





### Timeless

Timeless began with a question: why is an original and attractive design usually associated with a high price tag? Then, thinking about watches, we turned the question around: why are affordable watches generally so insignificant? Why do they so rarely surprise, delight or provide lasting pleasure to their owners?

To do this, we knew that we had to define our own path, to put all our energy into a fresh perspective, to evolve in a spirit of independence, to be...Timeless.

As we sought to answer those questions, a more fundamental question arose – and to us it became a challenge. Rather than just accepting the status quo, why not create a completely new brand – designing timepieces that are both beautiful and functional; useful and a pleasure to wear? Objects to become attached to. Watches that speak of our individual styles. Watches for the way we live in the 21st century. Memorable, distinctive designs that transcend fashion. Watches that make us feel good – without ruining us.

### What makes us tick

Over the past decade, as industrial designers, watch designers and architects, we've had the honour of working for some of the greatest names in the business. Design is in our blood. So are watches. And so is Switzerland (naturally our timepieces had to comply with the Swiss Made label).

Even the name we chose to express time is based on a paradox: Timeless

But there's a paradox at the heart of what we do. We love traditional watchmaking as much as we love contemporary design. We have a deep respect for the values of the watch business and yet we have defied the received wisdom about how we should produce our watches – and how we should market them. (As watch enthusiasts, we take great pleasure in talking directly to our customers and fellow amateurs.) We're committed to ensuring that every Timeless watch will look great, be beautifully crafted and deliver solid performances – and we're equally determined that it will cost only a fraction

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of the price you might expect to pay.



# From design to reality... Giving form the time

We knew that our design had to be distinctive and recognisable at first glance – resolutely contemporary with an avant-garde touch, and yet rooted in the codes of classical design. In a word: Timeless.

So we synthesised the concepts of watch design, industrial design and architecture. We imagined the future as seen from the past. And the past as seen from the future. From the Industrial Revolution to early 20th-century streamlining, from particle colliders to Mars explorers – and back again. We played with curves, textures and depth. With powerful shapes and subtle details. With simplicity and complexity.



## Inspiration

Our source of inspiration? The Swiss industrial heritage that has made Switzerland famous and shaped its image as a pioneer in technological innovation. Old locomotives, heavy machinery, industrial tools and even dam turbines with an emblematic cylindrical shape... so many achievements that have fuelled our imagination and guided our aesthetic choices.

When it came to making watches it was absolutely clear: 'timeless' also means made to last. So we only chose the right materials: stainless steel, 4N pink gold, calf leather, sapphire crystal. For the mechanism, we've selected one of the most robust and reliable Swiss self-winding movements – a calibre that has proven itself over and over again. And, as for the finishes and decoration, we've naturally chosen top-of-the-range techniques, combining traditional guillochage and contemporary micro-blasting. We've added layers of detail and subtle surprises. Because a Timeless watch is designed to provide pleasure for a very long time.

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Ref: HMS - 002

Circular satin finish, fine sandblasting polished details

12,80 mm

Strap

Steel & gold

50 m

Polished barb buckle

case back :

Numbered and engraved with the Timeless logo

Guilloché finished Apparent decorative hour wheel

Gold & steel

Crown

Made up of 3 parts

Gold & steel

Movement

Screwed case back

44 hours





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