

# PRESS KIT



Maison Alcée

« A new, hands- on  
approach to luxury »

Alcée Montfort - founder



# À propos d'Alcée Montfort

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## Founder of Maison Alcée

The third of five children, **Alcée Montfort** was born in L'Isle d'Espagnac near Angoulême in Charente, France. As a child, she travelled with her father on his business trips across France, and developed a true passion for manual crafting. Born to a family of engineers, she herself chose the "royal path" and specialised in fundamental physics. However, her natural curiosity and manual dexterity were difficult to reconcile with such a theoretical area.

Torn between a scientific career and her manual skills, she discovered **luxury craftsmanship** in 2013 when she landed a work placement at Hermès: first in the silk workshops, then in the leather workshops. That was a revelation. Working with pluridisciplinary teams, she provided the craftsmen with methodical discipline and scientific solutions to assist them in resolving issues with swathes of colours or leather markings. Encouraged by this first assignment, she applied for a position at Cartier in 2015 where she learned everything there is to know about supply chain management as part of the eyewear department. She went on to work at the antique watch restoration workshop of the Richemont Group, and in 2017 she became the movement assembly workshop manager for Tag Heuer at LVMH.



« S'orienter vers l'artisanat et le monde du luxe, ce choix détonnait au vu de mon cursus ! »

Alcée Montfort



When she became a mum in 2019, she took a break from her career to embark upon a personal project that had been consuming her for several years: to enable aficionados to step into the shoes of a watchmaker to assemble their own unique, personalised, numbered timepiece. She surrounded herself with a team which included, among others, a “Meilleur Ouvrier de France” watchmaker who provides input on luxury craftsmanship; watchmaking professors for an educational dimension; and a timepiece designer who brings a fresh perspective on a product that might otherwise appear outdated. And so she founded **Maison Alcée** and presented Persée, the first luxury desk clock to assemble at home.

In the future, Alcée Montfort would like for **Maison Alcée** to become the French reference in luxury DIY, as she plans on developing **artistic craftsmanship**, in a broader sense, and in particular silk work.

« Step into the shoes of a clockmaker  
to assemble your own unique,  
personalised, numbered timepiece.  
Experience the satisfaction and pride  
of crafting a timepiece with your own hands»

Alcée Montfort



# Maison Alcée

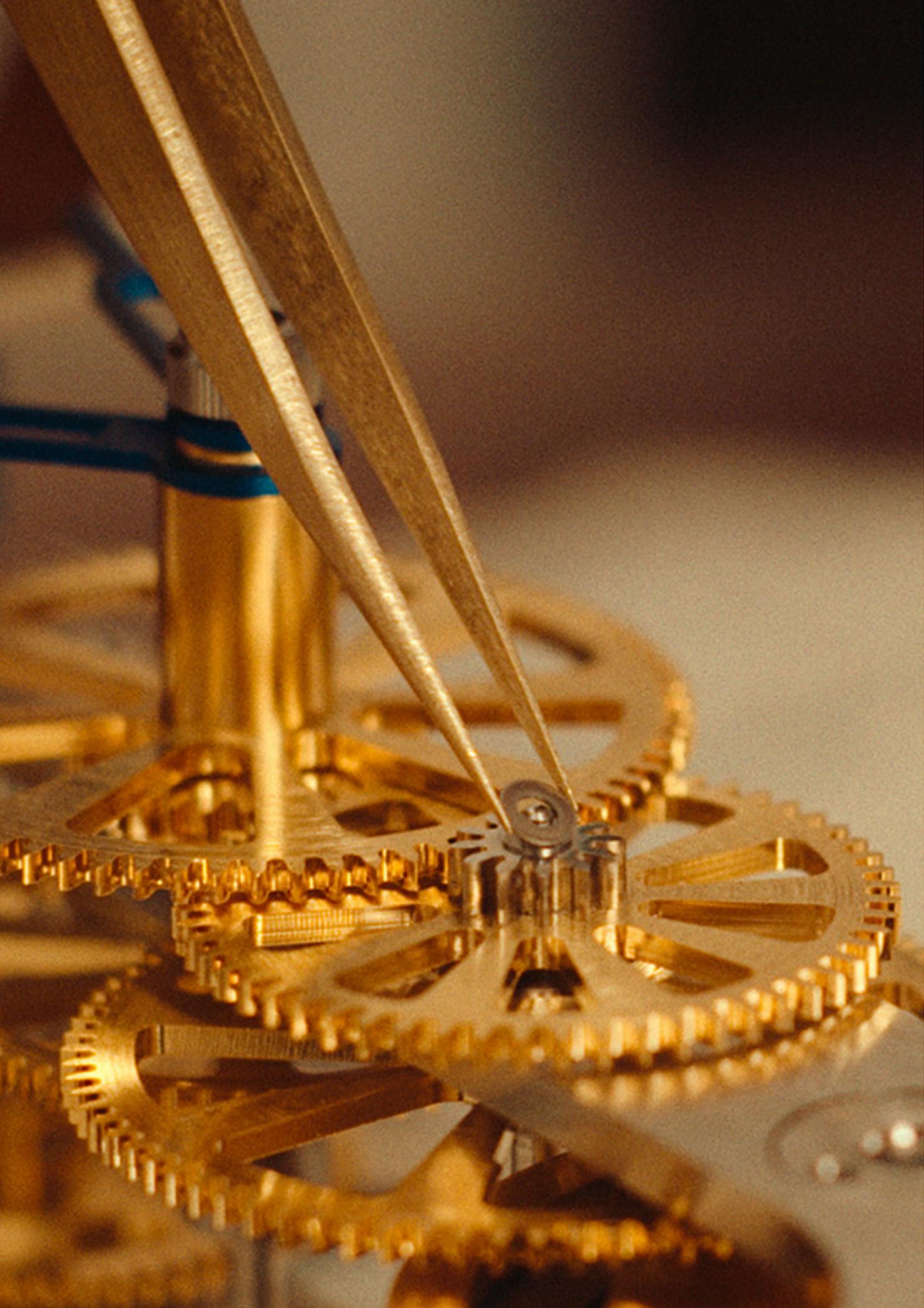
## An unprecedented clockmaking experience

**Maison Alcée** proposes an unprecedented clockmaking experience: the assembly of a desk clock, presented in a solid wood case. When an owner lifts the lid on this finely crafted solid wood case, they can be sure they will experience what Alcée promises: the joy of creating something and coming as close as possible to capturing the craftsman's skill and its full meaning.

Each case contains an artistic book that tells the tale of centuries-old clockmaking savoir-faire. Moreover, the case contains the 233 components of the desk clock and 17 tools required to assemble it.

This beautifully written hundred-and-fifty-page work, a handbook for the clockmaking apprentice, is not just a user manual: it is an integral part of the set and the experience. It not only contains instructions for assembling the desk clock and distinguishing among the some hundred tools and components (bridges, baseplates, keys, dome, etc.) throughout the process. It also embarks the reader on the discovery of clockmaking history and savoir-faire through a number of authentic anecdotes.





# Exceptional clockmaking designed for aficionados

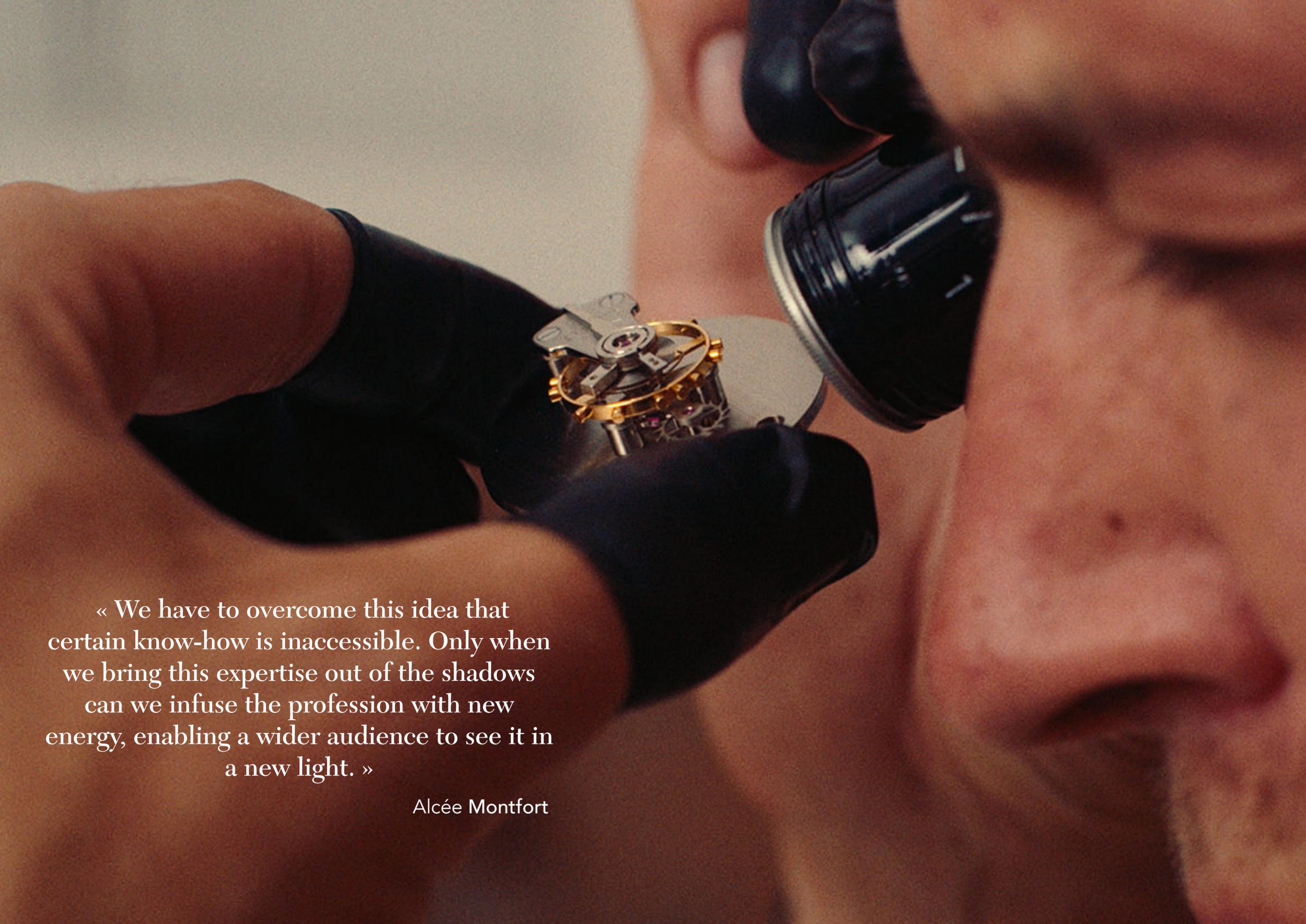
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## A house mechanical movement developed by and for Maison Alcée

The case also contains the 233 components of the mechanical movement that make up the Persée desk clock, which the **Maison Alcée** team developed especially for assembly by novices.

It was designed in collaboration with Antoine Tschumi (a Swiss timepiece designer), Thierry Ducret (a French watchmaker with the title "Meilleur Ouvrier de France"), and the watchmaking professors of the prestigious Ecole de Morteau in French Jura, who are well-acquainted with the difficulties that their first-year students encounter. Only the regulating organ is pre-assembled.

Intemperate collectors, incorrigible enthusiasts or insatiable neophytes will all become heirs to an age-old discipline for a brief moment, finally feeling the pride of making something with their own hands.



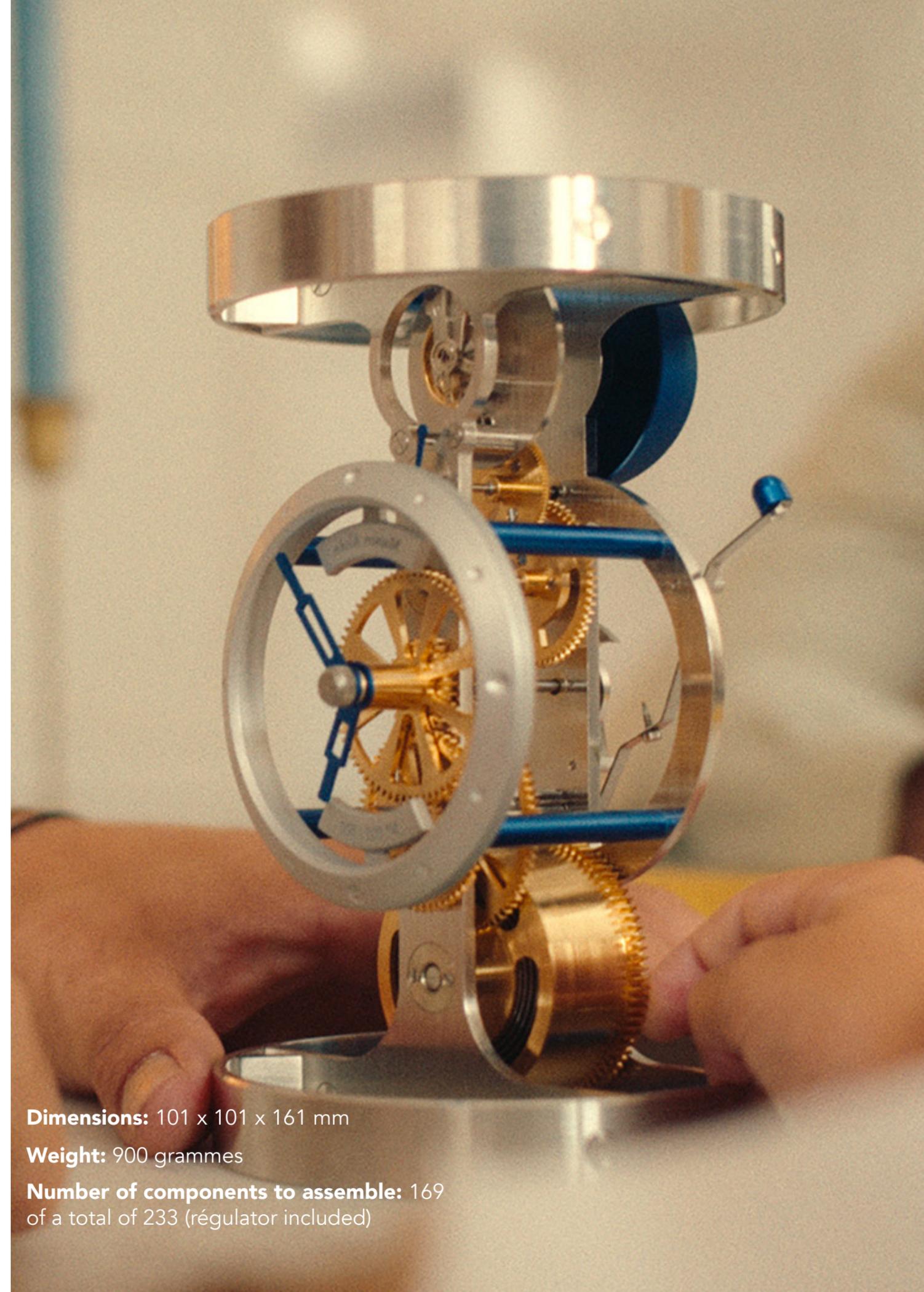
*« We have to overcome this idea that certain know-how is inaccessible. Only when we bring this expertise out of the shadows can we infuse the profession with new energy, enabling a wider audience to see it in a new light. »*

*Alcée Montfort*

# The renewal of French clockmaking

## In the Franco-Swiss Jura Arc

More than ninety-five percent of the value in these pieces is created in the Franco-Swiss Jura Arc, of which the mechanical clockmaking and artistic mechanical savoir-faire joined UNESCO's Intangible Cultural Heritage list in December 2022.



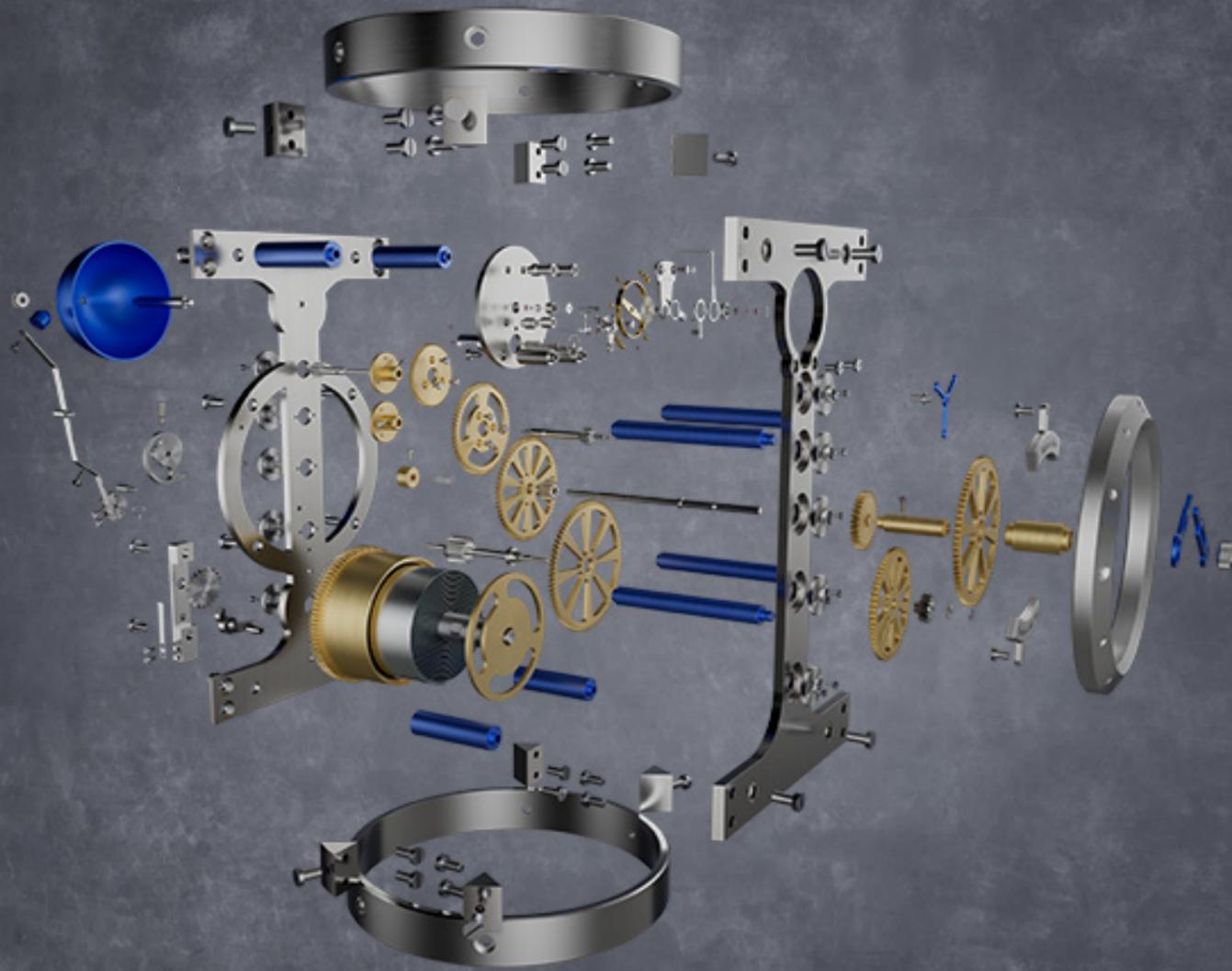
**Dimensions:** 101 x 101 x 161 mm

**Weight:** 900 grammes

**Number of components to assemble:** 169  
of a total of 233 (regulator included)

# Watch movement details

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**Position:** the aficionado may choose the horizontal or vertical position (a Maison Alcée innovation)

**Personalisation:** two engraved plaques complete the case (one bearing the initials of the clockmaking apprentice; the other bearing a unique, strictly personal number assigned to the fully assembled clock)

**Warranty:** 2 years from the purchase of the set.

**Care recommendations:** The maintenance of the Persée may be performed by the owner, and the clock may be freely disassembled and assembled to share the passion with friends and family.

**Power reserve:** two weeks

**Winding:** unidirectional winding key

**Oscillator:** balance wheel and hairspring with a frequency of 18,000 vibrations per hour

**Functions:** hours, minutes and seconds. Hourly chimes optional.

**Calibre :** manufacture **Maison Alcée**

# Professional clockmaking tools

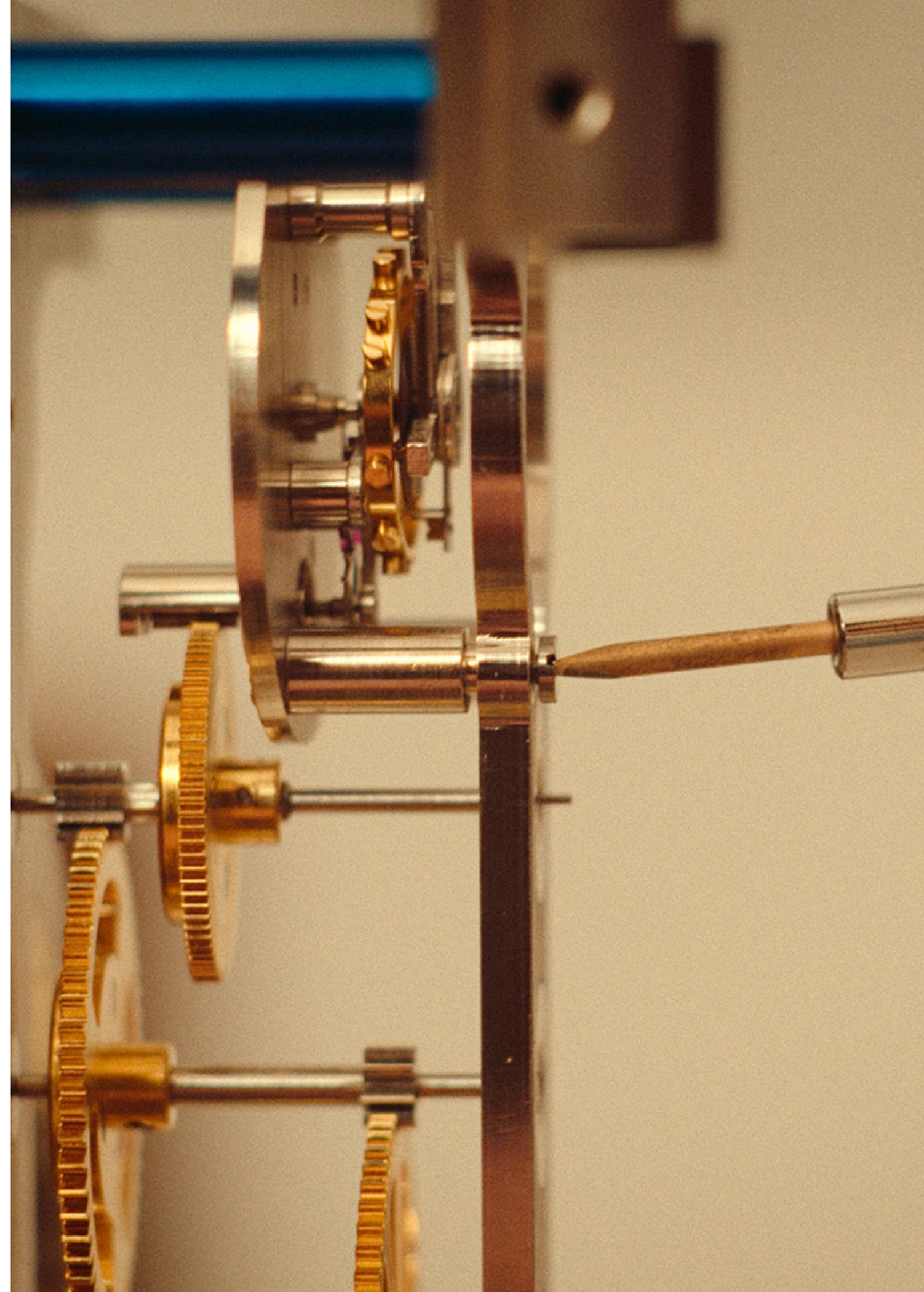
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## For use by neophytes

In keeping with the complexity of clockmaking, which has been called “the profession of a thousand tools”, the **Maison Alcée** set contains everything required for the assembly of the Persée desk clock: a clockmaker’s magnifying glass, tweezers, four screwdrivers, finger cots, a membrane case, a chamois cloth, a small oiler, and more. Some of these tools have been specially adapted to facilitate their use by neophytes.

This undertaking requires time and concentration; it’s not something to be taken lightly

Learning about, and assembling, a Persée desk clock requires some ten hours; but during that time the aficionado is never left without assistance. The assembly instructions are explained in a 150-page book, while videos complete the picture. If further assistance is required, the Maison Alcée team is standing by on a specialised WhatsApp group.



« For this unique experience, a lucky apprentice is provided with everything they need to build their own one-of-a-kind creation worthy of the remarkable objects that are passed down from generation to generation. »

Alcée Montfort





## Persée Douce

6 900 € excl. VAT

Limited edition of 500 units



## Persée Azur

7 500 € excl. VAT

Limited edition of 500 units



## Persée Nuit

8 300 € excl. VAT

Limited edition of 500 units