manufacture was born out of the commitment and passion for precision engineering of its founder, Bernard Richards.

Wholly independent, and nestled in the restful old French Vexin region, the manufacture produces nothing but unique, handcrafted, tailor-made models that clients themselves can help design through the brand's online configurator. B.R.M has been innovating from the start. Among its first and only : the world's lightest automatic chronograph, a timepiece with three hands mounted on shock absorbers, a fullfloating system watch made especially for golfing, an exceptional, extra-flat mechanical wristwatch and the first watch for multiple time zones. Relentlessly, the B.R.M team continues to deliver a superior luxury product using notable materials, research and technology and the savoir-faire of French artisans. B.R.M Chronographes has become a key partner in French and international motorsports.

It is in keeping with this philosophy that in 2021 the manufacture decided to launch a collection of jewelry under the B.R.M Luxury brand.

B.R.M Savoir-Faire

Fascinated from childhood with mechanical sports, Bernard Richards chose to express his love of racing through the craft of watchmaking.

In 2004, he met one of France's best watchmakers, Jean-Paul Crabbe, and undertook what he has described as « the most beautiful collaboration of my life. »

From that day on, year after year, the two men have ceaselessly turned out unique timepieces drawn from the world of automobiles, and later of golf. Their objective: to provide their customers with exceptional watches of artisanal craftsmanship.

*" Performance
through excellence
of detail "*

Bernard Richards,
CEO



*" Small success comes
easy, small failure
proves definitive "*

Jean-Paul Crabbe,
prototype watchmaker



ARTISANAL CRAFT

Watchmaking, spotting, precious-stone setting, hand-lacquering – B.R.M's tradecraft is manifold, and embodied in our engraver/lathe-hand, our turner/miller, our watchmakers, and the rest. Everyone of them is an expert, passionate artisan with indisputable know-how, perpetuating ancestral techniques, innovating, and creating new products to meet the clients' demand and our own quality standards. They are men and women plying their exacting trades every day, by hand, to fashion our one-of-a-kind watches and jewelry.

TECHNOLOGICAL EXPERTISE and LIMITLESS CREATIVITY

Machining from the block to a hundredth of a millimeter's tolerance, thanks to our fleet of CNC (computer numerical control) machines, each functional along 11 axes. Laser engraving. UV (ultra-violet) ink-jet printing on crystal. Since its founding, in 2003, the house of B.R.M has continuously improved its technical means through training and by investing in the latest digital production equipment. B.R.M is nothing if not independent and creative. We make our movements in-house, our unique designs come from the hand of Bernard Richards himself, and we issue our limited editions in partnership with renowned brands and ambassadors.

All our products are handcrafted in our ateliers. By keeping a limited daily production output, and often working to order, we can focus on individual or bespoke timepieces. Another strength of B.R.M – we have developed the industry's only online watch configurator, enabling our customers to tailor their watches down to the smallest detail. B.R.M creations, whether watches or jewelry, will bring you into the luxury world where art, French know-how and sleek design blend.

CORPORATE SOCIAL RESPONSIBILITY AS A SUSTAINABLE LUXURY

The B.R.M house is committed to sustainability, as demonstrated in our longstanding environmental policy:

- we regularly collect and recycle our used machining oils
- we constantly hone our cutting tools
- we sort and reprocess our metal shavings
- we have ACT – Compressed Air Treatment to reduced energy consumption while optimal performance is assured in all operating conditions
- we segregate the water for treatment.
- we properly separate and dispose of waste from all operations



Key Dates and Figures

- 1958 : Bernard Richards is born in Paris, France.
- 1972 : The Richards family swaps jewelry for watchmaking.
- 1974 : Bernard Richards enters the École d'Horlogerie de Paris.
- 1976 : Richards switches to the École de Micromécanique de Paris.
- 1983 : Young Richards joins the family business and develops his collection of clocks, watches, pens, and lighters for renowned international luxury firms.
- 1986 : Founding of the Bernard Richards Manufacture, specialized in the machining of components for the luxury industry.
- 1996 : The Bernard Richards Manufacture moves to a new address and invests in brand-new, sophisticated digital machines.
- 2003 : B.R.M Chronographes is born, and 6 new digital machines are added to the fleet.
- 2004 : Watchmaker Jean-Paul Crabbe comes aboard.
- 2005 : The Manufacture relocates again, doubling its production floor, and halts all production for the luxury industry's large groups.
- 2015 : B.R.M Chronographes opens its first shop in Indonesia.
- 2017 : B.R.M Chronographes creates the first full-floating system automatic watch designed especially for golfing.
- 2018 : B.R.M Chronographes opens in Japan
- 2020 : The brand launches its new website with a 3D configurator
- 2021 : Creation of the jewelry brand B.R.M Luxury - best in Jewelry category given by European Business Awards
B.R.M receives the "Living Heritage Company (Entreprise du Patrimoine Vivant)" label from the French state
- 2023 : B.R.M Chronographes celebrates its 20th anniversary.
Bernard Richards receives the "excellence in craftsmanship medal"
The Manufacture launches the first Virtual Store for luxury watches.



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French luxury brands

B.R.M Chronographes & B.R.M Luxury

100

Number of points
of sale worldwide

180

Number of watches
made per month

14

Number of digitally
controlled machines

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