



PATEK PHILIPPE
GENEVE

Press release

Patek Philippe Geneva
October 2017

Patek Philippe presents patek.com in a totally new format

A systematically user-friendly structure, a site that adapts to all devices (smartphones, tablets, computers), a modern, sleek design and increased rich content: the patek.com site showcases a thoroughly new face with a decidedly contemporary architecture.

patek.com was launched in 1997, a year after the start of the famous generations campaign and of the Patek Philippe magazine. Since then, it has been repeatedly revised and optimized, most recently in May 2012. On its 20th anniversary, it presents a complete redesign with Version 6. It goes live on October 2, 2017 – as previously in nine language versions (French, English, German, Spanish, Italian, Russian, Arabic, Simplified Chinese, and Japanese). Its motto: entertaining, comfortable, and rich in content.

Priority for the user

Just like a complicated Patek Philippe watch that must be easy to operate and conveniently legible, the manufacture's new website is also totally aligned with its users according to the principle of customer centricity. Its goal is to offer the best possible user experience in terms of navigability. The underlying navigation system was simplified and now has three main menus: "Collection", "Company", "Retail & Service". The extensive content across over 575 pages per language is subdivided into clearly delimited segments with compact and concise texts. As a new and important factor, Patek Philippe has introduced search filters that address the needs of three specific target groups: the basic filter for everyone who wants to get acquainted with the brand, the advanced filter for knowledgeable users, and the free search based on keywords. The design of the website was revised as well and presents itself with sleek, refined, and timeless looks that match the aesthetics principles of Patek Philippe.

Priority for smartphones

Analyses showed that more than 50% of all users browse patek.com with their smartphones. To accommodate this trend, the entire content of the website has been made accessible for all types of devices (smartphones, tablets, computers), but with special emphasis on smartphones according to the "mobile first" maxim. Even though the content and structure of the website remain fundamentally unchanged, the layout automatically matches the device with responsive design to give each user the best possible viewing experience regardless of the shape and size of the display.

Priority for the product

At Patek Philippe, the product is always in the focus as the star and ambassador of the brand. This philosophy also applies to the new patek.com website, which is primarily a platform for the manufacture's creations. The very comprehensive "Collections" menu provides access to a detailed overview of each of the more than 200 watch models of the current collection (including price information) that are crafted in small series of a dozen watches up to editions of several hundred exemplars. The prices (in Swiss francs including VAT) apply exclusively to our Patek Philippe Salons in Geneva, Switzerland. A new segment of the "Collection" menu also shows timepieces that have been enhanced with elaborate artisanal techniques (engraving, enameling, guilloching, gemsetting, wood marquetry, etc.). These so-

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called rare-handcrafts watches are customized, often one-of-a-kind timepieces. More than 50 movements (base calibers and versions), all developed and crafted in the manufacture's ateliers, can be explored in a further section of the "Collection" menu. The site's content is rounded out under the "Company" menu, which links to corporate news, detailed information on the ten fundamental corporate values, the proud history since 1839, and the manufacture's undisputed competence in domains such as manual finissage, minute repeaters, and rare handcrafts. Within the "Company" menu, users can also locate and order print publications devoted to Patek Philippe and browse the manufacture's press releases across a period of over ten years. The "Retail & Service" menu is the gateway to portraits of the Patek Philippe Salons in Geneva, Paris, and London alongside a list of all authorized points of sale, distribution centers, and Service Centers around the world. It also provides useful pointers on how to maintain a precise and precious watch with a long service life that was built to be handed down from one generation to the next (service costs, Patek Philippe's commitment, importance of servicing, restoration). Site visitors can sign up for a newsletter as well. As its predecessor, the new website also includes an area reserved exclusively for owners of Patek Philippe watches.

With the launch of this latest version of the patek.com website, Patek Philippe is pursuing its quality philosophy as outlined in the Patek Philippe Seal – always in the service of excellence.

