

*The Calibrated Wrist
June 2026*

AWAKE

*More than watches, AWAKE
builds bridges between artisans,
traditions, and generations—
keeping rare crafts alive through
contemporary design and
meaningful collaboration.*

www.awakewatches.com







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Atelier & watchmakers images provided by *Awake*

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*Preserving Craft Through
Contemporary Watchmaking*



AWAKE: *Artisanship, Awakened*

In an era when manufacturing is increasingly automated, AWAKE has chosen a different path.

Founded in 2019 by French watch collector and entrepreneur Lilian Thibault, the independent watch brand was built around a simple conviction: some forms of human knowledge are too valuable to lose. Rather than treating traditional craftsmanship as a relic of the past, AWAKE works to keep it alive by giving it a place in contemporary watchmaking.

The company focuses on rare *Métiers d'Art*—specialized artistic crafts that often require years or even decades to master. These are techniques that cannot be replicated by machines without losing the qualities that make them unique. They rely on human judgement, dexterity, patience, and experience. Their value lies not only in the finished object but in the knowledge passed from one generation of artisans to the next.

For AWAKE, a watch dial is more than a functional component. It is a canvas on which different cultures, traditions, and artistic disciplines can meet.

The result is a body of work that brings together craftspeople from around the world: lacquer masters in Vietnam, guilloché artisans in Italy, watchmakers in Switzerland, and specialists across Europe and Asia. Their contributions converge within a space no larger than a few square centimetres, creating watches that serve as both timekeeping instruments and vehicles for cultural transmission.



THE PEOPLE BEHIND AWAKE

Although AWAKE collaborates with artisans across multiple countries, the company itself is guided by a small team whose skills complement one another.

Lilian Thibault – Founder and Creative Director

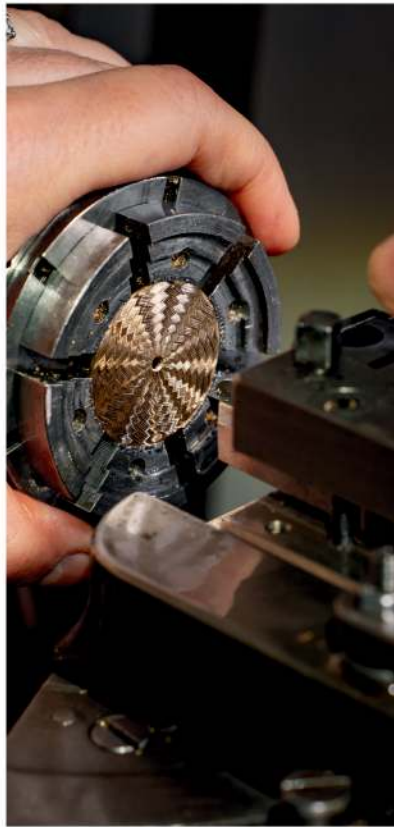
AWAKE began with Lilian Thibault's lifelong fascination with watches and the ideas they represent. After spending more than two decades as a collector, he founded the brand with the goal of creating watches that combine contemporary design with traditional craftsmanship.

Thibault's interests extend beyond watchmaking itself. He has long been drawn to decorative arts, handcraftsmanship, and the cultural heritage embedded within traditional techniques. His role at AWAKE is to define the creative direction of the company and identify the crafts, materials, and artistic traditions that will shape future collections.

A lacquer painting acquired during a trip to Asia remained in his home for nearly two decades and eventually became the inspiration behind one of AWAKE's most significant projects: the Sơn Mài collection.



Lilian Thibault
Founder and Creative Director



Contemporary design with
traditional craftsmanship

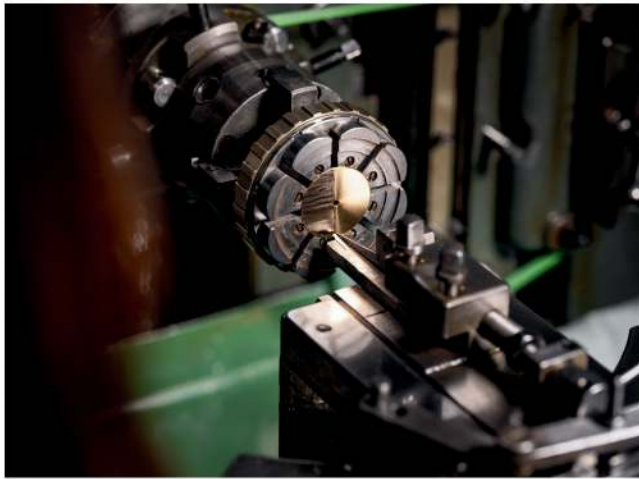


Thibaut Sacre – Director of Operations

With two decades of experience across the watch industry, Thibaut serves as the bridge between creative ambition and practical execution.

He develops partnerships, coordinates projects, and works closely with suppliers and artisans to ensure that ideas can be transformed into finished products without compromising their integrity. His understanding of both large watch groups and independent brands allows him to navigate the complexities of modern production while preserving the artisanal character that defines AWAKE.





Benjamin Brossard Devidal – Head of Innovation and Manufacturing

If an idea is conceived by Lilian and organized by Thibaut, Benjamin is responsible for making it possible.

A trained micromechanics engineer, he oversees prototyping, manufacturing specifications, tolerances, and technical development. His work ensures that the artistic ambitions of AWAKE are supported by sound engineering and reliable execution.



Among his many contributions is the development of the brand's distinctive luminous signature, a project that required a full year of research and experimentation.



The Crafts That Define AWAKE

Vietnamese Sơn Mài Lacquer

Among the artistic traditions championed by AWAKE, none has become more closely associated with the brand than Sơn Mài.

This Vietnamese lacquer technique traces its origins back centuries and begins with the sap of the *Rhus Verniciflua* tree. Harvesting the material requires patience; a tree must mature for approximately ten years before it yields only a small quantity of usable lacquer.

Once collected, the lacquer is purified and mixed with natural pigments. It is then applied by hand in successive layers. After each application, the material must cure under carefully controlled humidity before being sanded and polished. The process is repeated again and again, sometimes over several weeks.

The result is a surface of remarkable depth and luminosity that changes character depending on the angle of light.

Unlike industrial coatings, each lacquer dial develops its own personality. Variations in pigment, polishing, and application ensure that no two examples are ever completely identical.





Hand Guilloché in Italy

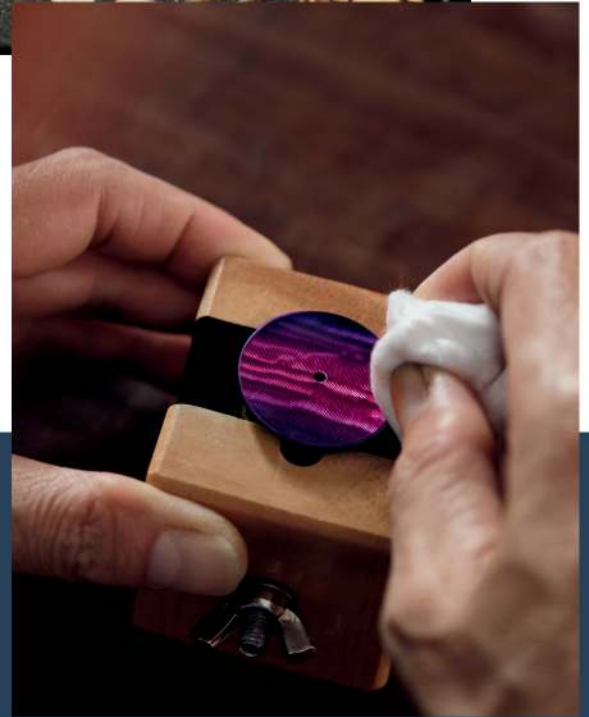
To complement Vietnamese lacquer, AWAKE collaborates with the Renzetti family in Italy, one of the few remaining workshops dedicated to traditional hand guilloché.

Using historic rose engines and straight-line machines dating back to the nineteenth century, artisans engrave intricate patterns directly into metal surfaces. The work demands complete concentration and years of experience. One hand controls the movement of the dial while the other guides the cutting tool, producing hundreds of precisely spaced grooves.

The process leaves no room for error. A single mistake can require the artisan to begin again from the start.

Because every movement is guided by hand, each dial bears subtle differences that distinguish it from every other example.





A Dialogue Between Two Traditions

In 2026, AWAKE combined hand guilloché and Vietnamese Sơn Mài lacquer within a single dial for the first time.

The engraved guilloché pattern is first cut in Italy before being sent to Vietnam, where multiple layers of lacquer are applied and polished by hand. The lacquer does not hide the engraving. Instead, it amplifies it, creating shifting reflections and a visual depth that neither technique could achieve independently.

More importantly, the collaboration demonstrates the broader role AWAKE seeks to play within watchmaking: creating meaningful connections between crafts, cultures, and generations of artisans who might otherwise never work together.



More Than Watchmaking


AWAKE often describes itself as a bridge. The description is fitting.

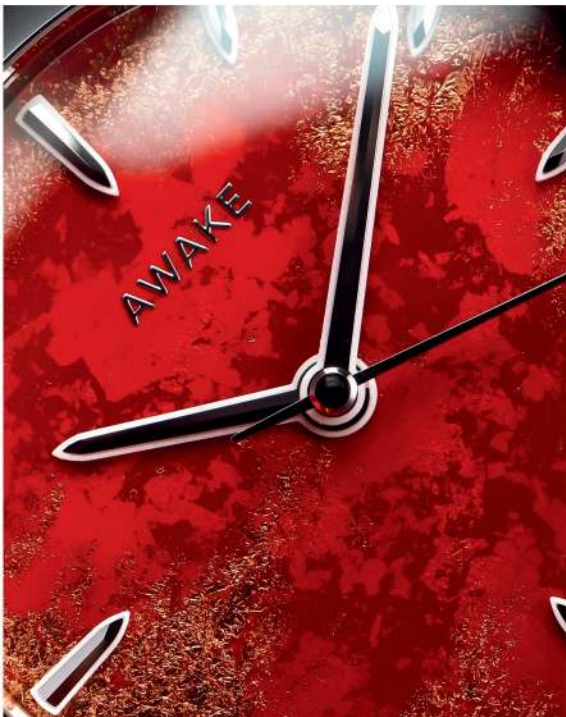
Its watches connect traditional craftsmanship with contemporary design. They connect artisans from different parts of the world. They connect centuries-old techniques with a new generation of enthusiasts who may be encountering them for the first time.

In practical terms, the company commissions work from craftspeople whose skills require years to acquire and whose knowledge risks disappearing if it is no longer used. By integrating these techniques into modern watchmaking, AWAKE helps create demand for the continuation of those traditions.

The watches themselves are therefore only part of the story.

The larger objective is to ensure that the techniques, cultures, and people behind them continue to have a future.

I think this is the right direction for a pamphlet. It reads more like a profile of a creative workshop and cultural project than a brand brochure. It also gives substantial space to the Vietnamese and Italian artisans while positioning Lilian, Thibaut, and Benjamin as the people orchestrating those collaborations rather than simply selling watches. 





Awake