



Geneva Asset & Wealth Management SA
Since 1999



Giannina Berreby, Compagnie de 1602, pictured during the Escalade Celebration, Cathédrale Saint-Pierre, Geneva, 2025.



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The Compagnie of 1602: A Geneva tradition at the heart of history

Each year in December, Geneva revisits one of its most significant episodes: the Escalade. This celebration commemorates the night of December 11–12, 1602, when the citizens of the Republic of Geneva repelled an attack by the Duke of Savoy's troops, who sought to seize the city by surprise. Over the centuries, this historic event has become a powerful symbol of resistance, independence, and collective spirit, and remains one of the canton's most emblematic traditions today.

At the heart of this celebration stands the Compagnie of 1602, a Geneva-based association whose mission is to preserve and transmit the memory of the Escalade. Through its work, the Compagnie helps keep alive a unique historical heritage that forms an integral part of Geneva's identity.

Throughout the year, its members are passionately committed to bringing this tradition to life. The highlight of their efforts is undoubtedly the grand historical procession that winds through the streets of the Old Town. Hundreds of participants, dressed in costumes faithfully inspired by the early 17th century, recreate the atmosphere of the period and pay tribute to those who shaped Geneva's history.

This parade is a highly anticipated moment for both Genevans and visitors alike. Drums, torches, horsemen, historical authorities, and scenes of everyday life from the past combine to create a striking spectacle that bridges the present with the city's history.

During the most recent edition of the Escalade Festival, on Sunday, December 14, 2025, the President and Founder of Geneva Asset & Wealth Management SA, Giannina Berreby, a member of the Compagnie of 1602, had the honour of taking part in the procession, riding and parading on horseback at the heart of this historical reenactment. An experience both symbolic and deeply rooted in the city's traditions.



This participation reflects our sincere attachment to Geneva's roots and to the richness of its local heritage.

At Geneva Asset & Wealth Management SA, Geneva is not merely the place where we conduct our business; it is the cultural and historical environment that shapes our identity. A city of history, trade, and finance for centuries, Geneva has been built upon strong values such as trust, stability, responsibility, and transmission. These principles are also at the core of our approach. Like traditions passed down from generation to generation, we view our profession with a long-term perspective. Our mission is to support our clients with rigour, discretion, and commitment in order to preserve and grow their wealth in alignment with their objectives and vision.

In a constantly evolving world, we believe that local roots and a deep understanding of a place's history and culture are true strengths. Geneva has long been an international crossroads, yet it remains a city proud of its heritage. It is in this spirit that Geneva Asset & Wealth Management SA continues its development: a company firmly focused on the future, while remaining faithful to the values and Geneva identity that inspired its foundation. ■