KLAUS PETER MAGER FROM SWATCH JOINS HOME WATCHES

Klaus Peter Mager, former Swatch Vice-President & Director of International communciations (until 2010) has recently joined hOme watches' Board of Directors. The addition of Mager, which coincides with the launch on the market of the brand's first collection, was presented before Christmas to the press in Switzerland's capital Bern.



From left to right: Klaus Peter Mager, Jak & Eddy Dousse

Over the last 15 years Mager has worked for various companies like Farner RP, Ikea and Swatch. "hOme watches is a young & dynamic lifestyle brand, and I'm definitely looking forward to sharing my experience in the watch industry with the whole team" explains Mager about his comeback to the watch industry. As a member of the Board he brings with him a large network of the action-sports, fashion and & art worlds.

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Klaus Peter Mager joins boarsports top personalities Gigi Rüf and Patrick "Brusti" Armbruster onboard hOme and will help contribute to the general direction of the brand. "Most people who are involved with hOme are long-time friends – the result is a tight and motivated team who believe that the action sports world deserves another watch brand." comments Mager.

Already supported closely by experienced "silent" partners, the founders of hOme Jak Dousse, Eddy Dousse & Steve Harris are thrilled to now be able to count on the competences, experience and network of Mager as products are hitting the stores for the first time. "Quite clearly he could have gotten involved with other brands, but after almost a year of careful thought, he chose hOme, for us it's a perfect fit." explains CEO Eddy Dousse.

ABOUT HOME

Founded by Swiss brothers Jak and Eddy Dousse and their Canadian friend Steve Harris, hOme is a lifestyle accessory brand concentrating on fine Swiss watchmaking. Anchored in the boardsports lifestyle with extended views on fashion, hOme believes in telling stories through the products they make.

FOR MORE INFO
Please either visit *www.whereishome.com*
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