

SWISS WATCH BRAND NORQAIN PARTNERS WITH A TRIO OF HOULDEN MEMBERS ACROSS THE UK AND IRELAND



Houlden Jewellers is proud to introduce **NORQAIN** - the dynamic, independent family-owned Swiss watch brand - to its portfolio of preferred supplier partners. This collaboration, as part of Houlden's ongoing supplier strategy, will see three of the group's Members - **Laings, Lunn's, and Weir & Sons** - launch the brand simultaneously this autumn, in time for the key pre-Christmas trading period.

This milestone represents a significant achievement within Houlden's supplier strategy - a core pillar focused on sourcing, negotiating, and developing meaningful partnerships that strengthen Members' businesses and drive collective growth. The NORQAIN partnership exemplifies this approach, delivering an exciting new brand to Members' portfolios while showcasing how collaboration within the Houlden community continues to create tangible commercial opportunities.

SHARED VALUES AND INDEPENDENT SPIRIT

Founded in 2018 by **Ben Küffer, Ted Schneider,** and **Mark Streit,** NORQAIN has quickly established itself as one of Switzerland's most exciting independent brands - renowned for its craftsmanship, design innovation, and partnerships with major sporting events and personalities worldwide.

NORQAIN founder and CEO Ben Küffer said:

“We took our time entering the UK market because we wanted to do it properly. It is a key market for us, and we are very proud to now be available through three key Houlden Members - Laings, Lunn's and Weir & Sons - all family-owned companies that share our spirit and values. This collaboration reflects our shared passion for innovation and for bringing exceptional sports timepieces to watch-lovers around the world.”

A UNITED LAUNCH ACROSS THREE PREMIER RETAILERS

For NORQAIN, this marks an important and carefully considered entry into the UK and Irish markets through three of the region's most respected family-owned jewellers. Laings (Edinburgh), Lunn's (Queen's Arcade, Belfast), and Weir & Sons (Grafton Street, Dublin) will each debut the brand's signature Adventure, Freedom, and Independence collections - bringing NORQAIN's spirit of adventure, Swiss innovation, and contemporary design to discerning clients across the UK and Ireland.

Stuart McDowell, Managing Director of Laings, commented:

“We are thrilled to be able to bring the incredible and spirited world of NORQAIN timepieces to Laings clients. A partnership built on shared values and a commitment to upholding the pinnacle of Swiss-watchmaking, Laings and NORQAIN enter this endeavour as part of a mutual desire to bring innovative sports timepieces to watch-lovers and are excited to see what the future holds.”

John Lunn, Director of Lunn's, added:

“As a family business, we’re drawn to NORQAIN’s independence, craftsmanship, and entrepreneurial approach. Their energy and focus on modern luxury align perfectly with our own ethos at Lunn’s. We’re delighted to be among the first retailers to represent this exciting new brand and we are proud to be launching this partnership as part of the wider Houlden community.”

Chris Andrews, Managing Director of Weir & Sons, said:

“Weir & Sons has a long tradition of introducing the finest international watch brands to the Irish market, and NORQAIN’s arrival continues that legacy. We are confident the brand’s combination of Swiss precision and contemporary design will resonate strongly with our clientele.”

AMPLIFYING VALUE THROUGH COLLECTIVE SCALE

This partnership perfectly illustrates the strength of the Houlden model - where collective scale, trust, and shared ambition enable Members to access premium brands, enhanced commercial terms, and added-value support that might otherwise be out of reach individually.

It reinforces Houlden’s commitment to helping its Members remain competitive, distinctive, and forward-focused within their markets, while continuing to build strategic relationships that benefit both Members and supplier partners alike.