

Press Release

Emergence of a new world. Be part of it.

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Norton Peak is revolutionizing customer relations in watchmaking by turning every buyer into a true co-owner of the brand.

A new era for Swiss watches

Born from a passion for design and deeply inspired by the spirit of the mountains, Norton Peak embodies a new generation of Swiss watchmaking: uncompromising, transparent, and participatory.

Alongside the development of exceptional products, the brand is reinventing the relationship between watchmaker and customer by offering the latter a unique role — that of partner and co-creator of the brand. A unique concept. An exclusive adventure.



Norton Peak: a universe, a story, a state of mind.

On June 9, 1924, without supplemental oxygen, Edward Norton reached 8,573 m on the north face of Everest. In reference to this achievement, unmatched for 30 years, Norton Peak expresses above all a mindset: that of modern adventurers — passionate, determined, and uncompromising when it comes to product quality.

Produced in Switzerland in limited quantities, Norton Peak watches stand out through their sharp, raw, mineral design inspired by the angular lines of mountain rock. Each piece is conceived as a tribute to the extreme natural world — a streamlined, characterful timepiece with a strong and instantly recognizable identity.

With the NP Chrono 43, Norton Peak enters the market with a watch that embodies an uncompromising watchmaking vision.

Designed in Valais and machined and assembled in Biel/Bienne, the case of

the Chrono 43 is engineered to combine lightness, robustness, and performance: grade 5 titanium gives it exceptional strength while remaining remarkably lightweight; the sapphire crystal and caseback add crystalline purity along with exceptional durability.

As for the movement, the NP Chrono 43 is powered by an automatic chronograph developed by La Joux-Perret. The incomparable expertise of the Chaux-de-Fonds manufacture ensures a 60-hour power reserve, rigorous precision, and high-end finishing. All movements are certified by the Official Swiss Chronometer Testing Institute (COSC, “a privileged partner of Swiss watchmaking excellence”), guaranteeing precision and reliability.

Each Norton Peak watch features its own custom-designed oscillating weight, strengthening the unique identity of every piece. A QR code engraved directly on the rotor allows the owner to access their private application, reserved for clients/shareholders. This digital space creates a direct link between the watch and its owner, offering full access to the entire Norton Peak experience. Every detail of the NP Chrono 43 reflects the brand's core obsession: zero compromise — neither on quality, nor on performance, nor on durability.

Finally, thanks to a partnership with Helvetia Insurance, the NP Chrono 43 comes with an unprecedented two-year “All Risk” insurance policy. This entirely new service in Swiss watchmaking protects the watch against theft, loss, or total damage.

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It's not just a timepiece, it's a tribute to the natural wonders that inspire us.”

L. Cucinotta, founder

By combining efficiency and transparency, Norton Peak is redefining accessible luxury and offering a remarkably attractive pricing strategy.

Transparency is one of Norton Peak's fundamental pillars — including when it comes to pricing. With a “cost price / selling price” ratio between 3 and 3.5, far below industry standards in luxury watch-making, the brand succeeds in offering luxury watches at accessible prices without any compromise on quality — each watch bearing the Swiss Made label, a symbol of excellence and horological expertise.

Direct contact with clients, fewer intermediaries, and complete control over the e-commerce chain make such a ratio possible, defining a “fair price” for an independent brand. The NP Chrono 43 is offered in pre-sale at the special price of CHF 7,200 inc. VAT, “all risk” insurance included — an exceptionally attractive price for a titanium watch of this quality.

And most importantly, the selling price includes a share in the company's equity, as explained below.

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Breaking the rules to deliver unbeatable value.”

Norton Peak Manifesto



Norton Peak reinvents the relationship between the brand and its clients by transforming the purchase of a watch into a complete watchmaking experience.

Norton Peak doesn't simply offer a time-piece: it invites every client to become a true actor in the adventure. The experience begins with access to an immersive digital universe, continues with the ability to personalize the watch and its packaging, and is enriched with a fully transparent tracking of the manufacturing process.

But the major innovation lies elsewhere: adopting a totally unprecedented model in watchmaking, Norton Peak is opening 50% of its share capital to the first 1,000 clients*. Each buyer thus becomes a shareholder of the brand. They take part in strategic decisions, contribute to future development projects, and benefit directly from Norton Peak's performance.

Be part of it: more than a motto, a promise — that of a community shaping the future of watchmaking together.

* Equity participation is structured in decreasing blocks of 100 buyers: the first 100 buyers hold 10% of the capital, the next 100 hold 8%, and so on.

A partnership at the summit between the legendary Patrouille des Glaciers and Norton Peak

Norton Peak will be the Official Timekeeper of the Patrouille des Glaciers in 2026 and 2028. This collaboration is a natural fit: teamwork, pushing one's limits, commitment, and humility — values embodied by the Patrouille — resonate perfectly with Norton Peak's DNA. Even the race's iconic

motto, "Together, at the heart of the effort," echoes Norton Peak's "Be part of it," reminding us that performance is above all a collective achievement.

About Norton Peak

Founded in Valais (Switzerland) by Lucas Cucinotta, Norton Peak is an independent brand shaking up the codes of contemporary watchmaking. Combining mechanical excellence with a participatory vision, it speaks to a new generation of watch enthusiasts — demanding, curious, and engaged. A powerful concept, a united community, a shared adventure.

About the founder

A long-time watch and design enthusiast, Lucas Cucinotta founded his first digital company at age 20. Today, his company, iomedia SA, is one of the leading web players in French-speaking Switzerland. Through his digital activities, Cucinotta spent 25 years supporting a major Swiss watch brand in its digital development. This close involvement with nearly the entire watchmaking value chain continually fueled his passion, eventually inspiring him to create the company that would bring to life the products he dreamed of.

With around fifteen employees, iomedia provides Norton Peak with all the digital expertise required for the brand's online development.

Norton Peak
Swiss Made Watches
Be part of it

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HD photos, animated visuals, technical
data in the Press Room section of
the website.

