

NORTON PEAK®



Press release

FC Sion and Norton Peak are joining forces in an exclusive watch collection

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Sion, July 30, 2026 – FC Sion and Norton Peak are celebrating the launch of their official partnership by unveiling a Swiss-made watch in a limited edition of 100 pieces, available for pre-order starting today.

Designed in the club's colors and assembled in Valais, this exclusive creation celebrates the coming together of two ambassadors of the canton, united by a deep attachment to Valais and shared values of commitment, character, and pushing one's limits.

Two different stories, the same DNA.

For nearly 120 years, FC Sion has been a powerful symbol of the Valais region and a pillar of Swiss sports. Over the generations, the club has built its legacy on the values of passion, commitment, and ambition, fostering a unique bond with its region and its loyal fans. Driven by a combative and authentic spirit, FC Sion continues to write its story with the same determination, remaining true to its identity while looking toward the future.

Norton Peak shares this same philosophy.

Founded in Valais, this young watchmaker creates Swiss-made timepieces that prioritize authenticity, quality, and commitment. Its ambition is to offer a different vision of luxury: independent, transparent, and built around a true community of enthusiasts.

Just like on a soccer field, nothing is ever a given. Every project requires hard work, determination, humility, and a constant drive to improve.

It is precisely these values that led the two partners to create this limited edition.

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A watch that embodies the colors of passion

Produced in a limited edition of just 100 numbered pieces, the Norton Peak FC Sion is designed for enthusiasts who want to wear a timepiece on their wrist that draws direct inspiration from the club's identity.

Bearing the Swiss Made label, the Norton Peak FC Sion is also a creation born in the Vieux-Pays: the watch's design, the manufacturing of the aluminum case—which combines durability and lightness—and the assembly of the watch... all these steps are carried out in Valais, reinforcing the regional ties shared by the two partners.

The design of the Norton Peak FC Sion incorporates FC Sion's iconic elements through a graphic identity developed specifically for this edition, making each watch a true collector's item.

Limited to just 100 pieces, this creation reflects a conviction: the most precious objects are not those produced in mass quantities, but those crafted with the utmost care and precision.

A mechanical watch from Valais at an extremely competitive price

Priced at CHF 2,400, the Norton Peak FC Sion exemplifies the brand's commitment to making high-quality Swiss timepieces more accessible.

This limited edition remains true to the commitments that have defined Norton Peak's identity since its inception: offering timepieces without compromise while keeping margins in line with industry standards.

Thanks to a direct distribution model and a policy of transparency, Norton Peak takes an approach that allows it to focus investment on what really matters: the quality of the watch, rather than on middlemen or marketing expenses—a different vision of luxury, one that is more transparent, fairer, and resolutely geared toward enthusiasts.

More than just a limited edition.

For Norton Peak, this collaboration is part of an approach already exemplified by its partnerships with institutions in Valais that share the same spirit of commitment and pushing one's limits, such as the Patrouille des Glaciers. For the young watch brand, FC Sion embodies values deeply rooted in its own DNA: passion, courage, determination, teamwork, respect, and the humility characteristic of those who know that the greatest victories are always the result of daily, shared effort.

This watch symbolizes this partnership, and as part of the 2026–2027 partnership, Norton Peak becomes FC Sion's "Official Time Partner" and "Official Watch Partner."

It tells the story of a canton where people love to take on challenges, defend their colors, and view the mountain peaks as a constant invitation to go further—together.

Be part of it.

About Norton Peak

Founded in Valais (Switzerland) by Lucas Cucinotta, Norton Peak is an independent brand that is shaking up the conventions of contemporary watchmaking. Combining mechanical excellence with a participatory vision, it appeals to a new generation of fine watch enthusiasts—discerning, curious, and engaged. It's a powerful concept that aims to build a close-knit community and offer it a shared adventure.

“FC Sion is much more than just a soccer club. It is an institution that is part of Valais's heritage. We share a common culture of hard work, passion, and dedication. This watch is a natural expression of that connection.”

Lucas Cucinotta
Founder of Norton Peak

“We are pleased to partner with Norton Peak to bring to life a project that reflects our identity. Beyond the quality of the product, we share the same values of authenticity, high standards, and a deep attachment to Valais and Swiss craftsmanship.”

Marco Degennaro
General Manager of FC Sion

About FC Sion

Founded in 1909, FC Sion is one of the most iconic clubs in Swiss soccer. Its trophy case includes 13 Swiss Cups and 2 Swiss league titles. Led for several decades by Christian Constantin, the club is deeply rooted in Valais, where it embodies the values of hard work, perseverance, and dedication. True to its identity, FC Sion continues to grow by drawing on its history and its region.

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Norton Peak

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