



GREAT MOMENT

The old country villa catches the sun gracefully, revealing charming nooks and romantic crannies, a picture book rendering by one of the great Impressionists. The Scheufele family home is a true gem adorning the Lake Geneva countryside. Located a good stone's throw away from the Nespresso headquarters in Lausanne, the owners of luxury house Chopard have created a grand idyll of such dimensions it nearly functions as a kind of family village. Next to Karl-Friedrich Scheufele's estate is a beautifully refurbished farmhouse inhabited by the parents of his wife, Christine. Further down the road reside his own parents Karl and Karin, the legendary masterminds of Chopard's global success. In 1960, the renowned jewellers from Pforzheim, Germany acquired the Swiss watchmaking operation Chopard. The visionary couple soon transformed it into the most glamorous company for precious jewellery worldwide. In less than 10 years the original dozen boutiques became 100, all located at the best addresses of the world's major cities. Together with his sister Caroline, Karl-Friedrich Scheufele expanded the family company with a particular and determined claim to supreme and long-lasting quality. Both a major partner of the Cannes Film Festival and general sponsor of the prestigious Mille Miglia classic cars race, Chopard has its annual share of festive occasions where the world's beautiful and successful congregate. Many of these assert their affection and esteem for Chopard's creations by becoming Chopard Ambassadors. These include Eva Herzigova and Anna Netrebko.

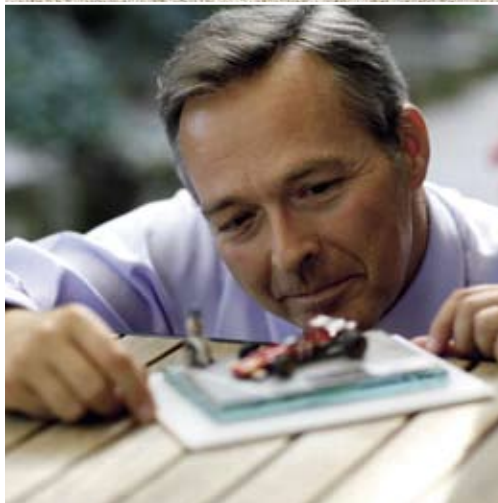
The Happy Diamonds have also adorned such cinema stars as Sharon Stone and Emmanuelle Béart. Among the gentlemen, Karl-Friedrich's good friend Jacky Ickx, who annually co-pilots the Mille Miglia with the Chopard director, is an ambassador, as is José Carreras. The star tenor is a close friend of Karl-Friedrich's father, and his foundation for the fight against leukaemia is substantially supported by Chopard. Charitable activities have always been a major priority of the family; one of the highlights this year included a benefit dinner for George Clooney in Cannes to support humanitarian efforts in Darfur. When it comes to reaching his goals, Karl-Friedrich Scheufele is straightforward and resolute. One major virtue guides him like a beacon: his passion. Be it as a gourmet, a dealer of best wines, or as a collector of legendary automobiles – what drives him is supreme quality and the magical act of achieving it. That and his love for the consummate achievements of precision mechanics and human endeavour. Ten years ago, in a bold and passionate move to bring Chopard “back to its roots”, Karl-Friedrich established a watchmaking manufacture where the story began so long ago. It was 1860, in the village of Fleurier in the Swiss Jura, that Louis-Ulysse Chopard laid the cornerstone for House Chopard with his watchmaking manufacture. Over the years, the immense success of the Happy Diamonds collection had come to overshadow Chopard's origins in the amazingly complex and elaborate microorganism that is a watch. Yet arduous and confident, Karl-Friedrich and his team managed to achieve a minor miracle: to resuscitate the tradition – and how. Milestones certainly include the rapid-fire development of five innovative watch calibres. “That was certainly a decisive success factor,” Karl-Friedrich says proudly and continues: “So was the idea for the Mille Miglia collection with a



Christine Scheufele has been a dedicated fan of Nespresso from the beginning.



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TIME WELL SPENT



A true epicurean, Karl-Friedrich Scheufele's passion drives him to pursue excellence in all aspects of life.

Time out with the Scheufeles, first family of the House of Chopard, and original fans of Nespresso.

watch band in the look of Dunlop tyres that distinguished our work. And now, nearly every phase of the production takes place at our watch manufacture.” As Karl-Friedrich Scheufele commenced his impressive project in Fleurier, his wife Christine brought home the very first Nespresso machine. The incomparable quality of the coffee convinced the epicurean couple from the first cup on, says Christine Scheufele: “Nespresso is simply the best coffee – and the Aeroccino is a marvellous device for perfect coffee culture.” The Scheufeles have elevated the enjoyment of coffee to a ritual. Purists that they are, they rely exclusively on Ristretto. It seems a sign of the couple's passion that they don't do things by halves

– a family principle in the house of Chopard. Naturally, such great expectations demand considerable time and sensitivity – virtues that are of particular importance for watchmakers. “Unfortunately, the days run too short for me,” sighs the self-professed family man, as he pats one of his two huge but docile Leonberg dogs which also belong to the family that is the critical counterbalance to his work. “On a beautiful day there is nothing better than taking one of my vintage cars from the garage for a tour. But it is my family that takes top priority. Epicureans tend to be somewhat egotistical. But we shouldn't forget that, even if the time we take off for our passions is well spent, it's time that someone else must do without.”