

# Press Kit

YEAR 2025

In 2025,

The brand continues to write its story on the wrist of an audacious generation.

Young. Free. Sharp.

MUREX disrupts the codes of Swiss watchmaking with a contemporary vision of time.

For her.  
For him.  
For now.

The collections expand, the lines refine, and style becomes a playground for free expression.



# CONTENT

## 1 THE EDITORIAL

MUREX, the time for a new impulse.  
In 3 words: Young, Accessible, Swiss Made.

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## 2 THE MUST-HAVES OF 2025

SUPREMO, the unbeatable icon.  
New automatic: MUA674, the bold sport chic.

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## 3 THE QUARTZ RENAISSANCE

Urban elegance for her & him.  
Why MUREX is captivating a generation in motion.

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# EDITORIAL

## THE TIME FOR A NEW BREATH

**The year when MUREX accelerates, asserts itself, and opens a new chapter.**

In 2025, MUREX stands stronger than ever as the watch brand to watch closely. Born from a subtle balance between Swiss heritage and bold modernity, it represents a new generation of watchmaking: free, stylish, and accessible.

Designed for a young, curious, and dynamic audience, MUREX shakes up the traditional lines of the industry. From sporty automatics to elegant jewelry watches, to everyday quartz models: each creation carries a spirit of freedom. A mindset that breaks away from rigid luxury codes, yet always rooted in the excellence of Swiss Made.

## MUREX, A YOUNG VISION OF SWISS WATCHMAKING

**Since its creation, the brand has embraced a simple idea:  
to offer high-quality watches at prices that don't limit the pleasure.**

At MUREX, there's no need to wait for a special occasion to treat yourself to an automatic watch. Nor do you have to choose between aesthetics and performance.

Everything is here: refined design, durable materials, Swiss precision... and accessibility. This philosophy resonates with a new generation. A generation that wants to wear distinctive objects without playing a role or following trends. Just being themselves.





# Our Mission and Vision,

**At MUREX, we believe that time shouldn't be a luxury reserved for the few.**

Our mission is clear: to make Swiss watchmaking more accessible, more modern, and in tune with the times. Each watch we design embodies this promise. It is the result of authentic watchmaking craftsmanship, paired with current design and fair pricing. We believe that everyone, regardless of age or lifestyle, deserves a watch that tells their story — without compromising on quality.

**Our vision goes beyond the product.**

We aim to accompany a generation on the move — one that doesn't choose between elegance and spontaneity, between style and functionality.

A generation that wants to express itself freely, affirm its identity, and find meaning in durable, beautiful, and accessible objects. MUREX is not just a brand. It's a modern watchmaking movement, a link between tradition and innovation, and a new way to experience time.

# OUR VALUES

Our brand is built on four fundamental pillars that guide each of our creations, every choice we make, and every relationship we build with our customers.

## ◆ Accessibility

We believe that Swiss watchmaking should not be elitist. Our watches are designed to be worn by anyone who appreciates beauty, without having to spend a fortune. For us, accessibility is about respect: respect for desires, budgets, and the daily lives of our customers.

## ◆ Authenticity

At MUREX, nothing is left to chance. From design to creation, from material selection to assembly, each watch represents a sincere commitment to quality and Swiss craftsmanship. We don't make empty promises: we make honest, reliable watches that stay true to our word.



## ◆ Creativity

Our style is our signature. We draw inspiration from the world around us, from trends, and from contemporary lifestyles, to create vibrant, current, and expressive models. At MUREX, creativity goes beyond design: it's also about thinking of watchmaking in a new way.

## ◆ Energy

Young, bold, modern: our brand resonates with a generation that isn't afraid to move fast, dream bigger, and stand out with style. Our watches are made for those who move forward, who explore, who live life to the fullest.

# POSITIONING

**MUREX stands at the crossroads of three worlds: traditional Swiss watchmaking, contemporary design, and generational accessibility.**

**At MUREX, we occupy a unique place in the watchmaking landscape.** We are a Swiss Made brand that breaks the rules by offering highly qualitative watches at a deliberately accessible price. This hybrid positioning is our strength: it allows us to speak to a generation in search of direction but not bound by convention.

## **Between Heritage and Modernity**

Rooted in Swiss watchmaking tradition, MUREX proudly claims the seriousness, precision, and craftsmanship of a centuries-old industry. However, our approach is not fixed; we reinterpret the codes of classic horology through the lens of modernity, contemporary design, and today's needs.

Our audience doesn't necessarily seek a name etched on a dial that has been there for a century. They seek meaning, style, and reliability.



## **Accessible Luxury as a Philosophy**

Our ambition is not to be an alternative to luxury: we are building a new definition of luxury. A luxury that does not rely on exclusivity, but on transparency, accessibility, and a fair quality-price ratio.

In a market often polarized between impersonal mass-market products and elitist prestige, MUREX forges its own path. We offer automatic and quartz watches that have personality, depth, and a story to tell, without blowing the budget.

## **A Strong Identity Anchor**

Visually recognizable, our watches have a bold design, unapologetically sporty, sometimes elegant, always assertive. Our collections have aesthetic coherence, but each model retains its own distinct personality. This allows our customers to find themselves in a watch that reflects them, without looking like everyone else.

# TARGET AUDIENCE

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A Free, Curious,  
and Diverse Generation

**MUREX is aimed at a new generation of watch enthusiasts.** A generation that is no longer defined by age but by attitude. Our customers are primarily between the ages of 20 and 40, but it's not statistics that guide us — it's a mindset: one of those who want to stand out without overdoing it, assert their style without compromising on simplicity.

They want more than just a beautiful object: they want a watch that tells a story, one that accompanies them, reflects their rhythm, their energy, and their identity.

**Our audience is diverse, just like our collections.** The automatic watches for men are for those who appreciate fine mechanics, strong lines, and pieces with substance. Our models for women explore both the realms of jewelry watches and watches of character, without ever being over the top.



Our customers live at their own pace. They move, work, travel, dream. They live in the city, consume consciously, and value both the object and the intention behind it. They choose MUREX the way one might choose a subtle tattoo: because it says something about them, because it's made to last, to accompany them.

**Our audience doesn't follow trends:  
they observe them, twist them, or create them.  
MUREX is their watch because  
it respects that freedom.**

# THE HISTORY OF THE BRAND

30 YEARS, AND STILL  
MOVING FORWARD

**IN 2025, MUREX CELEBRATES 30 YEARS OF  
HOROLOGICAL HISTORY.**

Three decades of passion, precision, and commitment, dedicated to a clear vision: offering Swiss Made excellence in modern, accessible watches full of personality.

Founded in 1995 in Le Locle, the historic heart of Swiss watchmaking, MUREX was the first brand launched by the Riba Watch group. From the very beginning, it stood out by combining traditional craftsmanship with contemporary aesthetics, creating reliable, stylish watches designed for everyday wear.

The name "MUREX" originates from an ancient shell, famous for its rare purple dye — a symbol of rarity, elegance, and refinement. This choice is no coincidence: it reflects our desire to offer watches that are rich in meaning, strong yet subtle, for those who wish to express their individuality with style.



**As it celebrates its 30th anniversary, the brand  
embarks on a new phase of development.**

A return to its roots comes with an evolution of its graphic universe and storytelling, centered around a clear message: "Better in Purple" — an ode to its origins, a nod to the discreet nobility of its name, and a manifesto for modern elegance.

More than just an anniversary, 2025 marks a new chapter in the history of MUREX, where horological heritage meets the energy of a growing brand, focused on the future.





# 2025

A NEW VISION,  
ROOTED IN THE ESSENCE OF MUREX

BETTER IN PURPLE

Thirty years. Thirty years of creation, precision, and passion. In 2025, Swiss watchmaking brand MUREX celebrates a symbolic anniversary, not by looking back with nostalgia, but by affirming a clear vision for the years to come. A vision that stays true to its DNA while being propelled by a fresh momentum.

The slogan "Better in Purple" is not just about a color. It represents a mindset. A way of being in the world: unique, self-assured, subtle. Through this symbolic return to purple, MUREX asserts what it has always been: a distinctive brand, demanding, creative, deeply rooted in Swiss watchmaking yet resolutely focused on youth and diversity.

For three decades, MUREX has designed watches meant to last, accompany, and assert a style. Whether automatic or quartz, for men and women, its models effortlessly blend sportiness and elegance, tradition and modernity, aesthetic finesse and technical robustness. Among its flagship collections: the SUPREMO, the brand's signature piece, which embodies the MUREX philosophy — performance, character, and refinement.

In 2025, this vision is more alive than ever. With new releases such as the MUA674, a men's automatic watch in stainless steel with sleek, sporty lines, or a series of quartz jewelry watches for a female clientele seeking accessible refinement, MUREX demonstrates its ability to evolve without compromising its identity. The SUPREMO collection, still central, is available for both men and women, in open-heart, skeleton, and diamond-set versions. Pieces that capture the light without ever overdoing it. In 2025, we are not just celebrating 30 years of existence.

**We are affirming our mission: to make Swiss Made excellence vibrant,  
accessible, and inspiring.**



# OUR MUREX COLLECTIONS NEWEST ARRIVALS



## MUA674 COLLECTION

**Robust elegance at the heart of performance.**

The new MUREX MUA674 embodies the perfect fusion of Swiss watchmaking refinement and adventurous spirit.

# FLAGSHIP NEW RELEASE OF 2025

**MUA674**  
**ROBUST ELEGANCE MEETS HIGH**  
**PERFORMANCE**

**THE NEW MUREX MUA674 PERFECTLY BLENDS**  
**SWISS WATCHMAKING SOPHISTICATION WITH**  
**A BOLD, ADVENTUROUS SPIRIT.**

This men's automatic watch, proudly Swiss Made, captivates with its striking design and technical excellence.

Its deep green dial, highlighted by luminous applied indices and a date window at 3 o'clock, is powered by a high-precision automatic movement. With water resistance up to 50 ATM (500 meters / 1650 feet), it's built to perform in the most demanding conditions.

The unidirectional black bezel with white markings enhances its dive-watch character while offering practical functionality.



The case, crafted from brushed and polished 316L stainless steel, is matched with a solid-link bracelet for outstanding durability and all-day comfort.

Every detail reflects the craftsmanship and expertise of MUREX, a brand renowned for its refined and reliable timepieces.

The MUA674 is designed for modern men seeking a high-performance watch with bold style—ready to make a statement both underwater and in urban sophistication.

# OUR MUREX COLLECTIONS ESSENTIALS



## SUPREMO COLLECTION

**The Signature of a Strong Identity.**

A true best-seller, the SUPREMO collection embodies everything MUREX represents: powerful design, watchmaking precision, and a bold personality.

**At the heart of the MUREX universe, one collection embodies the brand's DNA more than any other: SUPREMO.**

A true horological signature, SUPREMO encapsulates everything that defines MUREX: bold design, sporty lines, understated elegance, and technical mastery. Designed for both automatic watch enthusiasts and style aficionados, this collection stands out for its subtle balance between visual power and refinement.



For men, the SUPREMO comes in several variations, each asserting its own unique temperament:

**A full dial, sleek and classic, for those who appreciate pure sobriety.**

**SUPREMO COLLECTION  
MUA672  
CADRAN PLEIN**

For men, the SUPREMO is offered in several variations, each showcasing its own distinct character:

**An open-heart version, revealing the beating of the automatic movement, a nod to mechanical watch enthusiasts.**



**SUPREMO COLLECTION  
MUA672-H  
OPEN HEART**



For men, the SUPREMO comes in several variations, each asserting its own unique character:

**And a skeleton version, bolder in design, revealing the raw beauty of the movement, playing with light, reflections, and depth.**

**SUPREMO COLLECTION  
MUA672-SK  
CADRAN SQUELLETÉ**



# OUR MUREX COLLECTIONS ESSENTIALS



## SUPREMO COLLECTION

**Affirmed elegance.**

In its feminine version, the SUPREMO reveals the full finesse of MUREX's design, blending character, precision, and contemporary femininity.

**Designed for a free, active, confident woman — one who chooses her accessories as extensions of her personality — the SUPREMO for women is available in two variations, each as distinct as they are complementary.**



#### **THE SUPREMO CLASSIC MODEL**

Purity, balance, and precision define this first variation. The SUPREMO Classic for women stands out with its perfectly clean dial, free from excess or embellishment, offering optimal readability and a bold minimalist aesthetic. The smooth bezel emphasizes the purity of the design, while the applied indexes and the refined stainless steel case finishes add a subtle sophistication.

This model speaks to an elegant yet discreet woman who values simplicity without compromising on the visual impact of a beautiful timepiece. It is the perfect companion for both a professional outfit and a well-put-together weekend look.

#### **SUPREMO COLLECTION MUA652 WITHOUT DIAMONDS**

#### **THE SUPREMO DIAMOND MODEL**

More precious, more radiant, this second version boldly asserts a confident and sophisticated femininity. Here, the bezel is adorned with twelve natural diamonds, delicately set to capture the light without ostentation.

**Each stone marks an hour — a sparkle with each beat of time.**

The SUPREMO Diamond is not a traditional jewelry watch: it retains the sporty-chic lines of the collection but adds a touch of mineral refinement. It appeals to those seeking a subtle balance between technicality, style, and brilliance.



#### **SUPREMO COLLECTION MUA652-D 12 DIAMONDS**



