

The Brand



Innovative & Creative

Cvstos Brand

Sassoun Sirmakes

Inspired by his perception of contemporary watchmaking and an incomparable flair for marketing, Sassoun Sirmakes launched Cvstos at the age of just 21. The son of Vartan Sirmakes, President of Franck Muller Watchland Group, Sassoun Sirmakes was immersed in the world of watchmaking at a very early age and began to work in the industry with an enduring passion. In 2005, Sassoun Sirmakes decided to branch out and create Cvstos, by teaming up with one highly talented partner: Antonio Terranova. Revealing Sassoun Sirmakes' acknowledged understanding for innovation and creative designs, Cvstos timepieces are totally dedicated to trendsetters across the world.





Antonio Terranova

Born in 1967 in La Chaux-de-Fonds, located in the heart of the Swiss watchmaking industry, Antonio Terranova has been fascinated by beauty and design ever since childhood. A trained micro-technical specialist, his fervent passion for designing timepieces led him to the captivating world of horology. Finally, in 2005 Antonio Terranova's challenging concepts, boldly directed towards the future, became a reality. He could now create a new brand that would combine his designer skills with his sound technical knowledge. He realized this venture and created this opportunity with the active participation of one skillful partner: Sassoun Sirmakes.

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