

## ERIC GIROUD >

### Product designer

Having worked as, among other things, a musician, architect and all-round design guru for global brands, Eric Giroud is better placed than many to contemplate the fate of an industry that prides itself on the modern mastery of traditional micro-engineering. 'It's amazing to work in the Swiss industry right now: it's diverse, the people are sharp and there is a real attention to detail.' Giroud has a roster of horological design prizes attached to his name – two Red Dot and five Grand Prix d'Horlogerie de Genève awards among them. But it's the fact that he approaches the watch business from a product designer's perspective that makes him one of the most interesting figures in the industry today. You only have to see the Harry Winston 'Opus Eleven' watch, which he created with Denis Giguet in 2011, to understand that the kinds of projects Giroud undertakes go way beyond the traditional 'round dial, leather strap'. He currently has ten projects on the go, and is pondering connected watch technology. 'Will wearable tech stand in for a watch?' he muses. 'Only the future will tell, but I'm into it. I'm working on it.'

