



Watchmaker Cimier is Swiss in every way, including supporting the local athletes who have made their mark on the soccer field and on the ski slopes. The company boasts a double-take list of sports ambassadors: king-of-the-bicycle kick Klaus Fischer, whose 1977 goal kick remains one of the most famous goals of the century; Swiss goalie Jörg Stiel, whose header save while lying flat on his belly during the European Championships in 2004 made headlines; slalom gold-medalist Heini Hemmi; and Walter Tresch, one of the most famous sportsmen in Switzerland and multi-gold winner skier.

More recently the list of Cimier ambassadors added Tanja Frieden, who captured the hearts of snow boarding fans at the 2006 Olympic games in Torino where she won the inaugural Boardercross competition. The Swiss schoolteacher passed American Lindsey Jacobellis, who crashed while attempting to showboat on the second-to-last jump. Frieden managed to overtake Jacobellis and capture the gold medal.

Cimier has worked closely with Frieden and Stiel to design two watches, which were recently unveiled at BaselWorld. Frieden's is a sporty chronograph that is decorated with twelve zircons on the black bezel or white snow crystals on the all-white model. Stiel opted for a manually wound black model highlighted with yellow hands and a yellow python leather strap. Both watches are limited to 200 pieces.



The Seven Seas Mermaid collection by Cimier was designed with the collaboration of snowboard Olympic gold medalist Tanja Frieden.

