

Michelin-starred French Chef Christophe Hay joins the Blancpain family

The Manufacture of Haute Horlogerie is delighted to welcome French Chef Christophe Hay into the circle of friends of the Brand. At the helm of the Fleur de Loire establishment, a truly sustainable ecosystem in Blois in the Loir-et-Cher, the two-starred Chef is faithful to Blancpain's values: precision, passion, respect for tradition while looking to the future, creativity, and authenticity.

Since 1986, Blancpain has been in tune with gastronomy. A friend of the greatest Michelin-starred chefs around the world, it has been the official timekeeper of the prestigious Bocuse d'Or Switzerland culinary competition for 20 years, has maintained strong ties with Relais & Châteaux hotel establishments for over a decade, and has been a global partner of the Michelin Guide since 2020.

The Manufacture sees gastronomy as an extension of the Brand that shares its values. Indeed, watchmaking and gastronomy rely on meticulous adjustments and a delicate harmony between heritage and innovation. The Manufacture's master watchmakers and the award-winning chefs in its Circle of Friends, share a remarkable ability to precisely combine various components and ingredients to create works of art, not to mention that time is an essential factor in refined culinary creations. A guardian of time for 290 years, Blancpain will now set the tempo for Christophe Hay, who first saw a Blancpain watch in 2005 on the wrist of another friend of the Brand, 'Mr Paul' (Bocuse), during their past collaboration. His dishes are now composed to the rhythm of the elegant and timeless Villeret Quantième Complet, adorned with the Manufacture's moon phase, recognizable by its unique face.

Chef Christophe Hay

Christophe Hay was born in Vendôme, in the Loir-et-Cher, in 1977. Having started his career in Blois, he quickly continued it in the United States at the request of Paul Bocuse – with whom he collaborated from 2002 to 2007 – before moving to Paris and then returning to his native region, where he opened his first restaurant in 2014. Since 2022, Christophe Hay has been at the helm of his own establishment, Fleur de Loire, a Relais & Châteaux with 44 rooms, a spa, and a pastry kiosk, not to mention the two gourmet restaurants, one of which has been awarded two Michelin stars since 2023 as well as a green star, synonymous with responsible and sustainable gastronomy. Placing great importance on showcasing the best products of his region, the Chef sources locally, including fish from the Loire. Completely self-sufficient in terms of plants, he grows his vegetables using permaculture in his garden, which also houses various fruits not found in the region, so as not to compete with local producers. He also has his own truffle field and a Wagyu cattle farm. Through this approach, Christophe Hay has created a truly sustainable ecosystem, which is why the ranking of the 1000 best-rated restaurants in the world 'La Liste' awarded him the Prize for Ethical and Environmental Responsibility for 2025.

Blancpain and the Art of Living

The meeting between the world of *Haute Horlogerie* and *Haute Gastronomie*, between Blancpain and the Art of Living, is an obvious one, both in terms of their shared attachment to craftsmanship and the importance attached to product quality, respect for the terroir, and traditions. Both share an unwavering pursuit of excellence, mastery, precision, and passion—values that unite them in their commitment to the finest artistry.

The Brand has a special relationship with the world's greatest Michelin-starred chefs, with more than 100 stars among its past and present friends. It all began in 1986, long before the current craze for Haute Gastronomie, when Blancpain presented its friend Frédy Girardet with a specially engraved watch when he won the 'World's Best Chef' award. Three years later, the Manufacture repeated its commitment when Frédy Girardet, Paul Bocuse and Joël Robuchon were named 'Chefs of the Century', and honoured them with an engraved timepiece to commemorate the occasion. Since then, the Brand's circle of friends has continued to grow, with new big names in international gastronomy seduced in its world and values, and wishing to wear a Blancpain watch on their wrist.

In 2020, Blancpain materialised its links with the famous Michelin gastronomic guide by initiating a worldwide partnership. Through this collaboration, the Manufacture and the guide intend to work together to promote the excellence, passion and expertise. The Brand is also a partner of culinary competitions, such as the Bocuse d'Or Switzerland since 2005.

Blancpain also collaborates with prestigious hotel establishments, such as Relais & Châteaux since 2014. 'Both [*Haute Horlogerie* and *Haute Hospitalité* are driven by the same quest for perfection, harmony and aesthetics. Precise gestures, the quest for harmony and the demand for quality are shared in the kitchen as they are in a manufactory. Assembling hundreds of sometimes microscopic pieces is like weighing them to the nearest gram [...]. Together, we understand the human richness of our teams' patient and passionate apprenticeship", Laurent Gardinier, Chairman of Relais & Châteaux stated.