**The latest Armin Strom Tribute 1 California celebrates two icons:**

**The modern dress watch and the colourful California dial**

**Biel/Bienne, Switzerland, 15th November2021: The Armin Strom Tribute 1 California, which continues the brand’s eye-catching fusion of tradition and transparent mechanics, features a California-style dial created in a choice of five fumé colours that offer a striking contrast to the black guilloché plate. Each colour option has been produced in a limited edition of five pieces.**

**The California dial: reviving a design icon**

The newest interpretation of the Armin Strom Tribute 1, the brand’s popular modern dress watch, takes its name from the so-called California dial, which is distinguished by its alternating Roman and Arabic numerals. The dial, which is offered in five different colours, also features bar markers and a railway track minute ring. Once again, Armin Strom’s Master Watchmaker Claude Greisler has revealed his passion for his industry’s heritage: the California dial design, which is a favourite among watch aficionados, dates back to the 1930s and with its distinct presentation on the coloured dials, it offers each proud owner a timepiece of distinction and a touch of exclusivity. The visibility of the barrel on the dial makes the Tribute 1 California resolutely modern while the California dial gives it a pleasing vintage flair.

**Armin Strom’s colours of time**

With its Tribute 1 California, the independent Swiss luxury brand Armin Strom has introduced five compelling new takes on the classic manually-wound dress watch. With dials in five different colours – blue, light blue, green, burgundy and black – it is available in editions limited to five per colour, meaning that the total edition size for the Tribute 1 California is 25.

The “fumé” dials in each of the colours incorporate a sunburst pattern with a gradient effect: towards the centre of the dial, the colour is quite light and becomes deeper and darker towards the outer edge. The effect in all five colours is at once understated and dramatic and is complemented by the dial’s contrast to the black guilloché plate.

**Classic production values, exceptional hand finishing**

The black guilloché plate was created by hand by Finnish watchmaker and close friend of the brand, Kari Voutilainen. The movement and hands, designed and manufactured in-house at Armin Strom, feature exceptional hand finishing.

The barrel, which is prominently displayed on the dial side of the watch, is clearly the star of the movement. It has been meticulously hand-decorated, an extremely time-consuming process, and is engraved with the words “100 HOURS OF POWER RESERVE”, a testimony to that impressive part of its performance.

Like every Armin Strom watch, the Tribute 1 California’s manually-wound Calibre AMW21 has been assembled twice. After its first assembly, the movement was painstakingly disassembled

and each individual part was cleaned, dried, reassembled and lubricated before being meticulously regulated, tested, and returned to the case.

Engraved on each case back, the legend “1 OUT OF 5” confirms the edition size. Every Armin Strom Tribute 1 California watch is presented on a black alligator leather strap with stitching that matches the colour of the dial. The Armin Strom Tribute 1 California will be available in December of 2021 at a price of CHF17,900.

**About the System 78 Collection**

The Armin Strom Tribute 1 watches are part of the “System 78” collection, which offers fine watchmaking, impeccable hand-finishing and a number of innovative horological ‘firsts’ while maintaining an accessible price point. The collection embodies the watchmaking sensibilities of Claude Greisler and Serge Michel, co-founders of the revitalized Manufacture Armin Strom, who were both born in 1978.

**Technical specification: Tribute 1 California**Reference no. blue dial: ST21-TNS.05.AL.M.35

Reference no. light blue dial: ST21-TNS.11.AL.M.35

Reference no. green dial: ST21-TNS.20.AL.M.35

Reference no. burgundy dial: ST21-TNS.10.AL.M.35

Reference no. black dial: ST21-TNS.75.AL.M.35

Indications: Hours, minutes, seconds

Movement: Armin Strom manufacture Caliber AMW21

Hand-wound movement   
Regulating system: Flat hairspring with a variable inertia balance wheel  
Barrel bridge in brass

Power reserve: 100 hours

Dimensions: 33.5 mm x 4.2mm   
Frequency: 3.5 Hz (25,200 vph)

Finishing: Hand-finishing to the highest quality level  
Jewels: 21

Number of components: 135

Case: Stainless steel  
Sapphire crystal and case back with anti-reflective treatment  
Diameter: 38 mm   
Height: 9 mm

Width between lugs: 18mm  
Water resistance: 5 ATM  
  
Dial: Offset, fumé blue, light blue, green, burgundy or black  
  
Hands: Manufactured by Armin Strom – stainless steel with hand finishing

Strap: Black alligator leather strap and double folding clasp in stainless steel

**Price:** **CHF 17,900 / EUR 16.500 / USD 19.000**

Limited Edition: 5 pieces per each dial colour, 25 pieces Tribute 1 California total

**About Armin Strom**

Armin Strom 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 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’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 to bring even the most complicated ideas to life without any of the compromises that typically stem from reliance on a supply chain.

[**www.arminstrom.com**](http://www.arminstrom.com)

**Downloads:**

All press material can be obtained free of charge at [Free Download Text and Images](https://www.dropbox.com/sh/ef6rvty7rdwm021/AACsLrwk_orLIzQgV2XPFZoRa?dl=0)

For further information, please contact:

**Sonja Voutat-Hagmann**

Head of Marketing

+41 (0)32 343 33 41  
[s.voutat-hagmann@arminstrom.com](mailto:s.voutat-hagmann@arminstrom.com)