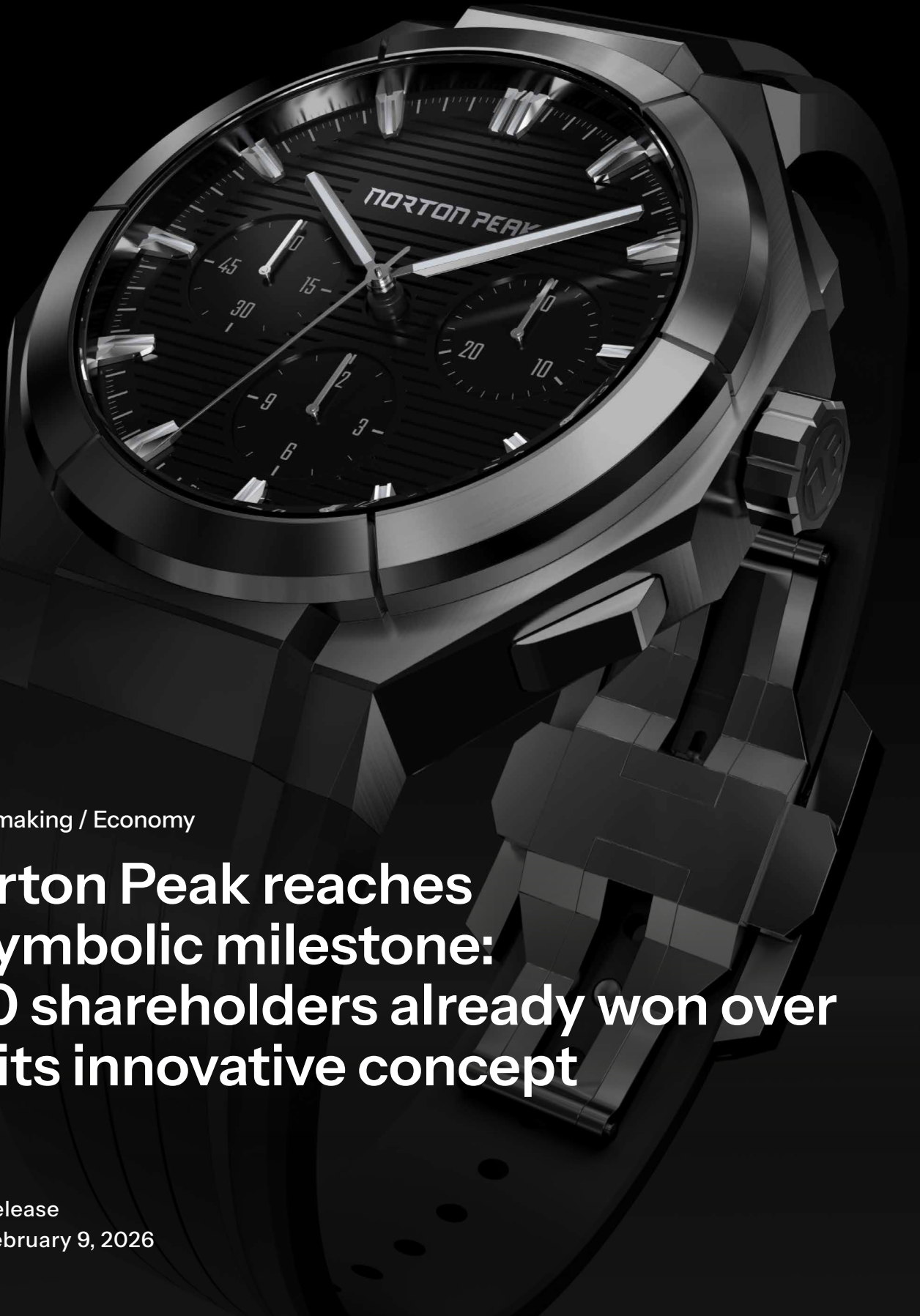




Watchmaking / Economy

Norton Peak reaches a symbolic milestone: 100 shareholders already won over by its innovative concept

Press release
Sion, February 9, 2026

It took less than 30 days for the young watch brand to find its first 100 customer-shareholders.

Sharp lines, uncompromising quality, and a particularly attractive price point... Norton Peak's Chrono NP 43 immediately won over its audience. Ultimately, however, it was the experience offered to buyers that made the difference. Norton Peak stands out with a unique model: 50% of the brand's capital is allocated to the first 1,000 customers, each of whom receives shares in the company when they purchase a watch.

A disruptive concept

Unique in the watchmaking world, this concept of "customer-owner of the brand" has found its audience: "Owning a share of the company whose products you appreciate is something quite unique," says one of the first 100 customers. "It undoubtedly creates a very strong bond with the brand, especially since it is not a symbolic stake: Norton Peak customers have the opportunity to get involved in product development and the evolution of the company."

Several models currently in development

Norton Peak's ambition does not stop there. Unveiled to the public at the end of November, the first Norton Peak Chrono 43 watches will be delivered to customers in May 2026. At the same time, new models are already in development, including a Norton Peak 44 skeleton, an NP 41 3-hand watch, and an NP Lady. These three models will complete the collection by September 2026.

Norton Peak welcomed into the Federation of the Swiss Watch Industry

After analyzing its action plan and business plan, the FH Council decided that the Valais-based company met all the admission criteria and welcomed this new watchmaker into its ranks. "Being accepted into the Federation of the Swiss Watch Industry is a real vote of confidence. This recognition, which comes at the launch of the brand, testifies to the credibility accorded to our project. We are honored to join an institution that embodies the excellence, expertise, and values that shape Swiss watchmaking," said Lucas Cucinotta, founder of Norton Peak. For the record, the FH represents the vast majority of the Swiss watch industry, including many prestigious brands, as well as suppliers and professional associations.

Norton Peak, official timekeeper of the legendary Patrouille des Glaciers

Norton Peak will partner with the Patrouille des Glaciers in 2026 and 2028 as the event's Official Timekeeper. Team spirit, pushing oneself beyond one's limits, commitment, humility... the values upheld by the Patrouille resonate deeply with Norton Peak's DNA, making this collaboration a natural fit! Even the race's iconic motto, "Together at the heart of the effort," echoes Norton Peak's "Be part of it," reminding us that performance is built first and foremost collectively.

Norton Peak × Patrouille des Glaciers, a partnership at the summit! ■

Media contact

Lucas Cucinotta
media@nortonpeak.com
 +41 79 566 89 46

www.nortonpeak.com
 HD photos, animated visuals, technical data in the Press Room

