
The passionate quest for self-determination and independence.

A characteristic shared by Daniel Bernhardt and Carl F. Bucherer.

The values on which the integrity of the Carl F. Bucherer brand is built and which are reflected in an expressive collection are, without a doubt, the passion and diligence invested in each watch as well as the emphasis on the individuality of the person who wears it. Carl F. Bucherer makes watches for people who go their own way, independently, confidently and resolutely, and who make their visions a reality. This is the philosophy shared by Carl F. Bucherer and the brand ambassador, Daniel Bernhardt.

Daniel Bernhardt enjoys life to the full. He is enthusiastic about photography and art in general, and he loves nature and all kinds of sport. He has been doing martial arts for over 25 years, thereby discovering the balance between body and soul – an inner freedom that accompanies him throughout his life and helps him remain calm even during turbulent times.

With his typically Swiss down-to-earth and genuine approach, Daniel Bernhardt appears in the Carl F. Bucherer advertising campaign, wearing a smile and proclaiming: “Daniel Bernhardt. Doesn’t need a life coach”. He stands above Beverly Hills, his urban oasis, the place he has chosen for his work and as a home for his family. Nestling between the ocean and the Californian canyons, which Daniel loves so much and where he often goes to recharge his batteries.

A movie star with ambition.

Daniel Bernhardt goes his own way and lives his visions with considerable commitment. He left Switzerland as a young man in order to discover other countries and cultures. His work as a model enabled him to see the world and grow as a result of his experiences. Eventually he discovered his passion for the film industry and for acting. The inner drive that led him to make his dreams come true brought him to Los Angeles 12 years ago. Since then he has demonstrated his talent in films such as “Matrix Reloaded”. In future he would like to direct and thus see his ideas become reality. He has already taken the first steps, paving the way for a new chapter in his professional life.

“I am first and foremost a family man. Professionally, I would describe myself as hard working. In general, I am a happy person,” he says about himself. His family is the most important thing in his life. Nothing is more important than ensuring the happiness of his daughter Bella and wife Lisa.

Aligned philosophy.

“The only piece of jewelry that a man can always wear is an extraordinary watch.” Daniel Bernhardt raves about the Carl F. Bucherer watches. Time and again, he is enthralled by their style, elegance and technical precision. What makes Carl F. Bucherer watches so extraordinary? For instance the philosophy of the founding family. Their self-confidence, their courage and their business acumen. Following their visions, remaining true to themselves and their ideals. An attitude that Daniel Bernhardt appreciates and strives to live up to.

Autonomous character.

His motto “Be good in life” doesn’t just mean treating others and the environment with respect, but also includes seizing the opportunities that life offers. Bernhardt has the ability to derive energy from his surroundings and to make life decisions independently and confidently. The attitude of a man who goes his own way and actively shapes his future.