

ARMIN STROM

SWISS WATCH MANUFACTURE

ARMIN STROM INTRODUCES THE TRIBUTE 1 IN ROSE GOLD: THE REDEFINED MODERN DRESS WATCH LEVELS UP.

Biel/Bienne, Switzerland, October 6, 2022: Independent Swiss luxury watch brand Armin Strom today announced the launch of the Tribute 1 Rose Gold Edition. Limited to just 100 pieces, this is the first iteration of the Tribute 1 to be produced in gold. A study in warm rose gold and textured anthracite tones, it features a 38mm 18-carat rose gold case with matching gold barrel bridge, hands and applied hour markers. Offered with a luxurious black alligator strap that is worthy of the timepiece.

Armin Strom continues to redefine the Modern Dress Watch

When Armin Strom launched its Tribute 1 watch in stainless steel in 2021, the world of haute horlogerie took notice. With its 38mm case and slender profile, it embraced the time-honoured qualities of a modern dress watch while it redefined the genre with its grenage-finished off-centre dial and exposed motor barrel and bridge. Building on this market success of the Tribute 1, Armin Strom has responded to collector demand for a precious metal case by introducing this 100-piece limited edition of the Tribute 1 in rose gold.

An unforgettable face

The off-centre dial is presented in a riveting black gold colour with an azurage textured effect. Its meticulously hand-bevelled barrel bridge has been upgraded through the use of 18K 5N rose gold to match the beautiful hues of the new rose gold case; as do the even-numbered applied hour markers and the hour, minute and seconds hands. Like the movement, all of these elements were designed, manufactured and hand-finished in-house at Armin Strom. In pleasing contrast to the dial is the adjacent dial plate; whose grenage finish subtly changes in hue different lighting conditions to display a captivating range of anthracite shades.

This already remarkable face also features a painstakingly hand-polished skeletonized open-worked motor barrel on which the words “100 HOURS OF POWER RESERVE” are engraved. The Tribute 1 Rose Gold’s crown is positioned at 2 o’clock, a distinction that enhances wearer comfort.

A caseback as worthy of attention as the dial

The hand-wound calibre AMW 21 is visible through the sapphire crystal caseback to highlight the beautiful hand finishing of the movement. Also on display is the three-quarter bridge adorned with Côtes de Genève decoration that is hand-polished at 60°. The hand decoration includes a circular grained pattern on the main plate; while the balance bridge features side graining, anglage, sand blasting and straight graining. The escapement and the escape bridge add a three-dimensional allure with hand-bevelled edges that contribute to the Tribute 1 Rose Gold’s overall sense of luxury.



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Like all of Armin Strom's movements, the Calibre AMW 21 was developed and manufactured in-house. In keeping with our commitment to horological distinction, the innovative motor barrel developed for the 'Tribute 1' is distinguished by an arbor that turns around the mainspring within the barrel itself, making it far more efficient while also conserving space. It delivers a remarkable 100-hour power reserve for a watch of this size and height. And as is the case with each of the brand's calibres, it is assembled twice. After its initial assembly, Armin Strom's watchmakers disassemble the movement and put it together again, to ensure the quality of every component and the flawless performance of the watch.

The Tribute 1 Rose Gold – Advancing tradition with an avant-garde aesthetic sensibility: Hand wound, hand-finished, hand-crafted and hand-decorated.

With its new Tribute 1 Rose Gold, Armin Strom has extended the legacy of the classic watch with the modern Swiss-German design ethos that has already won the hearts of aficionados around the world. This hand-wound dress watch features extensive hand finishing, hand craftsmanship and hand decoration at an attractive price point of CHF23,900. The legend "1 of 100" engraved on the caseback is a confirmation of its edition size.

About the System 78 Collection

Armin Strom's "Tribute 1" is the latest addition to the "System 78" collection, which offers fine watchmaking, impeccable hand-finishing and a number of innovative horological 'firsts' while simultaneously 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.



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Technical specification: Tribute 1 Rose Gold

Reference RG21-TRI.70

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 coated in 18K 5N rose gold

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: 18-carat rose gold

Sapphire crystal and case back with anti-reflective treatment

Diameter: 38 mm

Height: 9,38 mm

Between lugs (lug to lug): 44,35 mm

Water resistance: 5 ATM

Dial: Offset black gold azurage, all even hour markers 18K 5N rose gold coated,

Dial plate: Black gold grenage

Hands: Steel 18K 5N rose gold coated, manufactured by Armin Strom, decorated by hand

Strap: Black alligator leather strap and double folding clasp in stainless steel 18K 5N rose gold coated

Limited Edition: 100 pieces



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About Armin Strom

Armin Strom is an independent watch company based in Biel/Bienne, Switzerland. Armin Strom timepieces offer 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

For further information, please contact:

Sonja Voutat-Hagmann

Head of Marketing

+41 (0)32 343 33 41

s.voutat-hagmann@arminstrom.com

