

## **Marco Tedeschi – Biography**

Born in 1985 in Geneva, Marco Tedeschi is the founder and creative director of Kross Studio. His unique journey is marked by an early passion for watchmaking and an innovative approach to contemporary haute horlogerie.

### **The Origins of a Watchmaking Passion**

From a young age, Marco Tedeschi was immersed in the world of watches and jewelry. His father, initially an interior architect, transitioned into high jewelry and later into watchmaking. Every Saturday, Marco would accompany his father to the Moussaieff boutique he managed in Geneva. To keep him occupied, his father entrusted him with the task of winding the mechanical watches to prevent the oils from drying out. Fascinated by the intricate gears coming to life before his eyes, Marco quickly developed a deep passion for watchmaking.

When his father joined Franck Muller, Marco had the opportunity to meet the master watchmaker himself and discover the inner workings of watch design. He spent his vacations at Watchland, exploring the various manufacturing departments. This immersion solidified his decision to pursue a career in watchmaking design.

### **An Academic Journey of Excellence**

In 2001, Marco Tedeschi enrolled at the École Technique de la Vallée de Joux (ETVJ), where he obtained a CFC diploma in microtechnical design in 2004. Talented and passionate, he stood out each year, winning excellence awards granted by major watchmaking houses such as Breguet, Nouvelle-Lémania, and Audemars Piguet.

Eager to deepen his knowledge, he continued his studies at the Geneva School of Engineering, earning a degree in Microtechnology, Surface Design, and Engineering in 2007. There, he developed his first innovative movement: a concept for a long power reserve movement that would lead to the central tourbillon, an idea that would later become emblematic of Kross Studio. This central tourbillon movement was the subject of a patent application, highlighting its innovative and unique character. His diploma project earned him the Wilsdorf Foundation Prize.

### **A Career Driven by Innovation and Strategy**

In 2006, determined to share his concept, he reached out to several industry leaders. Only Jean-Claude Biver, who had just revived Hublot, responded. Impressed by his project, Biver

offered him a position, which Marco initially declined to complete his studies. However, he joined Hublot's product committee in parallel. In 2007, he officially joined Hublot and quickly rose through the ranks to become product director, earning a seat on the executive committee at just 23 years old.

He played a key role in developing new products, managing production, and optimizing technical processes. His influence extended to the international market when he became regional director for the Middle East and Africa, while still serving on the brand's product committee.

While working at Hublot, he simultaneously pursued an MBA at HEC Geneva, further strengthening his skills in management and business strategy.

In 2018, he joined Romain Jerome as CEO and creative director. He restructured the brand and transformed its marketing approach into a true manufacture in less than two years.

## **The Birth of Kross Studio and the Marco Tedeschi Collection**

Drawing on his experience, Marco Tedeschi founded Kross Studio in 2020 with the ambition of creating unique horological objects that blend haute horlogerie and pop culture. He collaborates with prestigious entities such as Disney, Warner Bros., and Hasbro, resulting in exceptional collector sets.

In 2025, he unveiled the Marco Tedeschi Collection, a signature watch line reflecting his personal vision of haute horlogerie. Unlike Kross Studio, which focuses on collaborations and collector sets, this collection offers exclusive creations in extremely limited series.

The first timepiece in this collection, the MT1 Chronometer Tourbillon 7 Days, will be previewed to the press and collectors on March 18, 2025, and officially unveiled at Watches & Wonders Geneva on April 1, 2025.

With an approach that combines exceptional craftsmanship, advanced engineering, and contemporary watch design, Marco Tedeschi continues to leave his mark on Swiss watchmaking by exploring the infinite possibilities of time.

Marco Tedeschi is a member of the Swiss Chronometry Society and the Academy of the Grand Prix d'Horlogerie de Genève.