

ARMIN STROM

SWISS WATCH MANUFACTURE

**ONE
WEEK**



FIRST EDITION

THE ONE WEEK *FIRST EDITION*, THE SUCCESSOR TO ITS FIRST-EVER MANUFACTURE MOVEMENT

More architectural, more open and housed in a new streamlined steel case with an integrated bracelet: Armin Strom completely reimagines one of its most seminal models from the last decade, the One Week. It returns in an all-new form that further solidifies Armin Strom's position as a fully-fledged independent manufacture producing unprecedented mechanical marvels.

The One Week First Edition 2023 is limited to 25 pieces.

THE FIRST EDITION ADVANTAGES

- **Light blue PVD coloured mainplate and bridges**
- **10-year warranty – twice as long as Armin Strom's standard warranty**
- **25 pieces only**



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Back in 2010, we unveiled our very first watch featuring our own in-house developed and manufactured movement, dubbed the One Week. Endowed with a power reserve of 7 days and designed with symmetrical harmony in mind, the One Week would set the foundation for many of Armin Strom's groundbreaking developments. Now, we revisit our very first calibre in an all-new design and construction that's bound to make the One Week a staple model in the brand's lineup.

“ When we decided to revisit the One Week, we knew from the beginning that we wanted it to be an all-occasions watch: sporty yet sophisticated, intricate yet legible, and filled with immersive little details that even the most demanding collector can appreciate. It was also important for us that the new One Week should be instantly recognizable as an Armin Strom, by integrating and further refining many of the design elements that have become characteristic of our more recent creations. ”

Serge Michel, Founder of Armin Strom

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A RADICAL CONSTRUCTION

As devotees of transparent horology, Armin Strom makes it a point to always feature kinetic mechanical elements on the dial-side. The One Week First Edition takes this core Armin Strom trait a step further. Completely reengineered and redesigned, the manual-winding movement is as sculptural as it gets.

Form, function, aesthetics and ergonomics are all harmoniously brought into the foreground, resulting in a piece of otherwise traditional horology executed in a dynamic and radical way.



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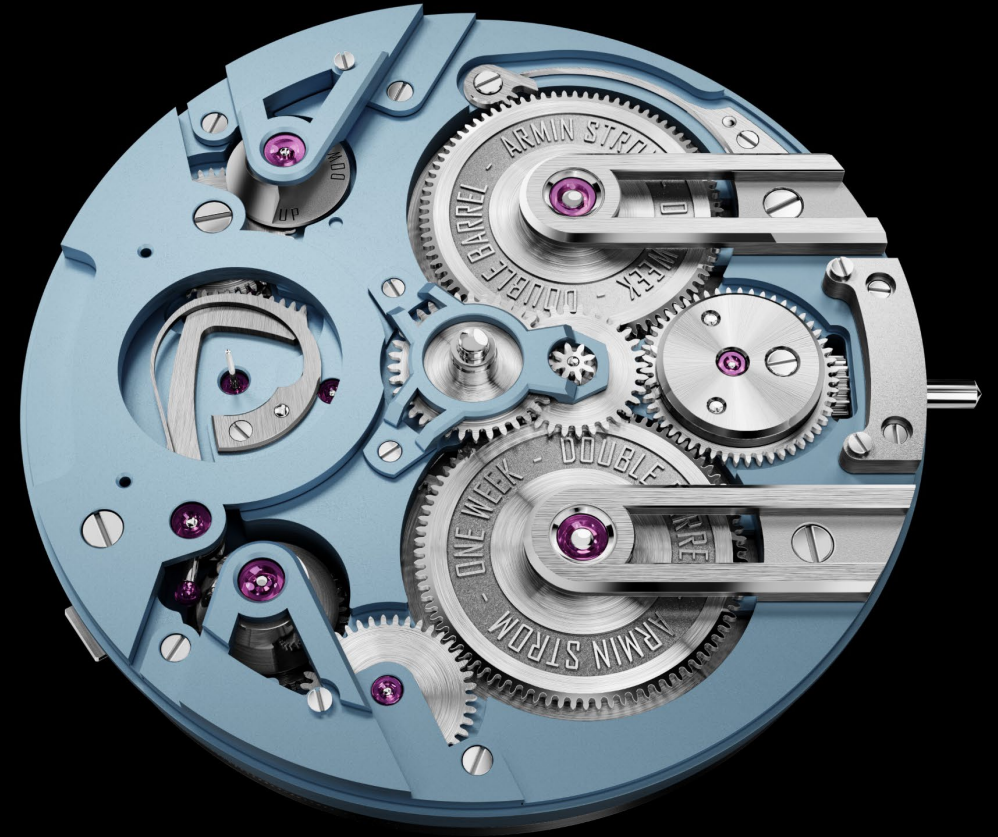
FAR MORE THAN A REMAKE

True to its name and just like its predecessor, the One Week delivers an impressive power reserve of 7 days. But that's where the similarities end. The new manual-winding ARM21 calibre features two mainspring barrels, which work in series to provide consistent levels of energy to the gear train. Held by two finger-style bridges, the barrels are symmetrically arranged and take up the right portion of the completely open dial. The manual winding ritual takes on a hypnotic choreography, as the motion of two ratchet wheels winding up the two barrels in opposite directions is entirely visible from the dial side.

“ **The One Week from 2010 holds a special place for the Armin Strom manufacture, as it was the first movement we completely developed and built in-house. We went far beyond simply giving it a facelift, as it is in fact an entirely redesigned and reengineered movement. From the two barrels working in series for better isochronism, to the 3D power reserve display and the increased beat rate, the new One Week is definitely a milestone achievement for our team in Biel.** ”

Claude Greisler, Master Watchmaker and co-founder of the revitalized Armin Strom

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One of the most distinctive features of the new One Week is the power reserve indicator. Keeping with the architectural depth of the movement, the power reserve is indicated by a cone system, inspired by pocket watches. This consists of a mirror-polished cone, which is driven by a conical gear on the opposite side of the dial.



New movement, new beat rate. Another major evolution in the new One Week is the oscillating frequency of the regulating organ. As it is designed as an all-occasions watch that can take on dynamic activities, the beat rate has been increased from 2.5 Hz to 3.5Hz (25'200 vph). This higher frequency, which offers a more stable chronometric performance, required the entire gear train to be recalculated and reconfigured.

THE PURSUIT OF BALANCE & DEPTH

Another surprising first for Armin Strom is the placement of the hour and minute hands. Normally, Armin Strom watches feature offset hour and minute hands, either on a subsidiary dial as small hands or slightly off from the center as large hands. In the One Week, the faceted hour and minute hands filled with Super-LumiNova are perfectly positioned in the center of the open dial, further enhancing its visual balance.

In fact, compared to the previous generation of the One Week that featured a partially open dial to expose the movement, the new One Week was conceived to be much more three-dimensional. It totally foregoes a traditional dial and instead adopts a contemporary architecture, with various movement elements positioned in such a way that they can be explored from many angles. The bridge that holds the hands has been designed with a geometric form to rise above the main plate. Keeping legibility optimal, the movement is surrounded by a chapter ring set with baton indices filled with Super-LumiNova. The small seconds at 9 o'clock are displayed on a small black dial, emblazoned with the brand's "AS" logo.

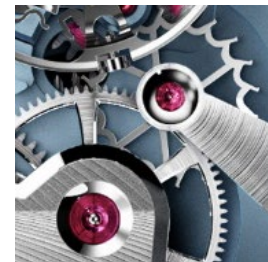
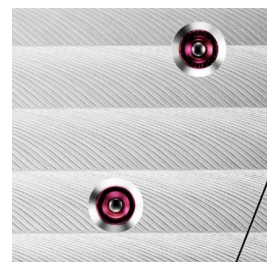
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ALL IN THE EXECUTION

Like all Armin Strom creations, from the purest to the most complex, the One Week is a masterclass in haute horlogerie hand-finishing. Straight and circular grained surfaces, polished and chamfered bezels, perlage-grained plates and polished screws and sinks are evidently applied by expert hands. The One Week First Edition in particular stands out with its cool light blue PVD coloured mainplate and bridges.



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ONE WEEK

FIRST EDITION ST23-OW.FE

TECHNICAL SPECIFICATIONS

Distinctions

Power reserve of 7 days
Light blue PVD coloured mainplate and bridges
10-year warranty – twice as long
as Armin Strom's standard warranty

Case

Stainless steel,
Sapphire crystal and caseback
with anti-reflective coating
Diameter: 41.00 mm
Height: 10.60 mm
Water resistance: 10 ATM / 100 m

Dial

Black minute ring and small second dial, numbers
and indexes with
Super-LumiNova® filling

Hands

Steel, faceted polished hands
with Super-LumiNova® filling

Strap/Buckle

Stainless-steel with
a double folding clasp
Width lugs/buckle: 22-20 mm

Limited Edition: 25 pieces



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CALIBER ARM21

TECHNICAL SPECIFICATIONS

Functions

Hour, minute, small second

Impulse

Double going barrel

Winding mechanism

Manual-winding

Regulating system

Flat hairspring with a variable inertia balance wheel

Frequency

3.5 Hz (25,200 vph)

Number of jewels

35

Number of individual parts

194

Diameter

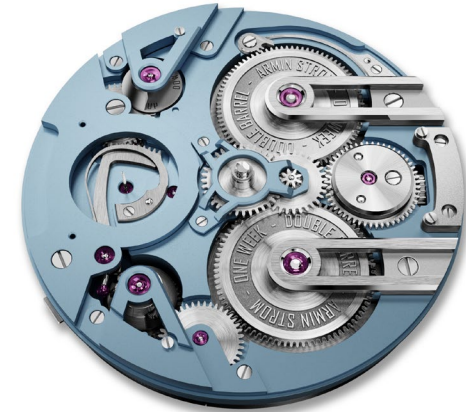
36,60 mm

Height

6,00 mm

Power reserve

7 days



A high-contrast, black and white photograph of a luxury watch. The watch is shown from a side-on perspective, focusing on the case and the upper part of the strap. The watch face is dark with light-colored hour markers. The strap has a textured, possibly leather or metal, appearance. The lighting creates strong highlights and deep shadows, emphasizing the watch's contours and textures.

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