

WORLD COMMERCE CORPORATION  
corporate information





## MESSAGE FROM CEO

Since established in 1970 as general trading company, World Commerce Corporation has been providing excellent products from all over the world. We provided automotive components, audio products, sports equipment and apparel in the past. However, we currently import and sell watches and jewellery as Japanese sole distributor for the Franck Muller Watchland Group - Swiss mechanical watch manufacturer, and its group brands.

We started to import and sell European products of our choice as we believed their unique charm and never-fading novelty could appeal to our sophisticated customers. We have received continued support from many customers since established. We believe this is because we have spent all the years to develop an eye for true value of European products. We consider it as our asset.

‘Time’ is invisible and intangible by nature. However, a watch represents time we can touch. We all receive benefits from ‘time’ which passes from the moment we are born. While ‘time’ is there permanently, limited ‘time’ is given to us. We believe we need to appreciate this limited time to have an enriched life.

The watch brands we deal are not only for telling the time but for representing the watch owner’s personality and identity and for accompanying the owner as a partner in good times and bad times in life. Franck Muller watches are beyond bounds of Swiss traditional watches, are unique work of art beyond our imagination and continue to give us surprise. Currently, a number of distinctive brands participate and has become the big watch group. We believe the group will make a new epoch with young extraordinary talents under Franck Muller and appealing watch brands.

Franck Muller brand has grown at an accelerated pace in the Swiss watch industry which places great emphasis on tradition and established its position as luxurious mechanical watch brand in the past 20 years. His God-given talent gives hope to many young watchmakers and a dream to many customers. We are proud that we have been involved in the brand group since it was established and have a strong relationship with the group. We provide after-sales services with Japan’s best technology to take over the watchmaker’s faith and continue to offer watches as our life partners. We also provide unfailing services in order to support the unchanging value of the brand. The mission of the ‘World Commerce Corporation’ is to continue to offer artistic charm of mechanical watches which traditional culture, philosophy and the watchmaker’s desire and passion are attached to.



CEO Toshiya Kawai

FRANCK MULLER  
GENEVE

FRANCK MULLER  
JEWELLERY

FF FRANCK MULLER  
FUTURE FORM

PK  
PIERRE KUNZ  
GENEVE

BACKES & STRAUSS  
London

EUROPEAN  
COMPANY WATCH

Barthelay  
MONTRE D'EXCEPTION

MARTIN BRAUN

PIERRE MICHEL  
GOLAY

RODOLPHE

CVSTOS  
THE TIME KEEPER



## About Us

Company name	WORLD COMMERCE CORPORATION
Established	March 1970
CEO	Toshiya Kawai
Capital	45 million yen
Business year	1 January – 31 December
Employee	142 (as of December 2013)
Address	Posco Tokyo Building, 5-11-14 Ginza Chuo-Ku, Tokyo
HomePage	<a href="http://www.wccweb.jp">http://www.wccweb.jp</a>
Branch	Myanmar Branch No.330 Ahlone Road, Dagon Township, Yangon, Myanmar

## Direct Boutique

FRANCK MULLER WATCHLAND TOKYO  
5-11-14, Ginza, Chuo-Ku, Tokyo  
104-0061  
Tel : +81 3 3549 1949

WATCHLAND GALLERY TOKYO  
5-11-14, Ginza, Chuo-Ku, Tokyo  
104-0061  
Tel: + 81 3 6226 3210

FRANCK MULLER WATCHLAND OSAKA  
3-9-15, Minamisenba, Chuo-ku, Osaka-shi,  
Osaka 542-0081  
Tel: + 81 6 6251 4101

WATCHLAND GALLERY OSAKA  
4-2-4, Minamisenba, Chuo-ku, Osaka-shi, Osaka  
542-0081  
Tel. + 81 6 6252 3210

FRANCK MULLER WATCHLAND FUKUOKA  
2-3-24, Tenjin, Chuo-ku, Fukuoka-shi, Fukuoka  
810-0001  
Tel: + 81 92 739 1949

WATCHLAND GALLERY NAGOYA  
3-6-29, Nishiki, Naka-ku, Nagoya-shi, Aichi  
460-0003  
Tel. + 81 052 950 3210

<http://www.watchland.jp/>

<http://www.watchland-gallery.jp/>

## FRANCK MULLER GENEVE



### FRANCK MULLER

<http://www.franckmuller-japan.com/>

Franck Muller – Swiss mechanical watchmaker who has established a unique position only several years since established.

Over years, Franck Muller has continued to create a number of masterpieces that were never seen before in the mechanical watch history. The back cover of Franck Muller watch is engraved with the words “Master of Complications”.

He created a concept of a watch which has complicated functions in 1983 when complicated watches were only pocket watches. Less than 20 years since then, he has released more than 30 pieces of the world’s first super complicated watches and a number of watches with unprecedented, innovative systems that retained design patents.

His policy of watchmaking is to embody the change of concept for a watch and his excellent aesthetic sense with advanced technologies, while faithfully inheriting the old tradition. His timepieces show rather futuristic, new presentation of the original interpretation of ‘time’ which is being forgotten in the 21st century.

The watch reminds us of old close relationship between ‘person and time’ and makes the owner realise ‘kindness of time’. The watchmaker’s soul poured into each exquisite and complicated component makes ‘time’ meaningful for the owner. The engraved letters represent Franck Muller’s ‘philosophy of time’.





# FRANCK MULLER GENEVE

Watch Collection



## FRANCK MULLER JEWELLERY



### FRANCK MULLER JEWELLERY

#### **Curvex Cut Diamond**

Curvex Cut Jewellery – the idea came from the sophisticated watch form ‘Cintreé Curvex’ which can be described as Franck Muller’s origin. The unique Curvex Cut has 73 facets with ideal ratios. It reflects more light than usual round cut (58 facets) of diamond and gives dazzling sparkle. ‘Curvex Cut Jewellery’ of the highest quality is made with outstanding skills and has Franck Muller’s one and only cut in the world.



#### **Talisman**

‘Talisman Collection’ – created with numeral symbols. There are unlimited combinations of numerals. We all have individual association with certain numbers – ‘special numbers’ such as birthday and date of anniversary. The numerals on the watch face are Franck Muller’s original. We believe these numerals have power of luck. The collection represents design aesthetics and jewellery technology developed through jewellery watch making.







## FRANCK MULLER FUTURE FORM

<http://www.franckmuller-fff.com/>

The FRANCK MULLER FUTURE FORM unveiled at WPHH held in Geneva in January 2014 launched a collection starting with tableware. This is based on his thought that there is no happier time than when enjoying a meal with the family or close friends.

Plates, cutlery, glasses and linen such as tablecloths are all adorned with the iconic Byzantine numerals that swept the watch industry, and the table will instantly turn into the world of Franck Muller.

FRANCK MULLER FUTURE FORM started with tableware and plans to develop items such as furniture and lighting for total coordination of the living space. There is no end to the joyful moments indicated by a special watch or that pleasant passing of time in everyday life. That is why we want to be a part of all aspects of happy times... That is Franck Muller's wish.





PIERRE KUNZ  
GENEVE



Pierre Kunz



## PIERRE KUNZ

<http://www.pierrekunz.jp/>

Pierre Kunz was born in Bern, Switzerland in 1959. He was very interested in mechanical watches since he was young and enrolled in a watchmaking school in Vallée de Joux. After graduating from the school, he worked at a prestigious watch factory for several years before becoming an independent watchmaker for a famous watch brand. Then he started working at Franck Muller's factory in 1997. When he was making unique pieces at Franck Muller's factory, his manager noticed his outstanding talent and suggested him to create a new brand. The Franck Muller Watchland Group had complete confidence in him and gave him a permission to make an original model under his name. This is how Pierre Kunz set up his own brand in 2002.

Pierre Kunz watches are featured with fan-shaped aperture for the retrograde seconds, minutes, hours and days. Their style is contemporary and also classic. It is dedicated to the perfect integration of advanced technology and artistic design.





The Diamond Jubilee collection celebrating 60th anniversary of Queen Elizabeth II's reign.



## BACKES & STRAUSS

<http://www.backesandstrauss.jp/>

'Backes & Strauss' is a London based oldest diamond maison in the world, established in 1789. Their diamond cut creates a rare halo of 'hearts & arrows' pattern. 'Backes & Strauss' has been committed to diamond over 200 years. They encountered the Franck Muller Watchland and a watch which can optimise the sparkle of high quality diamond was created. The perfect cutting technology gives diamond



a geometric symmetry and the large curve of the case allows the ideal light to reach all diamond. This is an exclusive masterpiece. The collection comprises of 3 types of watches – Regent, Berkeley and Piccadilly, inspired by historic, attractive tradition and heritage in London. 'Backes & Strauss' watches have one and only existence, owing to advanced knowledge and technology to use 'light' and 'time' and inherited London tradition and predecessors' faith.

# CVSTOS

THE TIME KEEPER



## CVSTOS

<http://www.cvstos.jp/>

Cvstos, which means “guardian of time” in Latin, was founded when 2 young talents met- Sassoun Sirmakes and Antonio Terranova. They had a strong ambition of future-oriented watch making and desire to surprise many watch lovers with attractive designs. They shared 3 concepts (high technology, sporty, elegance) and built up Cvstos technology.

Cvstos has grown by doing today what other brands do tomorrow and committed to creativity. Cvstos always gets ahead of the times, sets a benchmark of innovativeness in the high-end watchmaking and creates the latest trend.

## PIERRE MICHEL GOLAY



### PIERRE MICHEL GOLAY

‘Pierre Michel Golay’ watches reminds us of a scroll picture drawn by an art master. Pierre M Golay designs the movements and components of his watches by hand drawing. His design is elaborate as well as based on close study of the shape and function of each component, so that each component contributes beautifully to an overall harmony. His watches are top timepieces produced with traditional watchmaking skills. He used his outstanding skills and ideas to design grand complication for prominent Swiss watch brands. After teaching at a watch school in Geneva, he joined the Franck Muller Watchland Group. He got involved in some important development projects for production, including ‘Revolution 1-3’ and ‘Aeternitas Mega’. Innovative mechanism which will go down in watchmaking history such as bi- and tri-axial tourbillions was developed by a vibrant young team under Frank Muller and Pierre M Golay.

Franck Muller said about Golay, “He is a working watchmaker, Grand Master and top level craftsman. He is the last top level watchmaker who is of the old school and does not use computers. We will never see another watchmaker like Golay.”







## EUROPEAN COMPANY WATCH

<http://www.ecw.jp/>

'European Company Watch' was founded in 2000. Its concept is to re-design Art Deco style – which stormed into the world in 1930s – from the perspective of the 21st century and produce elegance of the new era. The model is fully inspired by the Sahara Desert and the Mediterranean as a symbol of romance and exoticism. It embodies the homage for the North Africa in 1930s which continued to attract a number of adventurous European men.



## BARTHELAY

<http://www.barthelay.jp/>



'Barthelay' was founded in Paris in 1930s. After Roland Barthelay took over his father's company in 1960s, he quickly adopted the current trend as a motif. He started to produce watches as pret-a-porter (ready-made) opposed to the mainstream custom-made. He also produced watches with new form which suits both jeans and soiree (evening dress). They were popular with women. 'Barthelay' carries the value of craftsmanship and sophistication of genuine timepieces as well as goes with the times, and offer the collection filled with elegance and Parisian spirit.



## RODOLPHE

### RODOLPHE

<http://www.rodolphe.jp/>

The designer, Rodolphe observes and memorises sound, image and emotion to produce his timepieces. He has designed for a number of long-established watchmakers and breathed new life into the traditional world.

The Franck Muller Watchland perfectly embodied the watches that had been designed but considered feasible. Innovative and sophisticated watchmaking follows the process where the movements are created after the case, face, hands and winding crown are created, which is opposed to the traditional process.



### MARTIN BRAUN

<http://www.martin-braun.jp/>

One of the top German watch makers, Martin Braun was born in 1964 as a son of chaser. When graduating first on the list from a watchmaking school in Pforzheim, he produced a complicated table clock featured with calendar based date, moon phase and equation of time. At that time people around him was impressed with his extraordinary talent. He set up 'Martin Braun' brand in 1998. He is called young genius watchmaker. He has received many prestigious awards in Europe including Goldene Unruh Best Design which is the top design award given in the German watch industry.





## Xanadu of watchmaking ①

FRANCK MULLER WATCHLAND



### As the home base of the Franck Muller Watchland Group

The village of Genthod near the city of Geneva in Switzerland. The Franck Muller Watchland is located on the calm hills overlooking the beautiful Lake Geneva (Lac Lemman), with a view of the majestic Mont Blanc in front. Moved by the mythical beauty and calm of the village, which retains its medieval vestige, Franck Muller created a studio in the village in 1986. By 1992, Franck Muller and Vartan Sirmakes established a company called Franck Muller Genève. In 1995, they moved the home base to a castle, Les Amandiers, and named it 'Franck Muller Watchland', as an ideal environment for creating timepieces. Watchland centres around a neo-gothic style country house, with additional buildings carefully designed and built in the same style. The site evolved into something completely new, whilst retaining its exceptional aspects.





## Xanadu of watchmaking ②

FRANCK MULLER WATCHLAND



### The Xanadu of watch production

On the site named Watchland, every process relating to watchmaking is performed, according to Franck Muller's unique concepts. It acts as the centre of the watch industry, where prototypes with unique features are developed, cutting-edge technologies are studied, young watchmakers are trained in the watchmaking technologies that have been passed down from medieval times, and traditional culture is passed on. It indeed continues to evolve as the 'Xanadu of watch production'.

In January each year, the World Presentation of Haute Horlogerie (WPHH) is held. It is a major event in which new pieces from the Watchland brand, including Franck Muller, are presented.



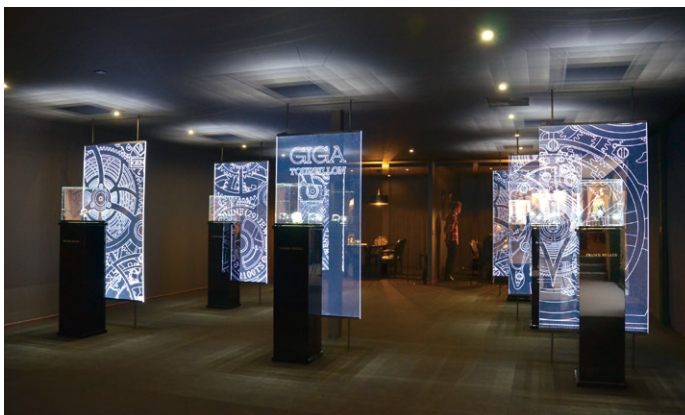




# WPHH

THE WORLD PRESENTATION  
OF HAUTE HORLOGERIE

The greatest celebration of mechanical timepieces in the world  
WPHH (The World Presentation of Haute Horlogerie)



Since 1998, the Franck Muller Watchland Group has been hosting the World Presentation of Haute Horlogerie (WPHH) each year at their headquarters (Watchland) near Geneva, Switzerland.

Each year, the WPHH attracts many distributors, dealers and the press from all over the world, and in 2009, the WPHH in MONACO was held for the first time in Monaco, to present new watches and jewellery.

The latest pieces were presented by brands such as CVSTOS, a partner brand, in addition to the group's brands FRANCK MULLER, PIERRE KUNZ, BACKES & STRAUSS, EUROPEAN COMPANY WATCH, RODOLPHE, Barthelay, MARTIN BRAUN, PIERRE MICHEL GOLAY and FRANCK MULLER JEWELLERY. The one and only unique presentation was a great success, as was the gala party held in a glamorous ambience.



**FRANCK MULLER**  
Wedding



## FRANCK MULLER WEDDING

<http://www.franckmuller-wedding.jp/>

– Celebration to keep the memory of the best moment in life for good –

Franck Muller Wedding is created with the theme of Franck Muller's 'philosophy of time' which presents a new concept of time with complicated functions and unique ideas.

One of his creations, 'Crazy Hours' face displays the numerals from 1 to 12 non-consecutively. The numerals are re-arranged. However, the watch reads the correct time. Franck Muller proposes through this watch that we spend daily life in a unique, unrestricted way with free spirit.

'Vegas' watch tells the correct time but is equipped with a roulette which is a symbol of irregularity. It represents that the life is a gamble and filled with pleasure as you never know what the future holds.

Franck Muller Wedding is one of his new creations.

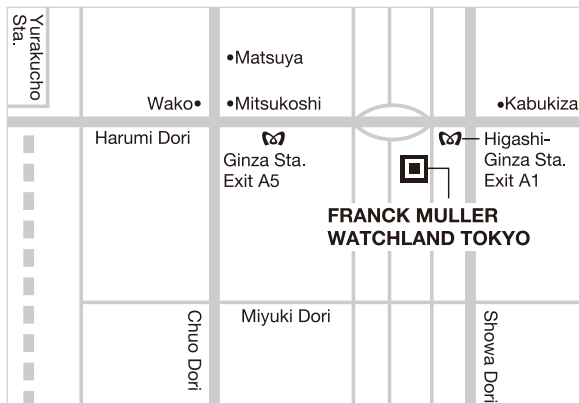
This is a celebratory event offered with Franck Muller's message, "Enjoy your time of life more than ever".







# FRANCK MULLER WATCHLAND TOKYO



## FRANCK MULLER WATCHLAND TOKYO

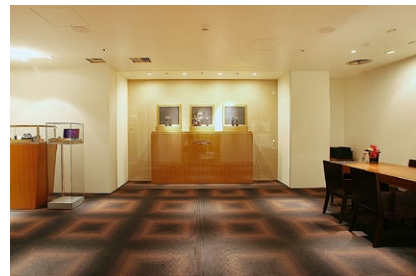
5-11-14, Ginza, Chuo-Ku, Tokyo

104-0061

Tel : +81 3 3549 1949

STORE HOURS : 12:00 ~ 20:00

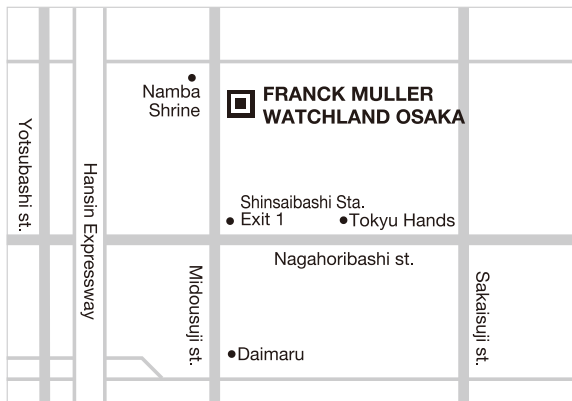
<http://www.watchland.jp/>







# FRANCK MULLER WATCHLAND OSAKA



## FRANCK MULLER WATCHLAND OSAKA

3-9-15, Minamisenba, Chuo-ku, Osaka-shi, Osaka  
542-0081

Tel : +81 6 6251 4101

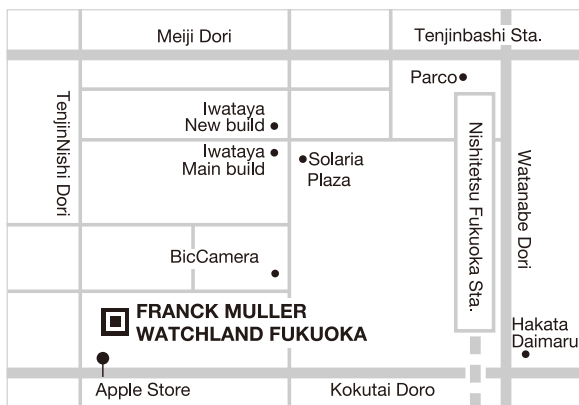
STORE HOURS : 12:00 ~ 20:00

<http://www.watchland.jp/>





# FRANCK MULLER WATCHLAND FUKUOKA



## FRANCK MULLER WATCHLAND FUKUOKA

2-3-24, Tenjin, Chuo-ku, Fukuoka-shi, Fukuoka  
810-0001

Tel : +81 92 739 1949

STORE HOURS : 12:00 ~ 20:00    CLOSED : MONDAY

<http://www.watchland.jp/>







# WATCHLAND GALLERY

<http://www.watchland-gallery.jp/>

## Premium approved pre-owned watches (PAW)

At the Watchland Gallery, pre-owned items of the Franck Muller Watchland Group, imported and sold by World Commerce Corporation, are sold as Premium Approved Watches.

PAW (Premium Approved Watch), which has been given full maintenance, exerting much time and effort, including manual adjustments made by seasoned technical service experts, and replacement of authentic parts made in Switzerland, comes with a 'Premium Approved Warranty' as a 'top quality pre-owned item', and is given 'new values', accompanying its quality as a luxury Swiss watch to be enjoyed for decades.

PAW is sold to customers at the Watchland Gallery in Tokyo, Osaka and Nagoya, as well as to customers throughout Japan via the gallery's internet shopping site.

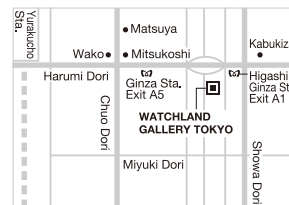


### WATCHLAND GALLERY TOKYO

5-11-14, Ginza, Chuo-Ku, Tokyo104-0061

Tel : +81 3 6226 3210

STORE HOURS : 12:00 ~ 19:00 CLOSED : MONDAY

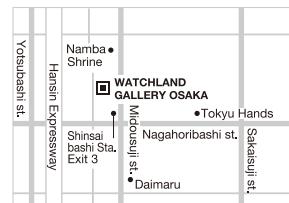


### WATCHLAND GALLERY OSAKA

4-2-4, Minamisenba, Chuo-ku, Osaka-shi, Osaka 542-0081

Tel. +81 6 6252 3210

STORE HOURS : 12:00 ~ 19:00 CLOSED : MONDAY



### WATCHLAND GALLERY NAGOYA

3-6-29, Nishiki, Naka-ku, Nagoya-shi, Aichi 460-0003

Tel. +81 052 950 3210

STORE HOURS : 12:00 ~ 19:00 CLOSED : MONDAY





## CUSTOMER SUPPORT



### Policy of service

As the Japanese sole importer and distributor of Franck Muller Watchland Group, World Commerce Corporation strives to provide 'a peace of mind' essential to aftercare service, along with luxury mechanical watches and jewellery, to exceed the expectations of our customers.

### Technical Service Centre

We have our own manufacturing-class technical team so that we can provide the best service and satisfaction, as we move beyond the bounds of importer/distributor, to provide aftercare service that is essential for our customers to continue to enjoy luxury mechanical watches and jewellery for many years. Our atelier has latest high-tech equipment, as well as watchmakers who have mastered the highest level of skills in Switzerland, and with a top class technical team that is equal to that of Swiss manufacturers, we strive to provide support to customers.

We recognise the luxury mechanical watches we sell are not merely industrial products, but are fine arts and crafts.

To provide the best service and 'a peace of mind' to every customer who makes a purchase at our approved stores, we provide maintenance, by always remembering to handle the customer's watch with care.

So that we can handle the ever-evolving, limited production complicated watches, we devote our efforts in social interaction between watchmakers, including technical training in Switzerland, to carry on their outstanding craft.

World Commerce Corporation promises to make diligent efforts so that we could stand by our customers to provide services that would enable our customers to continue to use their watches that create their precious memories in their best condition.







## CUSTOMER SUPPORT



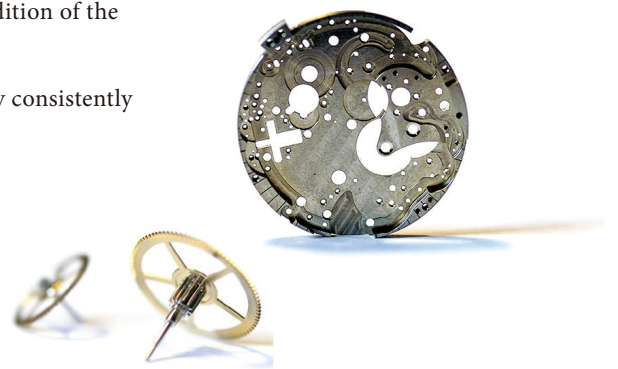
### Customer Support Centre

The Franck Muller Watchland Customer Centre aims to provide premium aftercare service to enable our customers to use their watches in their best condition for many years to come.

The Freephone call centre (0120-090-617) takes various enquiries from customers in Japan and abroad for their peace of mind (calls concerning repairs, how to use the watch, wristband replacement, etc.) For customers wishing to make a purchase, advice is given on the model of the customer's choice and our approved stores.

The customer centres in Tokyo (Ginza) and Osaka (Shinsaibashi) act as repair centres for customers who made their purchases at approved stores overseas, and they provide high quality service as they not only check the condition of the watch, but also the condition of the leather strap or bracelet.

Our customer centres promise peace of mind and satisfaction, as they consistently provide services from the customer's perspective.





## Our History

1970	Established in Sengoku, Bunkyo-Ku, Tokyo Aimed to import/export automotive equipment, audio equipment, musical instruments, sports equipment and sundry goods started to export Japanese products
1980	Signed an exclusive distributor agreement with Heuer Leonidas, including distribution of sport watches
1983	Signed a distributor agreement with Revue Thommen (Switzerland) to import mechanical watches
1986	Signed a distributor agreement with Sport Engineering (UK) to import 'Powerjog' –treadmill
	Signed a distributor agreement with Meister Sport (UK) to import rugby balls
1997	Transferred Tag Heuer (Switzerland) watch distribution license to Tag Heuer Japan
1998	Signed a distributor agreement with Lange & Sohne (Germany) to import mechanical watches
	Signed a distributor agreement with Franck Muller (Switzerland) to import mechanical watches
	Signed a distributor agreement with Chronoswiss (Germany) to import mechanical watches
	Signed a distributor agreement with HEAD (Austria) to import tennis equipment
2000	Moved Franck Muller Tokyo from Aoyama to Ginza, Tokyo and re-opened the shop
	Moved watch/jewellery sales dept. in Ginza following business expansion
2002	Started to sell Franck Muller Jewellery
	Signed a distributor agreement with European Company Watch
2003	Signed a distributor agreement with Pierre Kunz (Switzerland) to import mechanical watches
	Transferred Lange & Sohne (Germany) distribution license
	Opened Pierre Kunz Tokyo in Aoyama, Tokyo
	Moved Franck Muller Osaka to Shinsaibashi, Osaka and re-opened the shop
	Opened Pierre Kunz Osaka in Imabashi, Osaka
2004	Signed a distributor agreement with Vulcan (Switzerland), following merger with Friendia
	Signed a distributor agreement with Bell & Ross (France), following merger with B-Watches
2005	Opened Franck Muller Fukuoka in Fukuoka
	Transferred HEAD (Austria) racket sport equipment distribution license
2007	Signed a distributor agreement with Rodolphe, Barthelay, Backes & Strauss and Habring 2 (Austria), following the establishment of Franck Muller Watchland Group
2010	Started to sell approved pre-owned watches at Watchland Gallery
	Transferred Bell & Ross, Chronoswiss, Habring 2 distribution license to All Blue
	Terminated Vulcan distribution agreement
2011	Opened Watchland Gallery in Shinsaibashi, Osaka
2012	Started a new project – Franck Muller Wedding
2013	Toshiya Kawai was appointed as CEO, Set up a new structure with new board members
	Opened Watchland Gallery in Nishiki, Nagoya
2015	Start a new project - Franck Muller Future Form
	Established Myanmar Branch in Yangon