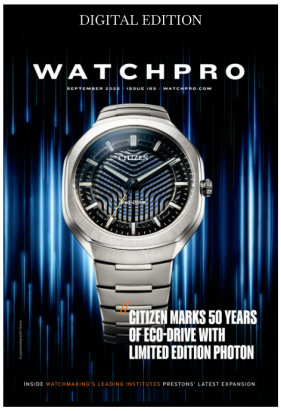

Swiss watchmaker and British jeweller collaborate on bejewelled timepiece

David Morris and Beauregard unveil unique high jewellery timepiece

By Rob Corder JULY 24, 2026

Two hot trends have come together in the creation of a high jewellery watch revealed by David Morris and Beauregard this week.

First, collaborations across genres are flourishing for watchmakers, with artists, athletes, film stars, chefs and even other watchmakers coming together to create media-friendly launches.

Secondly, jewellers are outperforming watch brands within major groups, particularly the likes of Richemont's Cartier and Van Cleef & Arpels.

London-based David Morris and Switzerland's Beauregard working together for a one-off bejewelled ladies watch looks like a marriage made in heaven.

Their creation, the David Morris x Beauregard Lili Bouton is a unique high jewellery timepiece that draws on the watchmaker signature floral design with a palette of pink diamonds and pink opals.

Founded by Swiss-Canadian lapidary artist Alexandre Beauregard, the Geneva-based maison has always positioned itself at the intersection of jewellery and watchmaking.

It is known for using gems and hard stones to create ornamental watch dials, particularly for its bestselling Lili Bouton collection.

A meeting between Alexandre Beauregard and Jeremy Morris, the second generation CEO and creative director of the luxury London fine jewellery house, inspired a new interpretation of the Lili Bouton in pink opal petals and a pink diamond bezel.

"Spanning London, Montreal and Switzerland, the creation of the David Morris x Beauregard Lili Bouton brought together expertise from the worlds of jewellery, lapidary artistry and watchmaking. Swiss artisans crafted the rose gold case, set the gemstones and assembled the finished timepiece, while a handmade leather presentation box was created in Montreal," the collaborators say.

The 33mm watch uses a quartz movement. Price on application.

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