



16 September 2026 · 17:30–21:00

By invitation only [REGISTRATION LINK](#)

Location: [Family office 1856](#) in Zürich

Luxury is no longer driven by passion alone — it is increasingly recognized as a strategic asset class.

This curated event brings together investors, collectors, and creators to explore how watches, art, and collectibles function as tangible investments in today's global market.

Positioned at the intersection of craftsmanship, culture, and capital, the event offers a rare opportunity to engage directly with both the makers and the market.

What makes something truly valuable — and why do some objects become valuable assets while others remain simply expensive possessions?

Programme:

17:30 Registration

18:00 Welcome by 1856 Family Office and Chamber of commerce Finland Switzerland

18:10 **Prof.Dr Harley Krohmerr** *Professor of Marketing and Director of the Institute of Marketing and Management, University of Bern* "Creating Desire, Creating Value: Why Luxury Commands a Premium"

18:35 **Kari Voutilainen** <https://www.voutilainen.ch>

Haute horology by KARI VOUTILAINEN

18:50 **Selected Creators & Their Craft**

Kultaseppä Kulmala <https://kultaseppakulmala.fi>

One-of-a-kind jewellery, created by precise atelier craftsmanship in Finland.

Elina Simonen Photography <http://www.elinasimonen.com>

A perspective on photography, artistic expression, collecting and value.

19:20 **Q&A**

19:30 **Apéro and Networking**

21:00 **End of event**

GUESTS OF THE EVENING:

Prof.Dr Harley Krohmerr



Prof. Dr. Harley Krohmer is Professor of Marketing and Director of the Institute of Marketing and Management at the University of Bern, where he has held a professorship since 2004. He studied Business Administration in Germany, the United Kingdom and France, earned his doctorate at WHU – Otto Beisheim School of Management, and completed his habilitation at the University of Mannheim.

His research and teaching focus on **strategy, branding, pricing and luxury marketing**. A central theme of his work is the translation of rigorous academic research into practical approaches for building strong brands, developing effective pricing strategies and creating sustainable competitive advantage. His expertise spans both consumer and corporate markets, with a particular interest in premium and luxury brands.

Alongside his academic career, Harley Krohmer has built a strong track record as an **entrepreneur, advisor and board member**. He is **Co-Founder and President of tilbago AG**, a technology-driven company in the field of digital receivables and debt management, and **Co-Founder and President of Academic Alpha AG**, a research-driven investment and advisory company. Through these activities, he combines academic expertise in marketing and strategy with hands-on entrepreneurial and leadership experience.

Krohmer also serves on several boards of directors and advises companies on strategic, marketing and growth-related topics. Most recently, he joined the **Board of Directors of CYRUS Watches**, the independent Swiss haute horlogerie brand. This mandate further strengthens his involvement in the luxury sector and closely connects with his expertise in **luxury marketing, brand positioning, pricing and value creation**. His profile is characterized by the combination of **academic excellence, entrepreneurial experience and strategic business leadership**, positioning him at the intersection of marketing science, entrepreneurship, branding and the luxury industry.

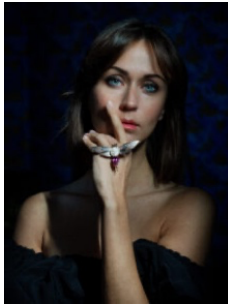
Kari Voutilainen



Kari Voutilainen is **one of the most respected independent watchmakers in modern haute horlogerie**. He is Finnish-born but has built his career in Switzerland, and his name is now synonymous with extremely high-end, hand-finished independent watchmaking. His guilloché dials are extraordinarily intricate, and he has developed a reputation for combining traditional decorative arts with highly individual designs.

Kultaseppä Kulmala [Kultaseppä Kulmala](#)

Pekka Kulmala · Master Goldsmith, Founder & CEO



One-of-a-kind jewellery, created by precise atelier craftsmanship in Finland. Valuing and respecting nature is something Pekka Kulmala aims to pass on to future generations. Nature features in Kulmala's jewellery through the balanced harmony of measurements and in the themes of the pieces. Finnish nature, with all its seasons and rugged details, provides an excellent foundation for jewellery design. Birds are also frequently featured in Kulmala's designs, paired with precious gems.

"Each project is as large as a small jewel can be."

Elina Simonen Photography [Elina Simonen Photography](#)



Heritage Builder by Elina Simonen offers tailored portrait photography concept for family offices, focusing on capturing the shared identity and values that define a family's legacy. With over 20 years of experience, these sessions create timeless visual legacies that act as a bridge between generations. Explore this exclusive opportunity to preserve family's story and strengthen its unity.

AN EVENING OF ACCESS, INSIGHT & DISCOVERY

Craftsmanship · Rarity · Culture · Capital · Value

We look forward to welcoming you.

Organised by



Partners:

1856 Family Office

SEB

VOUTILAINEN



K U L M A L A
G O L D S M I T H |

AMC²
CALAMNIUS CONSULTING

Nord +
Beyond