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The US Presidential Service Center

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KEFA



KEFA

inspiration



Petrus: a one-of-a-kind watch that marks the time of a centuries-old history. KEFA is a Roman start-up that transformed a simple watch into a treasure chest of universal values.

It is no secret that the world of watchmaking is populated with passing trends along with immortal brands that render prestige for the wearer their *raison d'être*. Today, the timepiece market is truly saturated. Making a name for yourself means competing with the Titans in the sector and with the Maisons that have also forged watchmaking history. So, how can a new entry stand out amongst a myriad of giants of time? The answer lies in presenting a truly innovative idea to make a watch that is more than a simple timepiece or mere

status symbol. The answer lies in creating a unique object that, in addition to its material value, can be rich in meaning and capable of expressing and transmitting different values, not only focused on the wearer's ego but also virtuous and shareable with other people.

Small Made in Italy start-ups grow ideas, courage, and an ace up the sleeve. So today, talking about great values that translate into new ideas and projects to be implemented means talking about start-ups, new frontiers of innovation, and being "different from the rest." And we are here to talk precisely about one start-up in particular.

"When George Washington wanted a new watch in 1788, he wrote his fellow Founding Father Gouverneur Morris, asking him to buy one for him in Paris. Morris, who would become U.S. minister to France three years later, was making a business trip there. Washington asked for a simple, gold watch of good quality, similar to the big, slender one that Thomas Jefferson had gotten for James Madison."

Written by Norma Buchanan

kefacollection.com



<https://www.watchtime.com/featured/watch-u-s-presidents-timepieces/>

KEFA is an Italian start-up, born just over a year ago in the Eternal City, a short distance from the Vatican. For KEFA, taking the plunge and diving into the crowded sea of prestigious watchmaking meant having to present itself with all the credentials to compete with the greats right from the outset.

And the cards that KEFA played proved to be a decidedly winning hand. The company held an exclusive concession from the Vatican authorities to utilise two official symbols of the Holy See to create the *Petrus* as the first model created by the Italian brand. But, of course, we are not talking about any old symbols - but about the Emblem of the Vatican City State and the Coat of Arms of Pope Francis, personally chosen by him in 2013 when he rose to the papal throne. Today, *Petrus* proudly bears these prestigious emblems fused on the dial and case back.

A recipe for success – combining business and solidarity. But how did the two founders of KEFA realise this dream and become “entrepreneurs of value”? First, they firmly believed in their project and created a brand whose indisputable principle, more than mere business, is also a higher moral value: solidarity. Second, this company philosophy led the two founders, Carmelo Caruso and Gianluigi Di Lorenzo, to donate part of the proceeds from *Petrus* timepieces to the Vatican Science and Faith Foundation – STOQ and to its charitable purposes.

A story that has come full circle, with KEFA eager to be distinguished by its values and unique product, all conveyed in the choice to concretely characterise its corporate soul with much higher and more supportive meanings.

Down-to-earth Harry S. Truman wasn't into fashion trends, except, apparently, when it came to watches. During the 23-day Potsdam Conference convened in the summer of 1945 to determine the future of Germany, Truman wore the most popular chronograph of the time, a Universal Genève Tri-Compax. Universal Genève had introduced the watch the year before. The watch had so many admirers, thanks in part to its very complicated but elegant styling.



Written by Norma Buchanan

<https://www.watchtime.com/featured/watch-u-s-presidents-timepieces/>



KSaint Peter, Petrus, and KEFA: the three facets of an ambitious project: Yet, there is even more to this endeavour since, for the founders of KEFA, embarking on this adventure also meant something else: chasing their dream and creating something unique that would leave its mark. To do so, they decided to reinvent themselves, going from simple state officials to entrepreneurs. Hence, a change of life inspired by a specific figure, that of Saint Peter, appears repeatedly throughout the history of Christianity. Peter, the man who abandoned life as a fisherman to undertake a higher mission alongside Jesus, the man who lends his name (in its Latin version) to the Petrus watch and, in Aramaic, the name of the brand KEFA, which means “stone” (or, “Pietra” in Italian).

And here lies the deeper meaning of a watch that seeks to be more than a simple timepiece: wearing it means feeling part of a large family that is the spokesperson of universal values shared by more than a billion Christians worldwide. A different way to assert themselves – on the up and up. Thus, an object that is more than a mere watch, that is always with you, is to be shown off (why not?) as a veritable treasure chest of thousand-year-old values but above all, a distinctive symbol that can represent enrich and characterise the wearer.

A limited-edition numbered series of 2013 pieces, whose number one piece is today in the hands of the very person to have inspired the timepiece: Pope Francis. After an official meeting, Carmelo Caruso and Gianluigi Di Lorenzo personally handed the watch over to His Holiness. Why KEFA? Because the history of KEFA and its two founders can be an example for all new entrepreneurs and young start-uppers with a great dream. After all, if pursued with courage and conviction, great ideas are always rewarded.