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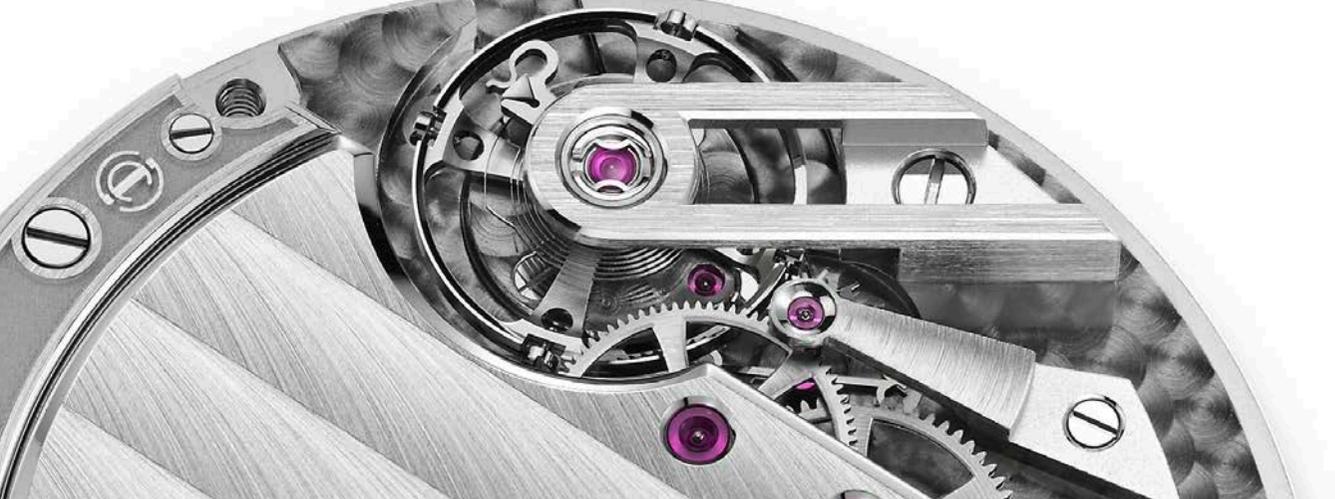
A MODERN REINTERPRETATION OF THE HAUTE HOROLOGY DRESS WATCH

Armin Strom today announced the introduction of an entirely new timepiece; one that reinterprets the classic dress watch in a contemporary context.

“We believe that exceptional hand-finishing, presented in the context of a modern aesthetic design sensibility, is the key to a modern dress watch revival” said Claude Greisler, Master Watchmaker and co-founder of the revitalized Armin Strom.



ARMIN STROM
SWISS WATCH MANUFACTURE



EXCEPTIONAL HAUTE HOROLOGY FINISHING

“We’re the heirs to a long tradition of manually-wound dress watch design at Armin Strom; but like much of the rest of the market, we had moved away from that” said Greisler. “Over time, this became a source of deep regret for me - and I was ultimately inspired to do something about it. I’ve been obsessed with every detail of this timepiece, particularly when it comes to finishing. Hand polishing the dial-side of each barrel bridge takes over 12 hours to complete. To make the inaugural iteration even more special, we chose to produce that bridge in solid white gold. The gear train bridge on the backside is beveled and polished in 60° - a process that’s far more complex to execute and as a result takes twice as long. The polishing of the hands that I designed for this watch was also extremely time-

consuming. The barrel is hand polished and provides 100 hours of autonomous operation. The Caliber AMW21 is adorned with Côtes de Genève, the jewel sinks are polished to a gleaming conclusion and the mainplate is circular grained. The balance cock and the stepped escape wheel cock deliver a three-dimensional allure, while their edges are hand beveled to convey an overall sense of luxury.”

The “Tribute 1” is also more classic in its dimensions than any of my more recent designs,” said Greisler, “with a diameter of 38mm and a height of just 9mm. The crown is located at 2 o’clock; a nod to modern design that also enhances wearer comfort.”

A CONTRARIAN BET ON A MODERN DRESS WATCH REVIVAL

“The ‘Tribute 1’ is contemporary, technically-innovative and beautifully finished. I love it - and I believe that our collectors will too.” said Serge Michel, co-founder. “At a time when so many of us have spent so much time without any formal social interaction, the looming end of the global pandemic represents a symbolic return to normality - and hopefully a return to the luxury of social gatherings that we may have previously taken for granted. In that context, the acquisition of a dress watch can be seen as an expression of hope - and a meaningful connection to both the past and the future” said Michel.

“Years ago, we were told by almost everyone that there

was no economic model that could possibly justify a low-volume independent bringing all of its fabrication in-house,” said co-founder Serge Michel. “The equipment is expensive and it requires a lot of physical space. We followed our passion and did it anyway. And that decision paid off. We’ve since come to the conclusion that following our horological passions will probably eventually make financial sense, even when we can’t articulate exactly how that will play out. Fortunately, we have the luxury of taking risks and following our passion. The “Tribute 1” isn’t just a manifestation of that passion, it’s a ‘tribute’ to it. It’s simultaneously our tribute to the classic haute horology dress watch, adapted with a modern aesthetic sensibility.”



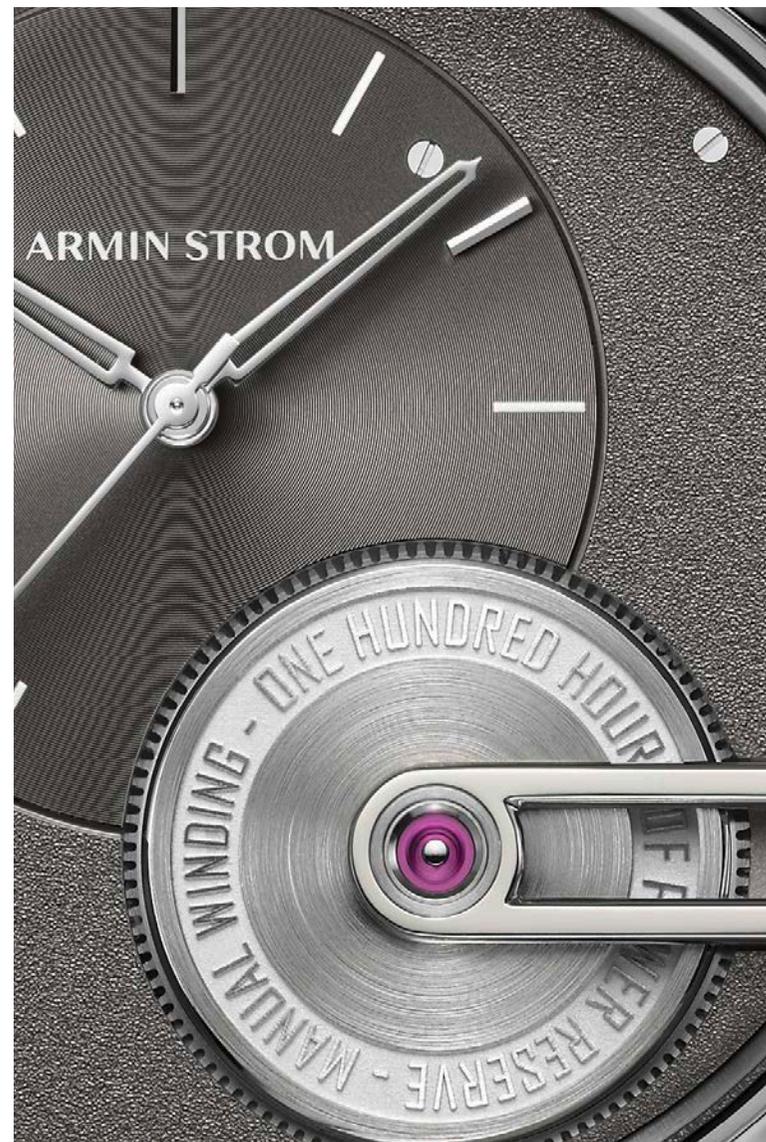
TECHNICAL DISTINCTION

The highly efficient motor barrel in the 'Tribute 1' is unusual in that the arbor turns around the mainspring within the barrel itself, which makes it more efficient while conserving space.

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PRICING AND AVAILABILITY

The first edition of the “Tribute 1” is available now and is limited to just 25 pieces. It is priced at an intentionally-accessible price point of CHF 13,900. This first iteration is further distinguished by its white gold barrel bridge and a 10-year warranty, exactly double the standard warranty typically offered by Armin Strom.



TECHNICAL SPECIFICATIONS

Calibre AMW21

Manual-winding, stable transmission system - Motor barrel
Regulating system: Flat hairspring with a variable inertia balance wheel
Power reserve: 100 hours
Dimensions: 33.50 mm x 4.20 mm
Frequency: 3,5 Hz (25,200 vph)
Number of jewels: 21
Number of components: 135

Case

Stainless steel
Sapphire crystal and case back with anti-reflective treatment
Diameter: 38.00 mm
Height: 9.38 mm
Water-resistance: 50 m

Functions/Indications

Hours, minutes, seconds
Dial: Offset black or
Finishing: Hand-finishing to the highest quality level
Hands: Stainless steel with hand finishing

Strap & Buckle

Delivered with a grey Alcantara calf leather strap and a stainless steel double-fold deployant clasp

Edition

First edition limited to 25 pieces

Price

CHF 13'900.-



ABOUT ARMIN STROM

Armin Strom AG is an independent watch company based in Biel/Bienne, Switzerland. Armin Strom timepieces offers a unique fusion of the Swiss-German horological tradition, avant-garde “transparent mechanics” and an unwavering commitment to horological innovation. The hallmark of the brand’s low-volume, artisanal approach to watchmaking is its commitment to exposed dial-side movement mechanics, with every part hand-finished to the highest haute-horology standards.

Armin Strom AG was established in 1967 by Mr. Armin Strom, a legend in the art of hand-skeletonization. In 2006, the stewardship of Mr. Strom’s legacy became the responsibility of Master Watchmaker Claude Greisler and Businessman Serge Michel; who together revitalized the brand with the opening of Armin’s Strom AG’s first fully-integrated Manufacture in 2009. Today the brand designs, develops, mills, embosses, galvanizes, hand-finishes and assembles all of its own watches in-house; enabling Armin Strom AG to bring even the most complicated ideas to life without any of the compromises that typically stem from reliance on a supply chain.



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