

Victorinox celebrates historic milestone



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Swiss Army Knife is celebrating its 125th anniversary. To mark this occasion, the brand has secured a billboard takeover in New York City's Times Square.

To honor its heritage and continue the adventure beyond this historical moment, [Victorinox](#) released a limited-edition replica of the original Officer's and Sports Knife. The Replica 1897 looks exactly like the original on the outside; however, it highlights the latest in technology on the inside.

"When my great grandfather patented the original Officer's and Sports Knife in 1897, he had no idea that this was the launch of a truly Swiss icon and the basis for the success story of the company. I would like to extend my heartfelt appreciation to all our employees, customers, collectors and fans of the brand worldwide," says Carl Elsener, CEO at Victorinox.

"Along with its rich heritage, Victorinox has always demonstrated a strong commitment to innovation, which is integral to how the brand is differentiating itself in the dynamic travel retail channel. 125 years of history gives us a huge amount of legacy and powerful brand recognition to build on, as we look to position ourselves as a true multi-category lifestyle brand," adds Thomas Bodenmann, Head of Global Channels at Victorinox.

The anniversary will be accompanied by a special global marketing campaign consisting of a dedicated logo, as well as imagery and videos. The campaign focuses on the mindset associated with the Swiss Army Knife, which has been shared and lived by consumers and employees over the years. It is the desire to discover the unknown, the thirst for action and the enthusiasm to experience adventures of all kinds.