



VICTORINOX



„125 YEARS – YOUR COMPANION FOR LIFE“

In 1884, the cutler Karl Elsener opened his own workshop in Ibach, a small village in the heart of Switzerland. During the following decades, this new venture evolved into a globally oriented enterprise. Just seven years after founding his company, Elsener supplied the Swiss Army with a Soldier's Knife for the first time – and started a remarkable Swiss success story. 125 years later, Victorinox is still in the hands of the Elseners. This family business is now run by the third and fourth generation.

Besides the familiar and popular Swiss Army Knife, Victorinox today produces household and professional knives, precision timepieces, design-driven yet functional fashion, high-quality travel gear, and fragrances, which all convey a sense of 'Swissness'. All of the products from the House of Victorinox have one thing in common: They are an expression of a Victorinox philosophy based on solid values. Impeccable quality combined with great reliability, consistent functionality with innovation, refinement with absolute perfection and iconic design.

Under the motto "125 Years – Your Companion for Life", Victorinox is celebrating its 125th anniversary. Victorinox accompanies people through their lives. The Swiss Army Knife, which wrote history as an ingenious invention, accompanies people every day and is with you wherever adventure calls: on the Arctic ice of the North Pole; on Mount Everest, the highest peak on the globe; in the tropical rain forests along the Amazon; on a trip through time and space in the Space Shuttle.

However, being a "companion for life" also has another dimension for Victorinox that goes beyond the world of products. The company stands by its employees, who honor the security offered to them with loyalty and a sincere willingness to pitch in. Many Victorinox workers have been with the company for 20, 30, or more years; some spend their entire working career with the brand. Respect, truthfulness, openness, and solidarity are the underlying pillars of the corporate culture. And finally, "companion for life" also means taking care of the environment.

Victorinox will be celebrating its 125th birthday with various internal and external activities. These include a roadshow at a number of different locations in Switzerland, Germany and other countries, as well as an Anniversary Collection made up of products from all six product groups.



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MULTI-FUNCTIONALITY WITH THE SWISS ARMY KNIFE

In the beginning, there was just a knife. In 1891, Karl Elsener supplied the Swiss Army with the legendary Soldier's Knife for the first time. In 1897, he legally registered the name Swiss "Officer's and Sport Knife." Both knives arose from the idea of creating a product that would combine various functions, which could serve different purposes. Victorinox was far ahead of its time with this concept, because the drive for more multi-functionality than ever only really began to push product development in various spheres of life at the dawn of the 21st century.

Four Victorinox classics will be re-launched in a special anniversary look to mark the company's 125th year: The Classic model, the indispensable key ring; the Climber, a popular model with 14 functions; the CyberTool, a model of the spirit of innovation at Victorinox; and the beloved SwissCard, which has already won the much sought-after red dot design prize in the Best of the Best category. The anniversary logo is etched into the primary blade on each of these knives, and the world-famous Victorinox emblem, the cross and shield in gold, is on the red handle. All products come in festive packaging as befits an anniversary edition.

The showpiece of the Anniversary Collection, however, is an original replica of the very first Soldier's Knife delivered to the Swiss Army in 1891. This knife comes in a limited edition of four times 1884 pieces and is specifically intended to pay homage to the early years of this remarkable Swiss company.



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THE EXCLUSIVE ANNIVERSARY CUTLERY

The knife has accompanied humans as a tool as well as a decorative and artistic object since the beginnings of the history of civilization. In their conceptual structure, knives changed little for centuries, although there were countless design variations. As a kitchen knife, it is one of the most important and essential tools in any home or restaurant.

The quality that distinguishes the Victorinox Swiss Army Knife also characterizes the household and professional knives that proudly wear the Victorinox seal of quality: hand-crafted finishing based on 125 years of experience in honing fine cutlery to perfection – the winning synthesis of function, ergonomics, and convenience.

In 2009, Victorinox is producing three anniversary knives, which are perfectly suited to both the passionate home chef as well as for the culinary professional. The beautifully shaped cutlery is an all-rounder that is a must for every household. It also comes with a grip of high-quality ebony. The SwissClassic carving knife will be appreciated for its ergonomic design and perfect balance during this anniversary year and long afterwards. The Santoku model is outstanding for cutting, prepping, chopping, filleting, and carving. It introduces the culture of the Japanese knife into the anniversary year, and, as the other two models, carries the anniversary logo on its blade.



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STYLISH TIMEPIECES

The Victorinox Swiss Army Timepiece division has two reasons to celebrate in 2009: the 125th anniversary of the company and the 20th birthday of the first Swiss Army Watch. Exactly 20 years ago, the first Victorinox timepiece for the North American market was produced in the Jura Mountain region of Switzerland. Entirely in the spirit of the parent company, the products from the Biel watch brand stand for quality, functionality, and the Swiss inventive spirit.

As homage to the 125th anniversary of Victorinox, two models from the Infantry Vintage Collection have been launched by Victorinox Swiss Army in special series: First, a Jubilee Edition, which will only be made during 2009, features special attributes that set it apart from the standard collection and comes in a very characteristic olive-green styling. And then a Limited Edition, which comes in a unique combination of strong Victorinox red with yellow-gold dial décor and is limited worldwide to only 125 individually numbered pieces. The caseback of both models is engraved with the Victorinox anniversary seal and the inscription “125 Years – Your Companion for Life.”

The Infantry Vintage Limited Edition mirrors the 125-year history and roots of Victorinox, the manufacturer of the “Original Swiss Army Knife”: a precision tool where great value was placed on optimum function, reliability and performance in its design.

In addition, Victorinox Swiss Army connoisseurs will enjoy a very special watch edition in late summer this year. To celebrate the anniversary, the watch and knife specialists joined forces to create a travel alarm. The design and opening mechanism is inspired by the legendary Swiss Army Knife and makes the typical pocketknife “click” when opened and closed.



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EXCLUSIVE TRAVEL COMPANIONS

Since the 19th century, modern means of transportation have made travel a natural part of life, making the world smaller and increasingly more accessible. For nearly as long, Victorinox has strived to add convenience to life through the limitless innovation found in the “Original Swiss Army Knife”.

Drawing from this legacy of timeless Swiss heritage, Victorinox Travel Gear has created a broad range of practical travel companions to satisfy the demands of the modern traveller, from business cases, backpacks and luggage, to lifestyle bags, travel accessories and personal leather goods.

In commemoration of our historic anniversary, Victorinox Travel Gear has created an extraordinary bag, limited worldwide to only 125 individually numbered pieces. Rich with the same iconic attention to detail and quality found in the “Original Swiss Army Knife”, it represents the time when the company was in its infancy, and travel was treated as an adventure.

Carefully handcrafted in Switzerland, this premium travel bag is made from the highest quality full-grain, Italian belting leather and European materials, reflecting the superior workmanship from which the Victorinox brand was born.



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FAHIONABLE SHIRT, TIMELESS WHITE

Fashion is production and transformation, reality and stagecraft, a barometer of the general mood and an awareness of life. Every person is free to bow to the current fashion dictates or find a way to express his or her own style. Feeling free to be oneself and stand up for who one is. The Victorinox fashion line fits the naturalness of self-assured people, who know who they are and what they want. It suits the taste of modern people, whether they are out for business or for leisure. This fashion is made for the urban nomads of our time.

The classic, crisp white shirt will always be an enduring trend. An indispensable staple. An essential of the well-dressed and self-possessed man. The Victorinox anniversary shirt collection introduces a quintet of whites. Inspired by the simplicity and functionality of military dress. Constructed of the highest quality pure Swiss cottons. A project to commemorate 125 years of Victorinox heritage. Available in limited editions of 125 in four styles: The General - The Commander - The Officer - The Cadet, available only in the New York, Tokyo and London Stores. Wider available in a special edition of 1884 in one style: The Ambassador.

A variety of textured, polished, lightweight cottons. Intricate, hidden details and embellishments. Anniversary insignia. Mother of pearl buttons. Limited version of Victorinox Swiss Army knife. A perfect blend of formality and performance.



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A BREATH OF CHOCOLATE

Every age has its fragrances. Around 4000 BC, the Egyptian burnt fragrant substances to render homage to the sun god Ra. The Greeks and Phoenicians were familiar with a fragrant royal balsam that consisted of 27 different substances. For the composition of fragrances, there is an almost endless variety of natural ingredients: blossoms, fruits, herbs, barks and resins, leaves, grasses, moss, berries, roots, and so much more. But what should be the scent of a fragrance from the House of Victorinox? How can the spirit of the legendary Swiss Army Knife be transferred to the world of fragrances?

Victorinox have succeeded! The designers compose fragrances in which the spirit of Switzerland and the uniqueness of the Swiss mountain world find expression. In the Victorinox fragrances, a characteristic Swiss Feeling unfolds in a refreshing way: the beauty, freedom and freshness of snow-covered mountains, majestic glaciers, and glittering lakes.

For the 125th anniversary, Victorinox presents an especially festive, typically Swiss men's fragrance. Inspired by the seductive magic of a chocolate birthday cake, an anniversary fragrance of cacao beans and woody ingredients has emerged that does justice to the occasion: elegant and manly with a classic note.