THE SCIENCE OF MOVEMENT

ARMIN STROM

SWISS WATCH MANUFACTURE

We are scientists of time. Driven by our core design principle of transparent mechanics, our creations reveal the essence of time perception through complex, handcrafted movements. We believe that true horological artistry is inherently unique, and everything we create is rooted in a deep understanding of the science of movement.

TABLE OF CONTENTS

CHAPTER 1
ALMOST TWO DECADES OF OBSESSION

10 Details are our domain
13 Watchmaking in five steps
14 Idea and Design
15 Component production
16 Hand finishing
18 Bevelling
19 Perlage
20 Geneva stripes
21 Black polishing
22 Straight graining
23 Circular graining
24 Sunbrushed
25 Matte, frosted and tremblage
26 How our watches come to life
29 Your own creativity is your only limit

CHAPTER 2
THE SCIENCE OF MOVEMENT, FROM OUR INNOVATIONS TO OUR COMPONENTS

41 What is the Science of Movement?
42 The Resonance
44 The Resonance Clutch
48 Component gallery
50 Maltese Cross

CHAPTER 3
OUR DESIGN PHILOSOPHY

56 Designing with Purpose
59 Technical Craftsmanship must be beautiful
60 Design details
63 Back to Back

CHAPTER 4
OUR ORIGINS

68 Horological bare bones
70 A walk down memory lane

CHAPTER 5
OUR CURRENT COLLECTION

83 Three pillars of Passion
84 System 78 — Don't fight Gravity
96 Resonance — Good vibes only
104 Masterpieces — Mastering time
112 Gallery of Calibres

CHAPTER 6
ARMIN STROM AROUND THE WORLD

118 Armin Strom around the World
120 The Collectors
124 Nothing but Respect
126 Unique position in Hong Kong

CHAPTER 7
VOICES FROM OUR WORKSHOP

133 In it for the long run
134 The final touch
136 Decorations in the 21st Century

INTRODUCTION FROM THE FOUNDERS

Claude Greisler & Serge Michel

More than 15 years ago, we set out on a journey to reimagine what Mr. Armin Strom had started many years earlier. With our Manufacture, we wanted to create something deeply personal – an atelier where mechanical artistry, innovation, and transparency would come together in every timepiece we produce.

From the beginning, our mission was clear: to build watches that not only showcase exceptional craftsmanship but also tell a story – how they're made, why they matter, and what makes them unique. We've always believed that the beauty of a mechanical watch lies not just in its design, but in the complexity and honesty of its movement. That's why we made transparency a signature of our brand – visually and philosophically.

Over the years, Armin Strom has evolved, but our core values have remained the same. We are still proudly independent, still manufacturing our own movements in-house, and we are still endlessly fascinated by the intricate world of watchmaking. From groundbreaking innovations like the Mirrored Force Resonance to our devotion to hand-finishing and openworked design, our passion for horology is as strong today as it was when we began.

This brand book is more than just an overview of what we do – it's a window into who we are. It reflects our journey, our identity, and our continued pursuit of excellence through innovation and integrity.

Welcome to the world of Armin Strom.



**Here,
skill is the
signature
of luxury.**

CHAPTER 1

—

ALMOST TWO DECADES OF OBSESSION

DETAILS ARE OUR DOMAIN

At Armin Strom, we're passionately obsessed with every detail of every watch that we make. From the initial idea to the finished timepiece, 97% of the work is carried out in our manufacture. And that's because "In-House" isn't a marketing-term for us. It's our way of doing things.

In 2009, master watchmaker Claude Greisler and entrepreneur Serge Michel transformed a legendary one-man skeletonising show into the Armin Strom manufacture. Today, we stand for transparent mechanics and horological innovation. Our watches are designed and meticulously hand finished to both showcase how our movements actually work, and to demonstrate the attention to detail that goes into their production. Whether with a loupe or with the naked eye, there will always be something captivating to discover in an Armin Strom timepiece.

When Claude and Serge began their horological adventure in 2009, the duo had a clear goal: establish a real manufacture where passionate watchmakers transform raw bars of steel, copper, brass, beryllium, German silver, precious metal and titanium into unique timepieces.

Their non-compromising attitude was initially met with disbelief, sometimes even scorn. Remember, the manufacture hype of the watch industry was still to come. But Claude and Serge never wavered because they had a clear vision: to improve and redefine watchmaking through science and craft.

Until today, we adhere to the very high Haute Horlogerie standards defined by Claude & Serge – because we know that passionate Armin Strom collectors have extreme demands. As Claude puts it: "Our watches are like no other, so we've created our own category of expectations."

At Armin Strom, we have a scientific approach to everything we do. We are convinced of our choices, and we create watches like scientists work on formulas. We develop our timepieces from scratch and think about every detail from start to finish. Every step is calculated, whether it's which machine to buy, how to best carry out a decoration, or how to improve precision – because every step matters. When we finally present a watch to our global community of collectors, we are 100% confident that we have done our best with every detail.

To make this possible, Serge and Claude, and everybody in our team invests an incredible amount of time, enthusiasm, passion, and effort to create watches that are mechanically exceptional and meticulously hand-finished. In a nutshell, we live by one principle: "The only difference between the possible and the impossible is that the impossible takes a little longer."

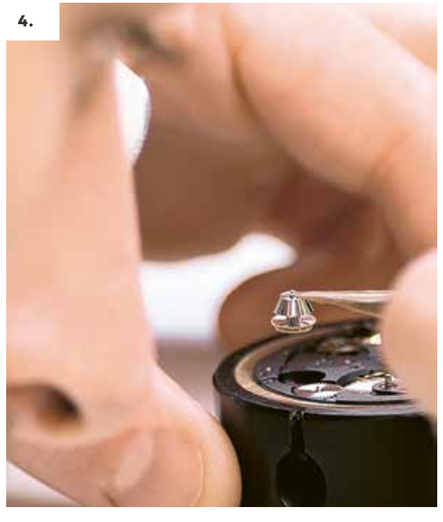


At Armin Strom we metamorphose raw bars of metal into unique timepieces.


1.


2.


3.


4.


5.

WATCHMAKING IN FIVE STEPS

These are the five most important steps inside our manufacture that bring our watches to life.

1. IDEA AND DESIGN

We build every movement with a purpose: It should improve watchmaking, and solve a horological problem. Once the design is validated and tested with computer models and physical prototypes, we begin turning it into reality.

2. COMPONENT PRODUCTION

We produce 97% of our movement components in-house. High-precision CNC-machines help us achieve tolerances of around 0.005 millimetres. But machines aren't the whole story – we fine-tune, measure and adjust everything by hand.

3. DECORATION

We hand-finish every single surface – even the ones no one usually sees. Following our design-aesthetic of transparent mechanics, we aim to make as much of the mechanics visible. Because our collectors should discover the beauty and depth of mechanical precision.

4. ASSEMBLY

After receiving a galvanisation treatment, one of our watchmakers assembles the decorated components – twice, to achieve the best quality. The first assembly is to set up the movement – and after disassembling, the second is made in a controlled environment to ensure the watch is completely dust-free and oiled in the required spots.

5. TESTING

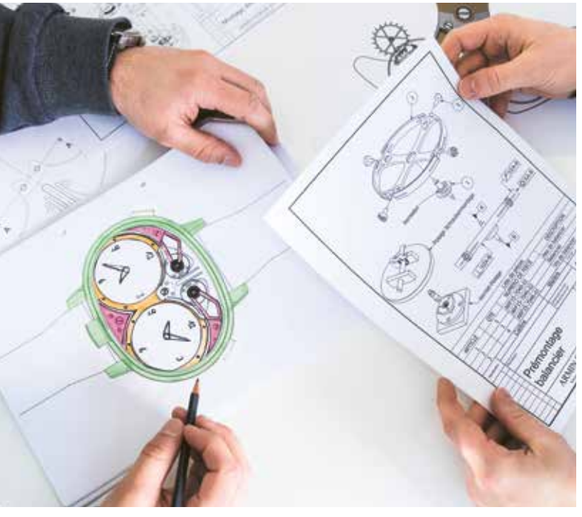
After assembly, we test the movement for accuracy, amplitude, and power reserve. The testing of each movement takes approximately one to two weeks, allowing the watchmaker make occasional small tweaks to achieve near-perfect timekeeping.

IDEA AND DESIGN

We believe that a mechanical watch should not only measure time, but also represent a meaningful improvement in horology. Each new calibre that we develop starts with a technical challenge to be solved. We develop it to improve performance, rethink principles, or refine what already exists – as well as enhance the art and science of watchmaking. Our design process follows this mindset. It draws on historical knowledge, is deeply researched, and further refined in computer simulations.

We validate every design through physical prototypes – and only move into production once both technical performance and visual harmony are confirmed. We craft and hand-finish every component with exceptional precision, reflecting our commitment to innovation, perfection and beauty in mechanical watchmaking.





COMPONENT PRODUCTION

We do not start with prefabricated parts, but with raw bars of steel, copper, brass, beryllium, nickel silver and titanium. We shape, refine and transform these materials into precision components for our movements. Not to prove a point, but because this is how we believe fine watchmaking should be done.

We are passionate about the science and art of watchmaking, and we strive for innovation through technology and beauty through precision. Every step of the process, from raw metal to finished watch, is guided by the principles of Haute Horlogerie. We adhere to the most exacting standards because our movements are not hidden behind a dial, but are always visible. We share this passion with our collectors. How do we know this? Because the demand for Armin Strom watches was not inherited, but created. Our watches are like no other. Their uniqueness has created a global community of discerning collectors who share our appreciation for exceptional craftsmanship, mechanical transparency and meaningful innovation. For them, and because of them, we continue to push the boundaries of what a modern watchmaker can achieve.





HAND FINISHING

“Decoration is very emotional, as it adds a personal signature to every single component,” says our master watchmaker and co-founder Claude Greisler. When you realise that it takes up to 10 times longer to decorate a part to Armin Strom standards than to produce it, you begin to understand its importance. There are even more watchmakers working in decoration than in assembly. But what exactly are the hand-finishing techniques they use in our Biel/Bienne manufacture?





Hand finishing is what transforms a watch into a timeless piece of art.



Our in-house mastery of classical Haute Horlogerie techniques create an array of different textures and surfaces.

BEVELLING

Hand-polished bevels: where light meets handcrafted skill.

Bevelling, sometimes referred to as chamfering, is considered the Rolls-Royce of decoration. When decorating a component, we always start with the underside, followed by the sides, the surface, and finally, the bevelling – the angled, polished surface that runs along the edges of the components. One of our specialities is that we often apply a 60° angle, rather than the industry standard of 45°. For this, our specialised watchmakers use hand-held files to shape and pre-polish the bevel. They then polish the bevel using gentian wood combined with increasingly fine diamond pastes. Bevelling and hand polishing the bridges and plates of a single movement can take dozens of hours. Our watchmakers devote as much time as necessary to achieve perfect, mirror-like, hand-polished bevels. The goal: to remove all spots, scratches and traces of machining. The bevelling needs to be flat, smooth, parallel, and perfectly polished with no wobbling or wavering.





PERLAGE

Constellations of circles.

Perlage is a “fish scale” pattern of overlapping circles that our watchmakers create using a hand-operated drill press and lower a rotating abrasive rod onto the component surface multiple times. Since we make the perlage by hand, we can adapt the pattern to the conditions of the component. This approach is especially useful if traces of machining in certain places require extra attention.





GENEVA STRIPES

Precision in patterns.

Geneva stripes, or *Côtes de Genève*, are the parallel lines that appear on our movement plates. We create them by guiding an abrasive disc over the plate. To ensure a completely uniform finish, the trick is to move the tool at a constant speed and angle. There are different styles of this decoration that really took off in the early 1900s, but for us at Armin Strom, the goal is to achieve defined lines with a smooth and flat surface, with no material visibly removed.





BLACK POLISHING

The art of the perfect reflection.

We black polish the flat surfaces of steel components to give them a smooth, mirror-like finish. To begin, our watchmakers pre-polish the surface using diamond paper, then gently rub it with diamond paste against a flat tin baseplate – carefully controlling the pressure throughout. Black polishing is one of the most difficult polishing techniques.

If there is one single blemish at the end, the watchmaker must have to start over again and repolish the whole surface.





STRAIGHT GRAINING

The science of satin.

Sometimes, a linear decoration is the best complement to a component – particularly those with long sides like our distinctive finger bridges. Achieved by gently scraping diamond paper against the component, straight graining on the flanks of the bridge can act as the perfect visual counterpoise to the shiny hand-polished bevel around the edges.

We also apply straight graining to the top surface of components to provide a linear satin finish that boasts a gentle sheen. As with lateral straight graining, top-surface straight graining is created by lightly scraping diamond paper against the component by hand.





CIRCULAR GRAINING

The geometry of motion.

All rotating parts of our movements are embellished with a circular grinding pattern. Rather than stamping, we profileturn our gears for optimal quality. This lends a circular pattern to their surface, which we refine further by using a hand-operated tool to rotate each gear against diamond paper.

This makes the circular graining stand out even more. When examining a gear train, we want each gear's finish to look the same, so the circular-graining specialist must manually gauge the pressure required to obtain a consistent aesthetic across all the gears.







SUNBRUSHED

Capturing light’s movement.

Using a lathe and abrasive tool, our watchmakers enhance the surface of components with a sunbrushed pattern. This vivid decoration catches the light, as well as the eye, with its dramatic, sweeping lines.



MATTE, FROSTED AND TREMBLAGE

The chemistry of contrast.

The gleam of polished components can be made even more prominent when offset by a contrasting texture. We master a variety of matte finishing techniques. The three we use most frequently are:

Hand-applied sandblasting, which gives components a fine matte finish. Hand-frosting that is applied to obtain a coarser finish. For that, our decoration specialists use tiny hand movements to rub the component with abrasive pastes, grains, glass pearls and aluminium oxide.

Finally, for maximum texture, there is the meticulous art of tremblage. This is performed by a hand-engraver who uses a selection of chisels to make a series of small openings in the component surface to create a soft, sparkling texture. To ensure an even tremblage across the surface, the engraver must have the dexterity to apply consistent pressure with each chiselling motion. Any component decorated with tremblage, undergoes thousands of tiny, trembling chisel motions.







HOW OUR WATCHES COME TO LIFE

We want to make sure that every single watch that leaves our manufacture keeps its promise of quality and precision. Therefore, we assemble every movement twice.

When our assemblage-watchmakers receive components from the decoration department, they examine every single piece of this horological puzzle in front of them (a puzzle that consists of between 120 and 420 pieces, depending on the complexity of the movement). Up to this point, they have been all just individual parts – turned, milled, polished, and decorated. Now, with the aid of magnifying glasses and microscopes, the pieces are assembled and the watch begins to take shape.

As a first step, the watchmaker uses a pressing tool to insert the jewel bearings for the spindles of the toothed wheels into the plate and bridges. This is a crucial operation. And that's because the way the jewels are pressed in influences the correct vertical play of the gear-train. To ensure a perfect mesh between gear wheels and pinions, their heights are often adjusted by just a few hundredths of a millimetre. Once the gear-train is adjusted, the bridges and plates are screwed down, and the mainsprings are assembled in the going barrels. Then, the movement is ready to receive the escapement. With the installation of the escapement (consisting of the escape-wheel, the pallets and balance-wheel) the watch comes to life.

SECOND TO NONE

After this first assembly, the movement is completely disassembled and each individual part is then cleaned, dried, reassembled and oiled in an air-pressurised room. This is to ensure that each part is completely dust free.

This is important because even a tiny speck of dust could affect timekeeping negatively – and it would also be an eyesore when looking at our watches under a loupe.

After the second assembly, the movement is meticulously regulated before one of our assemblage-watchmakers sets the hands and inserts the movement back into the case. The back of the case is then fixed in place. The completed watch is subjected to a multi-day rate test on a watch winder, and water resistance is also tested. Once the watch has passed these quality tests, it is finally certified as complete.

Mastering the Armin Strom way of assembly and testing takes more than just steady hands – it demands years of training, precision, and focus. Depending on the movement's complexity, the process can take up to two weeks, and requires extraordinary patience.



When a watch is assembled, the result is so much more than the sum of its parts.

“We don’t believe in magic — we believe in physics.”

CLAUDE GREISLER



Claude Greisler and Serge Michel are visionaries – and open to new ideas.

YOUR OWN CREATIVITY IS YOUR ONLY LIMIT

Fifteen years ago, Serge Michel and Claude Greisler started the adventurous path of establishing an independent watch manufacture in Biel/Bienne. Here, the duo shares their philosophies and how they overcame the challenges.

SERGE

It doesn’t feel like fifteen years! Looking back to where we started this great adventure – with Mr. Armin Strom, Claude, two watchmakers and myself – we are very proud to have transformed a one-man-show skeletonising watches into a fully-fledged manufacture with 45 people where we make 97% of all watch components in-house and meticulously finish each part by hand.

CLAUDE

Even though the brand and the contemporary watchmaking we created are completely different from what Mr. Armin Strom did, it was key for us to keep the name. Why? Because he represents the local heritage from the small town of Burgdorf where Serge and I come from. It was through hanging out in Armin’s shop that Serge and I got interested in watches. We also share a lot of philosophies with Mr. Armin Strom when it comes to finishes of the highest quality, and that a movement should be visible from the front and the back.

HOW WAS THE START?

SERGE

It was a huge challenge. Mr. Armin Strom had sold between 20 and 50 pieces per year, mainly through word of mouth. But Claude and I had the goal of 200 to 400 pieces, so we needed to promote the brand and build up a worldwide distribution. So, we started googling to find retailers, and travelled a lot around the world to show our watches. We also invited retailers, collectors, and press to Switzerland.

CLAUDE

It was a crazy adventure; we were young and over-motivated. (laughs) We had to find people for all the positions in the factory we were setting up: we didn’t have an engineer, designer, production, decoration, assembly et cetera. The watchmaking skills were there, but for all of us it was new to make absolutely everything from scratch. Luckily, we were below 30 years old, so we didn’t see any problems; we were not scared. Some older friends questioned us and said we should work with suppliers. But we wanted to be completely independent, using what was then quite new technologies like CNC-machines and other computer tools that give freedom to watchmakers. Thanks to these technologies, your own creativity is your only limit.

AFTER FIFTEEN YEARS, WHAT ROLE DOES ARMIN STROM PLAY ON THE SCENE OF INDEPENDENT WATCHMAKING?

CLAUDE

We have now made 18 different calibres, and we always analyse and ask ourselves – why do we make this movement? A new Armin Strom movement must always offer a solution to an horological problem. Can we build it with fewer parts, could it be lighter, better, more precise? This is our general philosophy in engineering. Some other brands aim to cut costs, or make movements that are easy to assemble. But for us, it is always about making movements that are better from an horological point of view.

SERGE

All independent brands have their own identity, their own role. For Armin Strom, it is about being innovative with solid engineering, craftmanship, and being open-worked to show the functionality of the timepiece.

CLAUDE

When we started, there were a few hardcore collectors believing in independents. Today, it is a real market, thankfully with more demand than product. At Armin Strom, we don't hand-craft artisanal, mechanical timepieces just to have mechanical timepieces for the sake of it. No, we always rethink watchmaking ideas. And thanks to the potential of the machinery we have in CNC and 3D-development, we strongly believe that we can push mechanical watchmaking even further. Just look at one of our latest timepieces – Tribute One. It is a simple hand-wound watch, but it has a 100 hours power reserve. For a small calibre, that is quite amazing.

YOUR BIGGEST INVENTION IN THESE 15 YEARS IS THE PATENTED RESONANCE CLUTCH.

CLAUDE

Yes, to achieve resonance is a once-in-a-lifetime achievement for me. It is such a big thing because it is written about in all watchmaker books. Everybody talks about how two movements can benefit each other, but there was very little information about how to achieve it. There was no real breakthrough in wristwatches, until we achieved synchronisation between two movements by letting micro vibrations run through the Resonance Clutch. We are not talking about natural resonance, because that doesn't exist. We don't believe in magic – we believe in physics.

SERGE

Exactly, you must always have a third element to achieve resonance.

THE RESONANCE CLUTCH IS LIVING PROOF THAT ARMIN STROM IS QUITE SCIENTIFIC IN ITS APPROACH – HOW IS THAT REFLECTED AMONG YOUR COLLECTORS?

SERGE

Among our collectors, we have quite a few doctors, researchers, and other professionals who believe in, and work with, science in their daily lives. They are often entrepreneurs living in the world of today, appreciating different kinds of innovations. Parallel to our scientific approach, there is of course also an emotional and romantic side of watchmaking. For us, this romance is in the decoration, finishing and assembly by hand. At least 80% of the work with all our watches is done by hand.



The Resonance Clutch has created resonance in the watch collecting community.

BOTH OF YOU ARE SWISS-GERMAN, HOW IS THAT INFLUENCING THE BRAND?

SERGE

I would say that we are more Swiss-German than the rest of Switzerland.

CLAUDE

In our design we are straightforward, and technical. And we are very open – we are open-minded, our designs are open-worked, and our house is open to visitors.

SERGE

Yes, we have a lot of visitors.

EVERY DAY?

SERGE

Not every day, but every week we welcome collectors, partners, retailers, and other people who are curious to learn about our style of independent watchmaking.

SOME PEOPLE SAY THAT IF YOU HAVE THE MONEY, IT IS EASY TO BUILD UP A WATCH BRAND?

SERGE

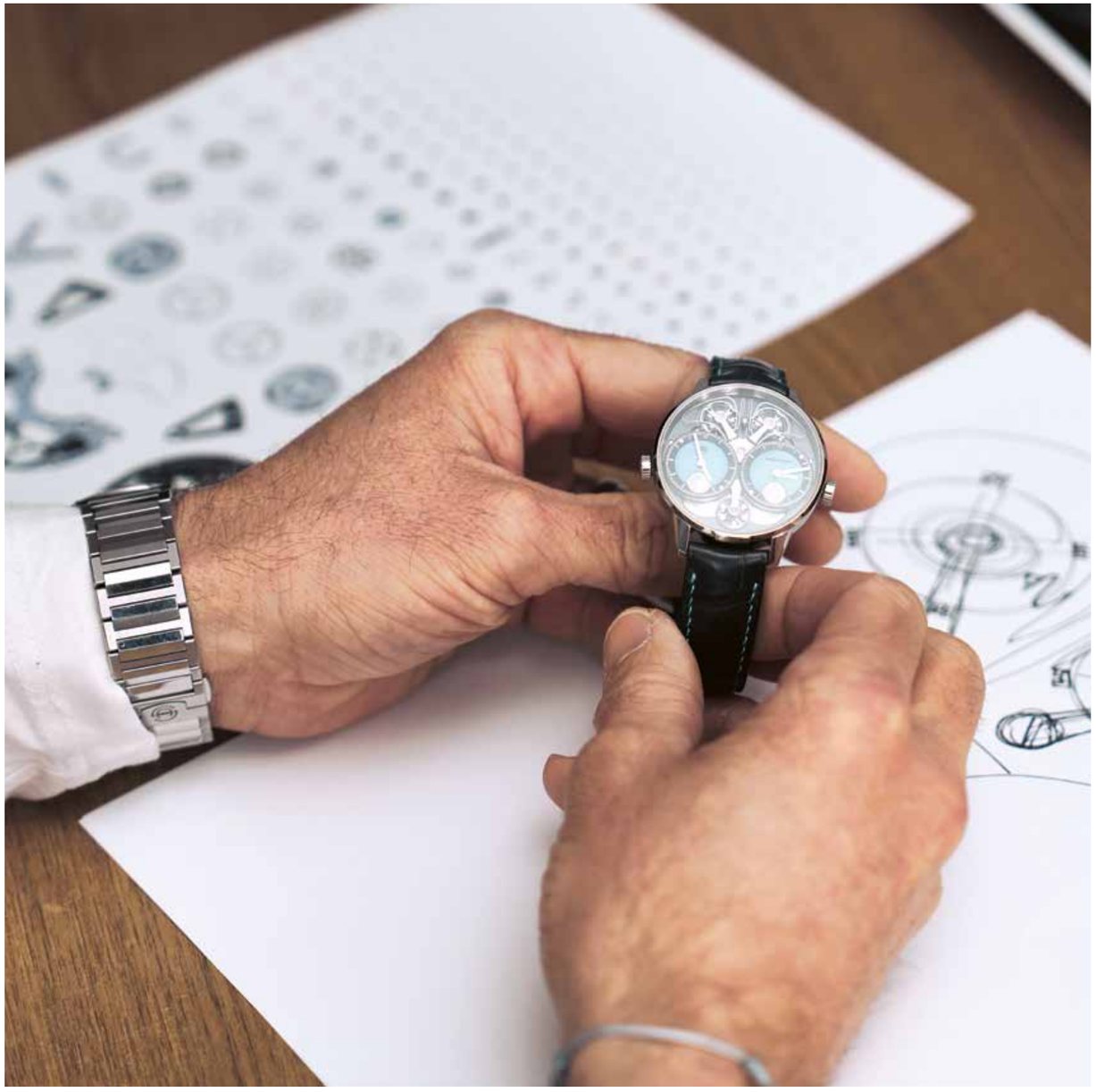
It helps, but I think there are enough examples out there today and in the history of watchmaking that prove differently. If you don't have a good product, you can pump as much money as you like into a brand and get nowhere.

CLAUDE

We always had to make extremely cautious business plans. All invoices are still double checked by us. You must be in control of what happens and realise that it takes time to build a brand.

SERGE

It does take time, and you must have clear goals and set pressure on yourself to achieve these goals – then you can be successful. Every entrepreneur, in fact everybody, needs to have some pressure to be successful.



One of the latest iterations of our Resonance collection combines with a dual time zone.

YOU ARE ALSO VERY DEVOTED TO YOUR OTHER INTERESTS. CLAUDE, YOU ARE WELL-KNOWN FOR WINDSURFING AND SKI TOURING AT A VERY HIGH LEVEL – AND YOU ALSO RUN A COMPANY WITH YOUR WIFE. WHAT DOES ALL THIS DO FOR YOU AS A WATCHMAKER?

When you do an individual sport, even if it is filled with action, your brain slows down, and you have time to think about other things. You enter another rhythm away from the office, you can focus on one topic. This is impossible at work, where there are always so many different things going on. Sometimes I need distance from the office to come up with solutions to various problems. And, of course – if I train and do sports, I am more relaxed and calmer. Then I don't freak out at the office! (laughs). I love creating watches and offering them to people who can afford them. But apart from that, traditional luxury is not important to me. For me, luxury is about spending time in the mountains, on the water, and with the family.

AND YOU SERGE, YOU ARE ORGANISING A MUSIC FESTIVAL, AMONG MANY OTHER THINGS?

I also have a family with two kids, with whom I like to spend time with. But yes, on the professional side I have a lot of different engagements, as I am on boards such as the hotel group Kursaal, and the casinos in Bern and Neuchatel. On top of this, I am the main owner of the Gurtenfestival, which has grown to be one of Switzerland's largest music festivals. I have a huge passion for all these engagements; passion is the most important thing for me. And I think that having different experiences in parallel helps me in my role in watchmaking. Especially the festival, where the target audience is 25 years old, and the marketing and the festival team are young. This helps keep my mind young, which is important when it comes to understanding the next generation of watch collectors.



Claude Greisler is also an experienced alpinist, often training in the Lenk massif, one of Switzerland's mountain hotspots.





Serge Michel is also the owner of the GURTENFESTIVAL, one of Switzerland's main musical events.



IN THE 21ST CENTURY, TIME IS EVERYWHERE. HOW DO YOU KEEP WRISTWATCHES RELEVANT FOR YOUNG AND OLD?

SERGE

We went through the Quartz crisis, smartphones, smartwatches, yet mechanical watchmaking remains an important industry for Switzerland.

CLAUDE

Indeed, and I think it is good to be in our segment of ultra-high luxury. Especially for tech people. When you live and work in a digitalised world it is beautiful to have something very traditional, mechanical, and analogue on the wrist. A contrast to Tesla, a contrast to sitting at your computer for 24 hours. You need a cellphone for daily life, but a watch is something you can appreciate and enjoy – that is our purpose here at Armin Strom.

WHAT ELSE COULD KEEP WRISTWATCHES RELEVANT IN THE 21ST CENTURY, AN ERA WHERE NOBODY NEEDS A WATCH?

CLAUDE

A watch also has something to do with rewarding ourselves, which is part of a modern lifestyle. A watch is easy to enjoy, easy to maintain, and is easy to carry. Both Serge and I are also really into cars as well, but cars are more difficult than watches. Where do you store them? They are not carbon-neutral and so on. Hardly anyone has ever said a negative word about watches. Watches also suit a growing number of people who are connected to more than one place. Perhaps you work a few years in Singapore, a few years in Silicon Valley, a stint in Indonesia, and you go on holiday to Australia. Through it all, you can always bring your watch and wear it.

SERGE

And wherever you are, you can discover, communicate, and exchange with other collectors. It is like art and wine – you share your passion. You share what you discover and learn with other enthusiasts.

WHAT LIES AHEAD IN THE NEXT 15 YEARS?

CLAUDE

We will keep innovating. The life cycle of Armin Strom timepieces and other independent watchmakers is still very short. Big brands can produce the same year after year with their Speedmasters and Datejusts and whatnot. But as an independent, you must surprise the audience after two or three years. You must create something new, or at least introduce a new colour or a different material. The role of the independent is to be the inventor.

SERGE

We realise our sweet spot is 500-600 timepieces per year, and 800 would be a maximum that we aim for in the long run. Not more. To stay where you are is a good thing – you don't always have to strive for huge volumes. We want to remain creative, artisan-made, and independent. So, we want to keep making timepieces that express the personality of those who enjoy innovation and mechanical solutions. Watches for people who love to understand how the magic of mechanics and science works. In fifteen years, I think that Claude and I will still be here, and one thing is for sure: Wearing an Armin Strom watch will never be about showing off a brand. The only showing off with an Armin Strom is one's passion for innovation and handmade decorations. This, for me, is the essence of contemporary Swiss-German watchmaking.

BIG NUMBERS

18

Since 2009, Armin Strom has created and produced 18 different watch movements.

80+

Over 80% of all the components that make up an Armin Strom watch are hand-made.

500

The current production (2025) is around 500 watches per year.

97%

97% of all the parts in Armin Strom watches are conceived, designed, produced, polished, and decorated at the manufacture in Biel/Bienne.

600

Revolutions per second are made by CNC machines, cutting brass rods into raw component parts, which must then be polished and decorated by hand.

2009

In 2009, Serge Michel and Claude Greisler opened the Armin Strom manufacture.

800

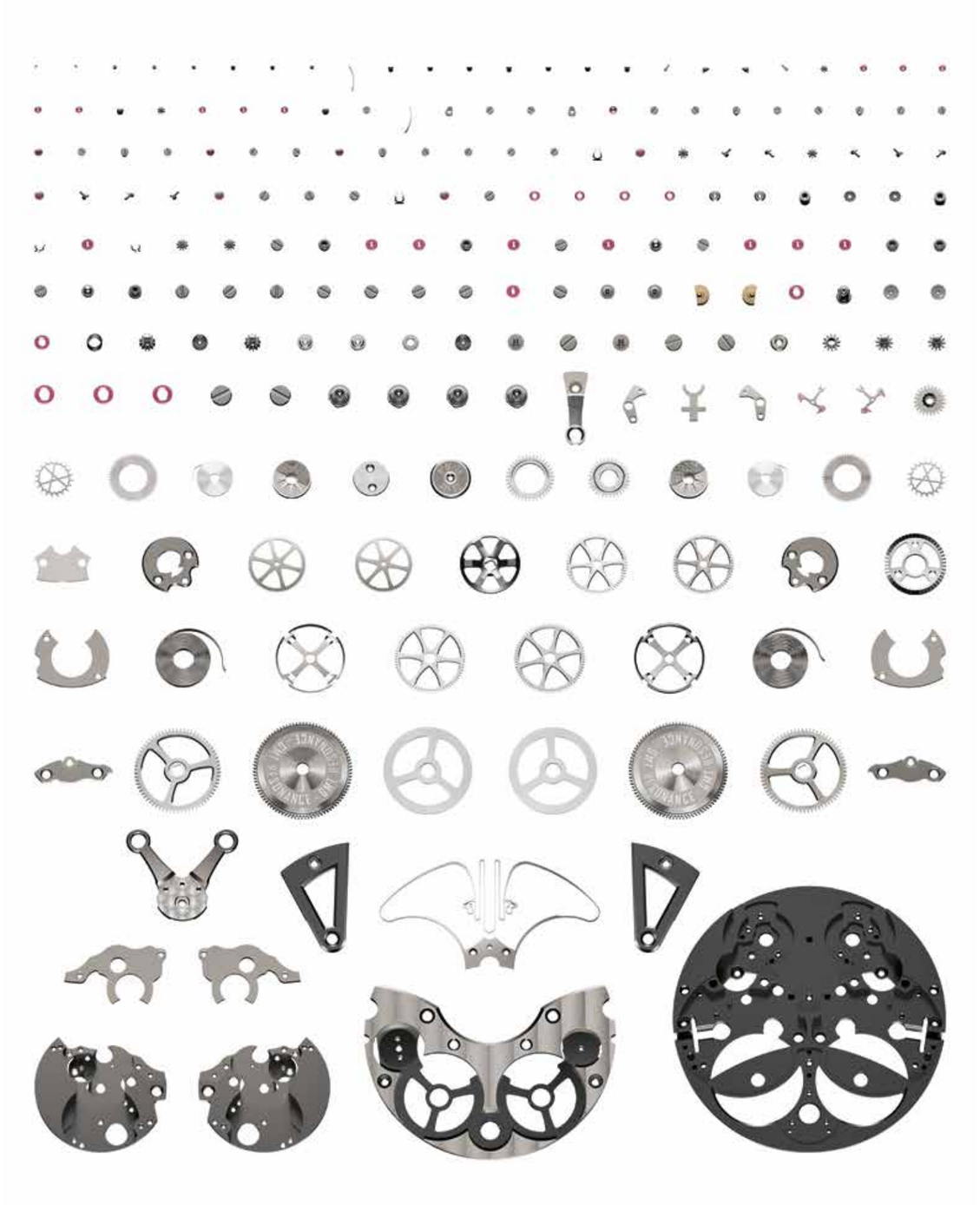
The maximum production goal of Armin Strom is 800 watches per year.

Great movements aren't traditional. They're scientific.

CHAPTER 2

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THE SCIENCE OF MOVEMENT, FROM OUR INNOVATIONS TO OUR COMPONENTS



WHAT IS THE SCIENCE OF MOVEMENT?

We are scientists of time. Driven by our core design principle of transparent mechanics, our creations reveal the essence of time perception through complex, handcrafted movements. We believe true horological artistry is inherently unique, and everything we create is rooted in a deep understanding of the science of movement.

"The Science of Movement is an approach to watchmaking that signifies the way of life at Armin Strom," says Claude Greisler, one of our founders and master watchmaker.

"This approach is everywhere: Mechanics, form, function, aesthetics and ergonomics. These are all harmoniously brought into the foreground, transforming traditional horology into something dynamic and radical," he continues. To expand a little on Greisler's words, the idea of a 'science of movement' relies on principles of physics, engineering, and passion in watchmaking. It is the foundation for creating our technically advanced and refined movements – thus defining our timepieces' overall aesthetics.

We strive to transform the abstract idea of time into real, horological art. And we believe that meticulous craftsmanship is the only way to achieve this. That's precisely why we create all our timepieces by hand, with 97% of the movement components developed, produced and carefully hand-finished in our manufacture in Biel/Bienne. Our creations reflect the distinctive personalities of our watchmakers, who are driven by a relentless pursuit to redefine the art of Haute Horlogerie and explore fresh ideas to improve traditional mechanics.

We are advocates of the uncommon. Our dedication to exclusivity defines who we are. Each creation we make is limited – a nod to the meticulous, handmade craftsmanship that goes into each intricate piece. Why do we stick to this approach? Because we believe that only the path of artisanal excellence leads to exceptional quality.

Because of this dedication to craftsmanship, every watch is a one-of-a kind result of horological artistry, ready to introduce you to the beauty of precision and artisan excellence – and to let you discover the science of movement.

THE RESONANCE

In 2016, Claude Greisler and his team resolved a horological problem that had been haunting watchmakers for centuries.

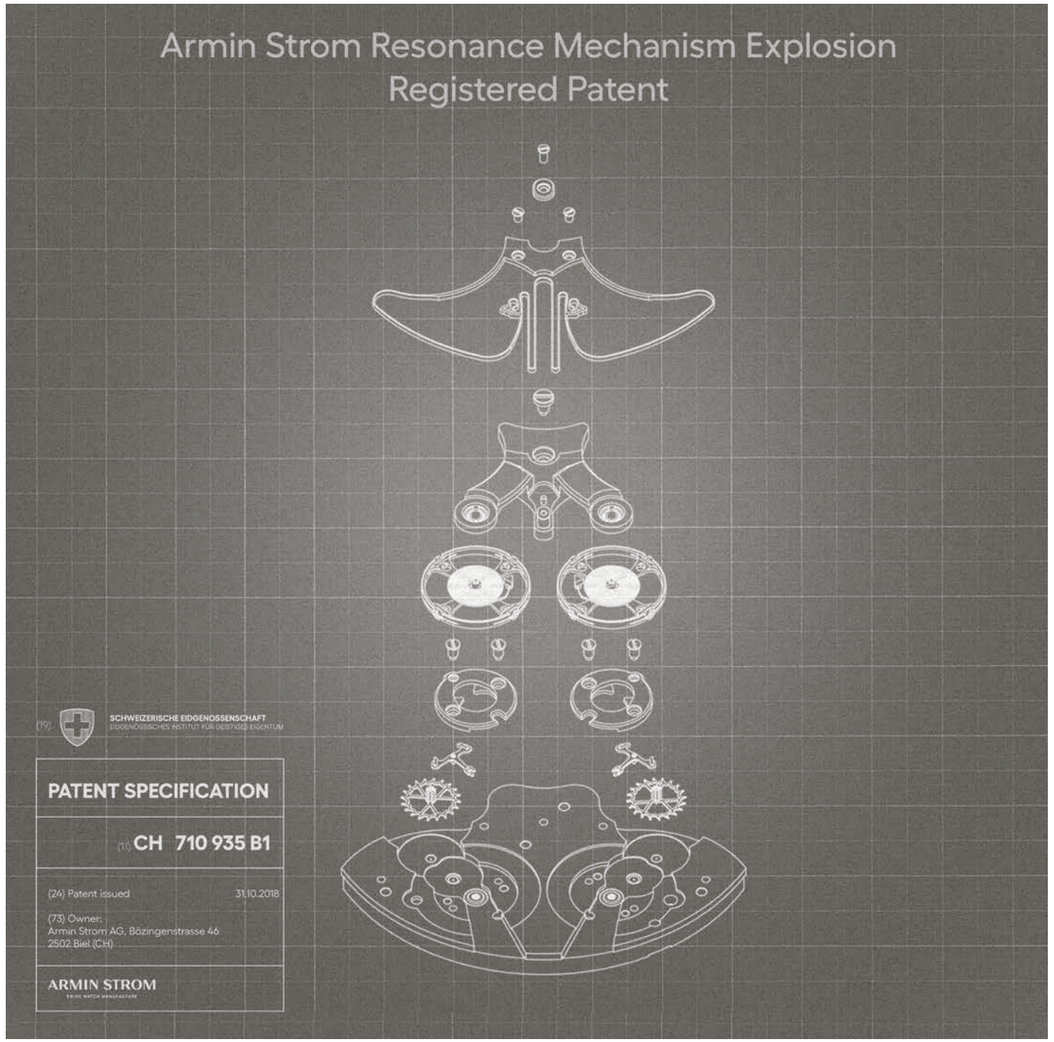
The phenomenon of synchronised motion in horology – a.k.a resonance – has fascinated watchmakers since the time of Christiaan Huygens (1629 – 1695). This Dutch gentleman, the inventor of the pendulum clock, was the first, in 1655, to discover the resonance behaviour of two separate pendulum clocks. From a sickbed he was temporarily confined to, he noticed that two clocks hung from a common beam would start beating in harmony regardless of how they started. His discovery was later confirmed by subsequent researchers, noting that the common wooden beam coupled vibrations and created resonance. In the 18th century, the next step was made by the Frenchman Abraham-Louis Breguet, who demonstrated his mastery of the phenomenon by applying it in his double pendulum resonance clock. The execution may sound straightforward, but is so complex that it has rarely been attempted, let alone mastered.

Throughout history, only Antide Janvier (1751 – 1835), Abraham-Louis Breguet (1747 – 1823), Beat Haldimann (1964 –), Vianney Halter (1963 –), F.P.Journe (1957 –) and our own Claude Greisler, were able to implement resonance.

Claude's Mirrored Force Resonance concept, with the Resonance Clutch serving as a vibration transmitter, shows an unprecedented resilience to oscillation rate disruption, even when subjected to the unpredictability of the human wrist. This effectively makes our Resonance collection the world's first to truly master resonance.

Christian Huygens's discovery has finally been harnessed in a wrist watch.





The patent for the Resonance Clutch was approved in 2018, two years after the first Mirrored Force Resonance came to market.

THE RESONANCE CLUTCH

Co-founder and master watchmaker Claude Greisler explains the ins and outs of resonance.

WHAT IS RESONANCE? AND WHAT MAKES ARMIN STROM'S RESONANCE CLUTCH STAND OUT?

CLAUDE GREISLER

Let's start with the basics: Any moving body causes vibrations in its surroundings. When another body, moving at a similar frequency, receives these vibrations, it absorbs the energy and starts vibrating at the same frequency. This physical phenomenon is called resonance and can be applied to, for instance, two oscillating balance wheels, or two metronomes beating in synch after a while. In a watch, having two balance wheels beating in resonance gives three advantages compared to a single balance: A stabilising effect on timekeeping, which provides better accuracy; conservation of energy; and reduction of the negative effects of shocks, thus increasing precision.

BUT HOW DOES THE PHENOMENON OCCUR?

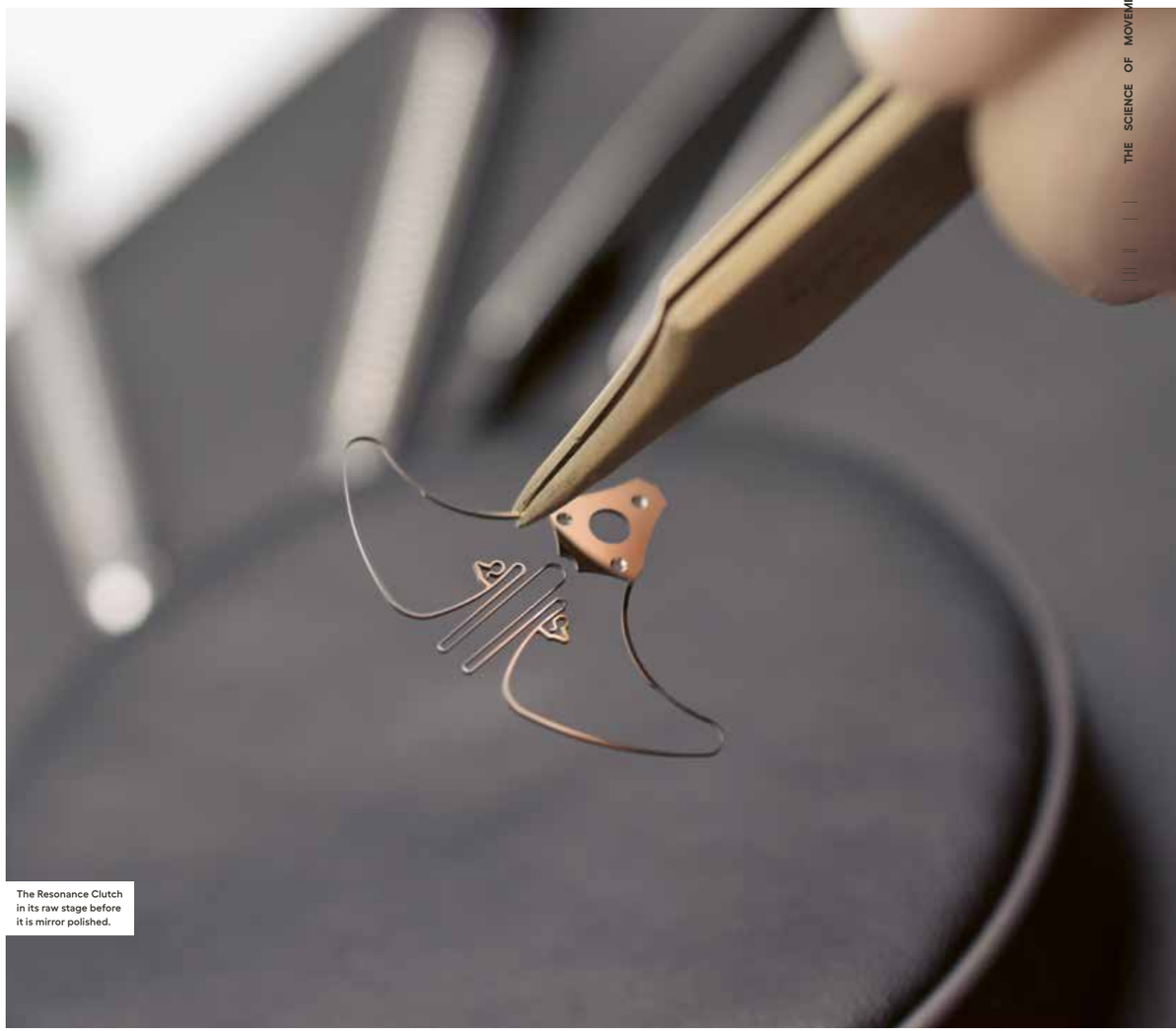
First of all: Natural resonance doesn't exist. It is a physical phenomenon known as a shared mode of motion. And for it to happen, you must add a third element that synchronises the two frequencies. What does that means? For instance, if you have two metronomes on a table, the table, which transmits the vibrations, is the third element. Nothing happens naturally.

SO, WHAT HAPPENS IN ARMIN STROM RESONANCE WATCHES?

The Resonance Clutch is the third element. It never takes any energy from a balance wheel or a hairspring, nor does it add any energy. It just creates an environment where the two balances can perfectly synch as they – through the Clutch , and also in part through the main-plate – receive vibrations from each other.

WHAT HAS THIS DISCOVERY AND INVENTION MEANT FOR YOU?

The Resonance Clutch is a once-in-a-lifetime achievement for me. It is such a big milestone, since resonance is written about everywhere throughout all watchmaker books. When I did my degree in watch restoration everybody was talking about the benefit of two movements working in harmony. But there was very little information about how it was achieved. We have done, and continue to do, extensive research into the topic, and we share a lot about what we have found. But of course we still have some secrets! (laughs).



The Resonance Clutch in its raw stage before it is mirror polished.



WHY IS THE RESONANCE CLUTCH A MEANINGFUL THING FOR THE WATCH INDUSTRY?

This is a big breakthrough. It has resolved a real horological problem that existed for centuries. It is not like improving a QP or a moon phase into being exact for thousands or millions of years by adding a couple of wheels. It is a real, useful invention.

AND HERE'S THE MILLION-DOLLAR QUESTION. HOW PRECISE DOES A RESONANCE CLUTCH MAKE YOUR WATCH?

We don't communicate this, as it depends on how you set the balance. It can be zero, it can be a few seconds. The point is that once set, it remains consistent as it continuously compensates for all the little mishaps on the mainspring or the balance wheel that can occur from shocks and other external forces.

WHAT MAKES ARMIN STROM'S RESONANCE DIFFERENT FROM OTHER SOLUTIONS OUT THERE?

Our system is stable and provides constant resonance. Resonance doesn't make sense if it is intermittent, as it has been in some previous creations by other watchmakers.

WHAT IS THE SECRET?

It is no secret – we master resonance by using opposite directions. One balance oscillates clockwise, while the other anti clockwise. This means that if you, for instance, have an impact, one slows down, and the other speeds up. This compensation ensures there is hardly any negative effect on the frequency, and resonance resumes in a very short time. When you have one or two regular balances, it takes a while to build up amplitude again after a knock.

WHAT CAN YOU LEARN FROM THE CLUTCH, THAT CAN BE APPLIED ELSEWHERE?

Nothing ever happens by chance. There is always a reason for absolutely everything that happens in physics.

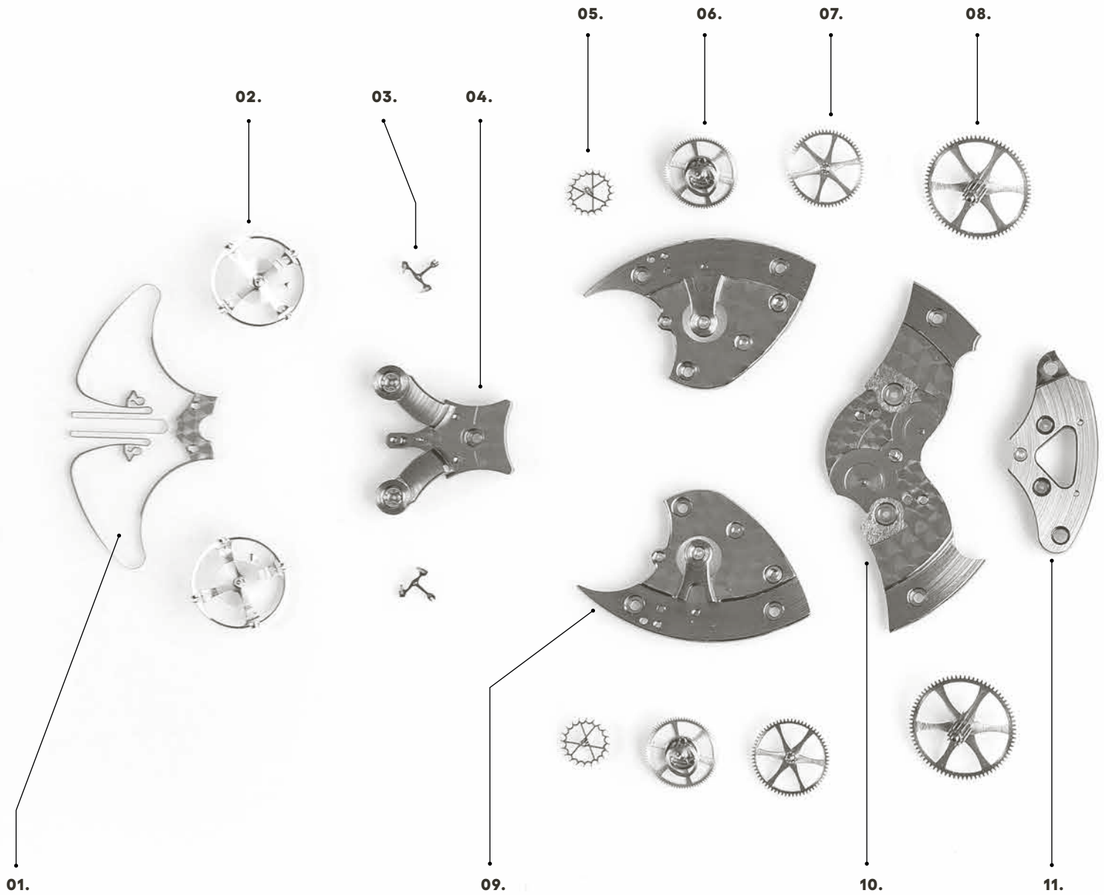


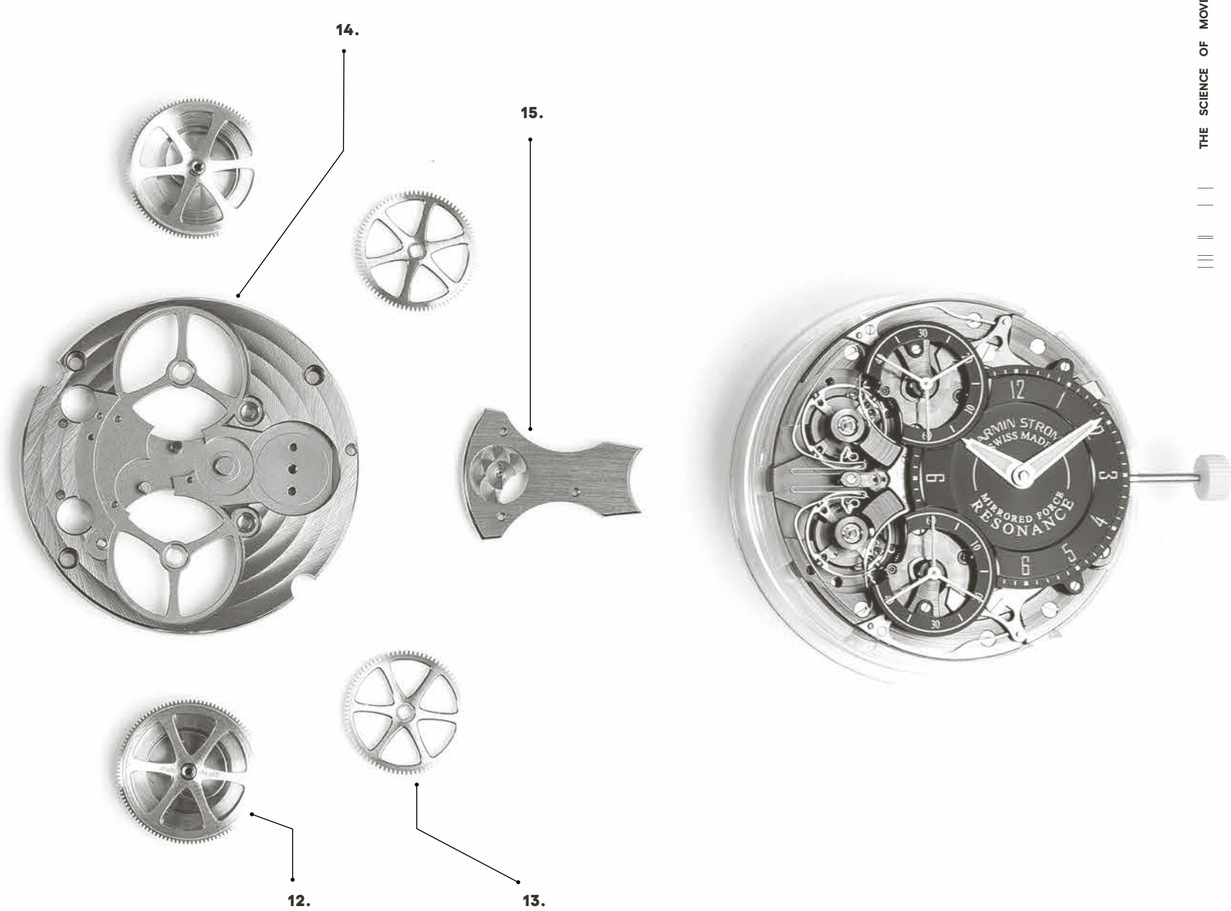
The Resonance Clutch is not linking the two movements mechanically – it works as a regulator of vibrations.

COMPONENT GALLERY

Innovations and patents aside, we also have a knack for giving traditional parts an outstanding design, which gives our watches an immediately recognisable look and feel.

01. RESONANCE CLUTCH
02. BALANCE WHEEL
03. ANCHOR
04. BALANCE BRIDGE
05. ESCAPMENT WHEEL
06. SECONDS WHEEL
07. INTERMEDIATE WHEEL
08. GREAT INTERMEDIATE WHEEL
09. GEAR TRAIN BRIDGE
10. CENTER BRIDGE
11. MECHANISM BRIDGE
12. BARREL
13. RATCHET WHEEL
14. BARREL BRIDGE
15. WINDING BRIDGE





MALTESE CROSS

When it comes to energy in watchmaking, consistency is key. This is why we came up with the patented Maltese Cross declutch solution used on the movements in the Gravity Equal Force collection.

Our guiding principle at Armin Strom is that every new watch must be an innovation. For the 10th anniversary of the manufacture, we introduced the Gravity Equal Force collection. For these watches, our team became obsessed with the basics: How can we improve the function of the barrel, making it instrumental for increased precision in timekeeping?

Inspired by an old pocket watch, we added a Maltese Cross-shaped, stop-work declutch function to the mainspring inside the barrel. And, as a world-first and subsequently patented, this declutch function was also combined with automatic winding, which is provided by a micro rotor visible on the dial side.

The whole idea of this Maltese Cross is to create consistent power delivery to the balance. This is done by only using the optimum 72% of the power reserve cycle. This means a fully wound barrel will have 9.5 revolutions instead of 12. By cutting what would be the beginning of the cycle – which can be too quick because the mainspring is tightly wound; and the end of the cycle, which can be slow as the mainspring has nearly unwound, we only use the optimum torque period of the mainspring.

Thus, the energy delivery to the balance remains extremely consistent throughout the cycle – which is still a generous 72 hours power reserve. “Constant force itself doesn’t make your escapement or balance more accurate. But this controlled energy delivery to the movement allows you to regulate the watch more precisely. And this is what makes this kind of Maltese Cross a crucial innovation,” says co-founder Claude Greisler.







Some watch companies put all their effort into innovations and patents. Others into strong designs. We do both.

BIG NUMBERS

276

Number of parts in an MFR movement.

380

Years after the birth of Christiaan Huygens, in 2009, Claude Greisler and Serge Michel founded the manufacture of Armin Strom.

2016

Mirror Forced Resonance solution with Resonance Clutch presented by Claude Greisler and his team.

3.5

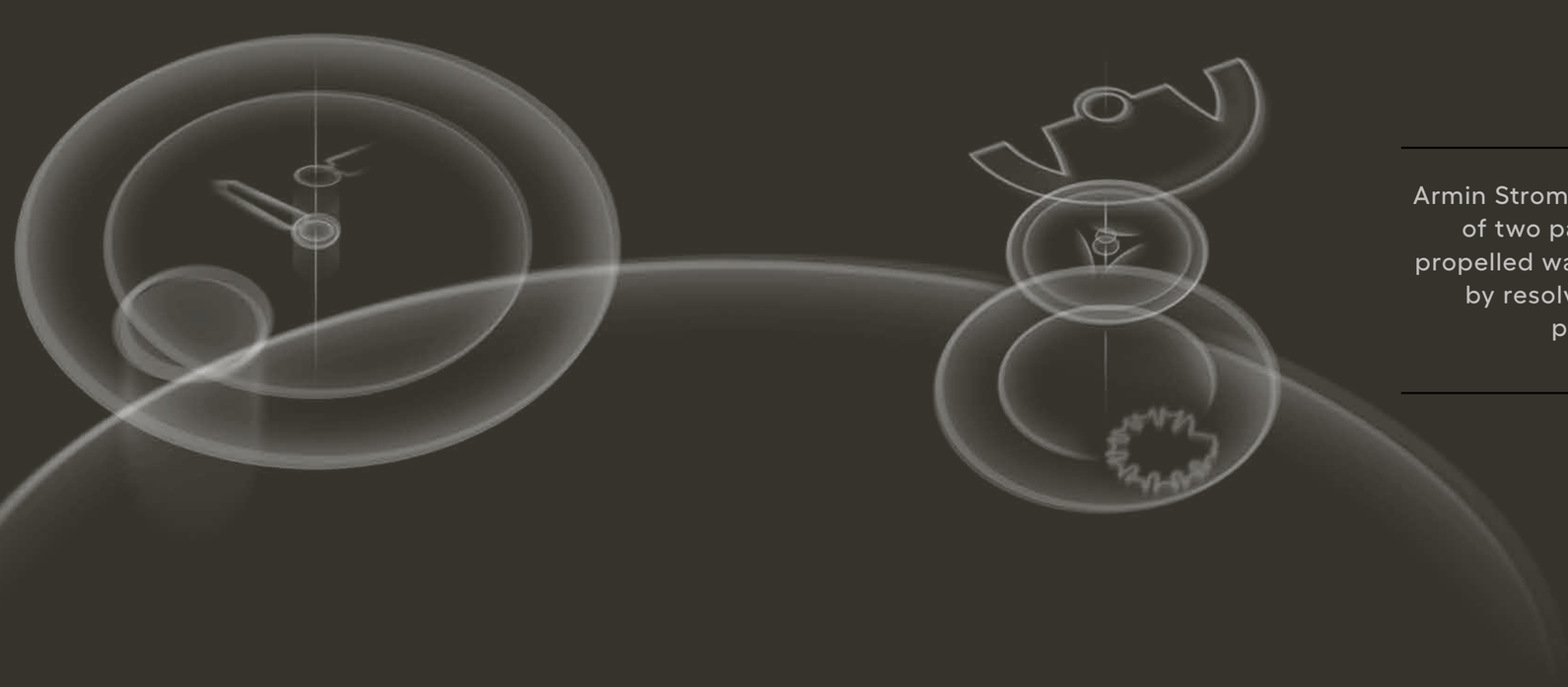
The hertz frequency of the balances of a Mirrored Force Resonance, a.k.a 22.500 vph.

4

It takes four hours to polish the Resonance Clutch.

1665

The year Christiaan Huygens discovered the phenomenon of resonance.



2

Armin Strom is the proud holder of two patents that have propelled watchmaking forward by resolving horological problems.

Most watches aim to look expensive. Our timepieces are intelligent.

CHAPTER 3

OUR DESIGN PHILOSOPHY

DESIGNING WITH PURPOSE

A collaborative evolution of the Armin Strom aesthetic.

After many years of growing a brand, there's always the risk of repetition – of becoming too focused on detail and losing sight of the bigger picture. This is something we've been conscious of at Armin Strom. Since 2009, Claude Greisler has been the creative force behind our design language – shaping the aesthetics of every collection from day one.

By 2018, Claude began looking for a design sparring partner to help further evolve Armin Strom's visual identity. That's when we started working with Swiss watch designer Xavier Perrenoud as an external consultant, taking part in the development of the Gravity Equal Force. Rather than redesigning Armin Strom, Xavier came in to support the design process – rethinking certain visual and functional elements through a fresh and thoughtful lens. Always in dialogue with Claude, and always with respect for our brand's DNA.

His approach aligned with our own values: aesthetics should never exist for their own sake, but must serve function and purpose.

"We didn't want design for design's sake.", says Claude. "Xavier came to us with a strong philosophy that linked function to form – and that spoke to us deeply."

Claude and Xavier both follow Dieter Rams' principles: clarity, reduction, meaning. And while the Armin Strom aesthetic is different from Rams' minimalism, the philosophy is the same: eliminate the unnecessary to elevate what matters.

One example is the recognizable lip on our cases. Once a prominent feature, it has evolved into a more subtle, integrated element. "The lip was too literal in its proportion," Claude explains. "Today, it still exists, but it's more discreet, with its original purpose – the engraving of personal initials." The design-collaboration between Claude and Xavier has reinforced what makes Armin Strom unique. Claude continues to shape the creative direction, while Xavier contributes refinements to each design.

Claude describes our three pillars (the System 78, Resonance, and Masterpieces-lines) as family members, each with its own personality and perspective on watchmaking. "What's special," he says, "is how Armin Strom balances deep respect for traditional watchmaking with a contemporary, forward-looking spirit."

Our design journey is ongoing. It's not about changing who we are, but about refining and sharpening how we express it.

DIETER RAMS' 10 PRINCIPLES OF GOOD DESIGN

01 Good design is innovative

02 Good design makes a product useful

03 Good design is aesthetic

04 Good design makes a product understandable

05 Good design is unobtrusive

06 Good design is honest

07 Good design is long-lasting

08 Good design is thorough down to the last detail

09 Good design is environmentally friendly

10 Good design is as little design as possible



TECHNICAL CRAFTSMANSHIP MUST BE BEAUTIFUL

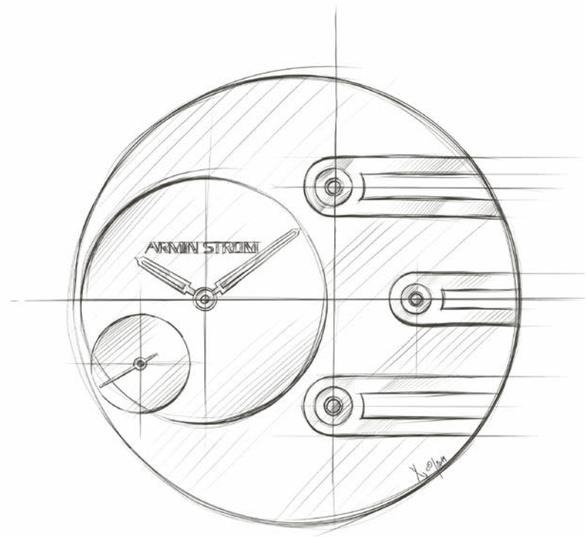
Our mechanical components look machine-perfect.
That's because they are meticulously hand-finished.

From day one, we've followed one principle: technical craftsmanship must be beautiful. This philosophy is visible in the 18 different movements we have created in the last 15 years. Whenever we develop a new movement, Claude is the driving force behind it. He is the one who defines the technical concept. However, Xavier Perrenoud, our external design consultant, is also involved. He acts as a creative sparring partner for Claude – helping refine function through form.

"Design is always about taking decisions – and being able to brainstorm about how to place functions in a movement that does not yet exist is really exciting and unusual. It makes for great teamwork where everybody still respects each other's work," says Claude.

"The finishing on the movement parts is amazing. How they manage to do this is incredible – these hand-made finishes look machine-perfect but have more soul. This level of finish and design is really the perfect combination of modern and traditional watch-making – and it is clearly anchored in our times."

The collaborative approach is rare in our industry. Our people speak their minds. Claude and Serge listen, then make clear decisions. As Xavier puts it: "Serge and Claude know what they are doing. They are the owners, they drive the boat, but the design of each Armin Strom watch is based on real teamwork, and all watches have this Germanic, functional, northern beauty."



DESIGN DETAILS

Our design philosophy comes down to three key design features.

1. ASYMMETRY

Not having the hands in the middle is the starting point of the asymmetry you see on Armin Strom watches. And because they are not centred, the whole architecture, from the placing of the bridges to the positioning of the barrel, must compensate by being well balanced in order not to disturb the eye. It is a bit like cooking, and the recipe is to play with the proportions of the different elements. Take the Gravity Equal Force as an example – to have the time display on the top left is compensated and balanced by having the bridges and barrel on the right. But it takes a lot of experimenting and experience to get the aesthetic puzzle just right.

This guiding principle of asymmetry was defined early on by Claude Greisler, who defined the design architecture of each movement – which in turn defines the alignment of all other elements in our timepieces.

And since the sizes of the different elements are ruled by their functions, the designer must play with these given rules. For instance, you cannot change the size of the barrel, as it is decided by the spring inside it.

But why go asymmetric in the first place? It's a fundamental decision that goes deeper than "just" design. Armin Strom as a brand is shaped by Claude Greisler's unique understanding of what Haute Horlogerie can be. From day one, the decision was clear: we wanted to show what we are by utilising open-worked designs. Asymmetry makes it possible to choose which functional parts we want to highlight, be it the Resonance Clutch or the barrel held in place by meticulously polished finger bridges. And have you noticed that the Resonance collection's asymmetric designs have a mirror-effect? Again, this is caused by function, since these watches have two balances, two barrels, and two gear trains.

2. FINGER BRIDGE(S)

Our finger bridges look simple. That's deceptive. Our approach is functional combined with decoration – each bridge requires hours of hand-polishing, graining, and bevelling to achieve that clean, industrial look.

And it's their function that defines the number of finger bridges – with only one as seen on the One Week Tribute, or three, like on the Orbit. By choosing different decoration techniques, the designer controls what you see first. Different polishings create different reflections.

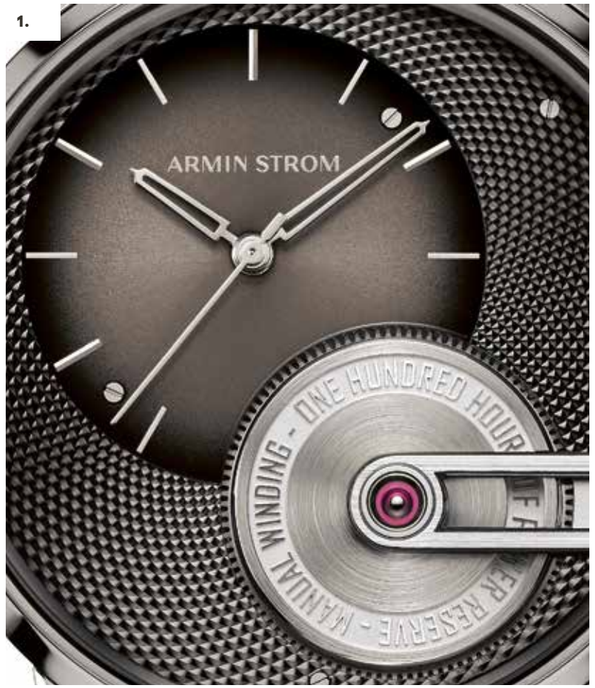
3. HANDS UP

We take hour and minute hands seriously and marry tradition with modernity. Our hand design for the Tribute, Gravity Equal Force, Orbit, and Mirrored Force Resonance collections takes elements of classical dauphin, sword and baton shapes, and mixes them with industrial elements. These hands are hollowed out and feature a little aiguille (French for needle or mountain top), symbolising precision and giving increased legibility. We call this the Armin blade.

2.



1.



3.





The back of an Armin Strom watch mirrors the horological action on the dial side.

BACK TO BACK

When you turn an Armin Strom watch around to look at it through its crystal back, the story of handmade manufacture watches continues.

To look at one of our watches should be equally interesting from the back as from the front. The back should mirror what is happening on the front – but in a literal way. You need to keep a part of the mystery, in order to evoke the lust to discover more.

This sense of mystery is one of the differences between the previous version of the Armin Strom manufacture and the current one, that has evolved in the 15 years since being taken over by Serge Michel and Claude Greisler. Historical skeletonised watches, as they were made by Mr. Armin Strom, are mind-blowing – but as these reveal the movement with everything out in the open, there is no true mystery.

However, when you work with open-worked designs in different layers that are not completely transparent, the watchmaker and the designer must always make choices: which are the most important details and layers to show in order for our collectors to understand our unique movements?

Sometimes, elements that you see on top are repeated at the back. The back of an Armin Strom watch is always a reminder of what is happening on the front, and it is based on highlighting function, innovation, and the highest standards of high horology finishings in real manufacture watches. Any one of our watches can be seen as a watchmaking lesson. The more you analyse your watch, the more you learn. And the more you learn, the more you want to ask questions to learn even more.



Mirrored Force Resonance

BIG NUMBERS

3

Armin Strom received the Red Dot Design Award, one of the world's most prestigious design prizes three times: in 2015, 2017, and 2019.

3

Collections of watches: System 78, Resonance, and Masterpieces.

10

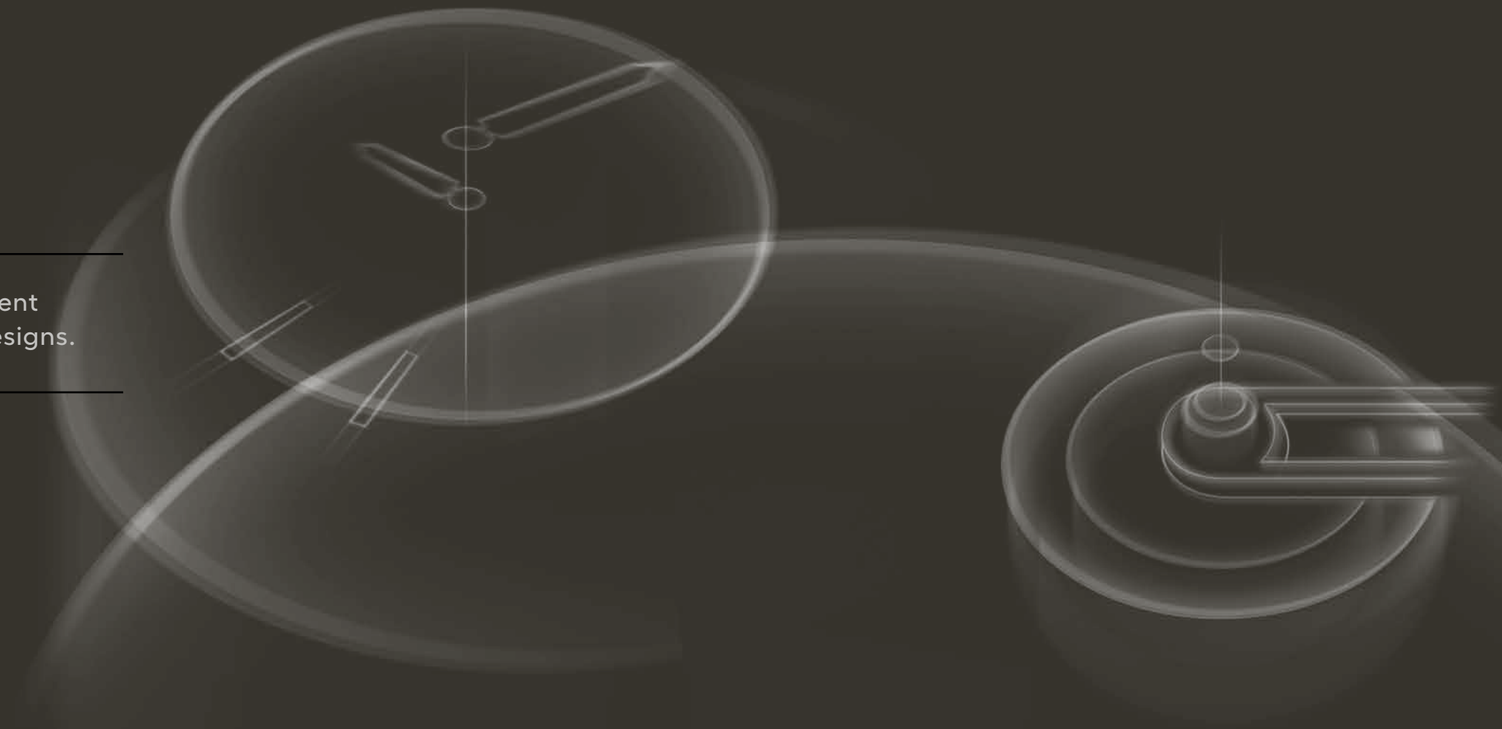
Rules in the Design Manifesto by Dieter Rams – one of our guiding design principles.

11

At our manufacture we master 11 different types of decorations – an extremely important part of the overall design.

8

There are 8 different Armin Strom case designs.



21

The Masterpiece Dual Time Resonance case measures 59 × 43.4 millimetres. The most recent design, the Dual Time GMT Resonance, is only 39 – a change of 21 millimetres. This reduction required a complete redesign of the movement.

Our origins lie in what we do today. And tomorrow.

CHAPTER 4

—

OUR ORIGINS

HOROLOGICAL BARE BONES

Once upon a time – back in 1967, to be exact – a watchmaker in the tiny Swiss village of Burgdorf decided that less is more. A decision that would take him all the way to the Guinness Book of World Records and beyond.

Horologically revealing skeletonisation can be traced back to the 1760s. For centuries, skeletonising would remain a niche art form for pocket watches. But after 200 years, in the 1960s, this sleeping beauty of watchmaking was awoken – and transferred to wristwatches by (among others) a moustachioed watchmaker in Burgdorf, a village northwest of the Swiss capital of Bern. Mr. Armin Strom revelled in the essentials of skeletonising: cutting away all parts of a movement with no active function using a drill and a saw. It was a painstakingly slow process, and he could spend weeks on a single watch in the workshop at the back of his shop. He would then polish, engrave and decorate the remains of the now indistinguishable ébauche movement with the greatest of care. He soon became a “well-known secret” among aficionados, and after displaying his art at the Basel Watch and Jewellery Fair in 1984, the business really took off. Soon collectors from around the world travelled to his shop to buy unique pieces. Additionally, established brands (including Omega) requested his services.

Never resting on his laurels, Mr. Armin Strom’s foray into creating a woman’s watch resulted in a 12.5-millimetre creation which in 1990 gained him an entry in The Guinness Book of World Records as the smallest watch ever to be skeletonised by hand. One can only imagine the fascination of Claude Greisler and Serge Michel – both 12 years old at the time of the world record – when they were hanging out in Mr. Strom’s shop.

Fast forward to 2009, the two boys had grown into young men, and transformed what Armin Strom stood for at the time into an independent manufacture. To this day the work of Mr. Strom remains an inspiration for our design-aesthetic of transparent mechanics.

But unlike the somewhat baroque bare-it-all of skeletonising, our designs of the last 15 years have a different less-is-more approach: they are about revealing and highlighting only horological essentials.

In December 2024 Mr. Armin Strom sadly passed away, and with our company and timepieces we pay tribute to his heritage by forever aiming to improve horology.







Mr. Armin Strom created several masterpieces during four decades.

A WALK DOWN MEMORY LANE



1967

Mr. Armin Strom studied watchmaking and established his first shop in his native town of Burgdorf in 1967.



1981

In 1981, 14 years after opening his watchmaking shop, Mr. Armin Strom made his first masterpiece, a gold pocket watch with lapis lazuli dial.





Im «Guinessbuch der Rekorde 1991»

Ein Burgdorfer b

Er besitzt ein besonderes Auge für Ästhetik und zwei ruhige, geschickte Hände: Armin Strom, Uhrmacher in der Burgdorfer Oberstadt, hat die kleinste Uhr der Welt geschaffen. Sein Ideenreichtum und die kreative Schöpfung von kleinen, einmaligen Skelettuhren verhalfen ihm jetzt zu einem Eintrag ins «Guinessbuch der Rekorde 1991».

bd. In diesen Tagen wird das neue «Guinessbuch der Rekorde 1991» offiziell in den Buchhandlungen zum Kauf angeboten. Darin werden alle kuriosen, ausgefallenen und unmöglichen Weltrekorde der heutigen Zeit aufgeführt. Wer die Seite 173 aufschlägt, stösst auf die Rubrik Uhren, in welcher die kleinste Uhr der Welt, eine Skelettuhr, abgebildet ist. Mit einem

1990

The smallest watch ever to be skeletonised by hand was included in The Guinness Book of World Records.



1994

Mr. Armin Strom skeletonised watches for other brands, including the Speedmaster Professional Apollo XI 25th Anniversary Skeleton for Omega. The watch with a platinum case and the Caliber 867, was made in 50 pieces.



2006

Bluechip skeleton.



2007

Serge Michel and Claude Greisler took over the company.



2009

Inauguration of the Armin Strom manufacture in Biel/Bienne, Switzerland.



2010

One Week Skeleton was the first watch made after the transition of the brand to Serge Michel and Claude Greisler.





2011

Marussia F1 Team Limited Edition.

Tourbillon ACT 011.



2012

Tourbillon Skeleton.

A new timepiece specially designed to highlight its technical prowess.
These Tourbillon timepieces extend the legacy of the brand's founder, Armin Strom, who is renowned as a master skeletonizer.



2013

To mark the occasion of its first tourbillon calibre made in-house, Armin Strom presented an exclusive "coffret tourbillon" of four unique timepieces: Earth, Fire, Water and Air.



reddot design award

2015

A unique version of the Armin Strom Skeleton Pure – a philanthropic endeavour made especially for the 2015 Only Watch charity auction.

Red Dot Design Award for the Skeleton Pure Water.



2016

The Mirrored Force Resonance Fire, the first Armin Strom watch harnessing resonance.



2018

Dual Time Resonance.

Masterpiece 1 by Armin Strom
The Dual Time Resonance by Armin Strom is a horological Masterpiece: a *chef-d'oeuvre* combining the practicality of two completely independent time indications with the increased precision of two independent movements in resonance.



2019

The Gravity Equal Force transforms the automatically charged mainspring barrel by adding a stop-work declutch mechanism to deliver consistent power.



2020

The Lady Beat embodies Armin Strom's signature style with its openwork design, off-centre dial, and exceptional finishing.



2021

Tribute 1 .

A new classic dress watch in a contemporary context. Exceptional hand-finishing, presented in the context of a modern aesthetic design sensibility: the key to a modern dress watch revival.



2022

Orbit First Edition.

Armin Strom reinvents the most ubiquitous horological function with the world's first date function displayed on a bezel in the new "Orbit".



Mirrored Force Resonance First Edition.

Unveiling the next generation of our Mirrored Force Resonance timepiece: a state-of-the art technological marvel in a strikingly elegant design.



2023

One Week Redesigned .

The successor to our 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.



2024

Dual Time GMT Resonance.

Celebrating the 15th anniversary of our fully-integrated Manufacture.
With this timepiece we reimagined our most historically significant innovation, the resonance complication.



2025

Orbit Purple.

We know that sometimes, presence speaks louder than discretion.
Introduction of the Orbit Purple: a striking midnight purple fumé dial housed in a black DLC case, paired with a black fabric strap.

BIG NUMBERS

1967

Mr. Armin Strom opens a boutique in Burgdorf.

5,000

Since the manufacture opened in 2009, around 5,000 Armin Strom watches have been made.

12.5

The smallest watch ever skeletonised by hand measured 12.5 millimetres in diameter, earning Armin Strom an entry in the 1990 Guinness Book of World Records.



2010

First watch emerges from the Armin Strom manufacture founded by Serge and Claude.

70

Since 2009, 70 Armin Strom references have been made.

1978

Serge Michel and Claude Greisler are born.

Limited production. Unlimited craft.

CHAPTER 5

OUR CURRENT COLLECTION



THREE PILLARS OF PASSION

At Armin Strom, we are passionate about improvement and innovation. We rethink watchmaking ideas, translating them into original mechanical forms in our manufacture, making them both visible and tangible. This defines our watches. They reveal the function, beauty and sophistication of moving mechanics, allowing the observer to share our passion for the transparent mechanics of time.

Translating watchmaking ideas into mechanics, our watches tell stories about the evolution of the art of watchmaking that watch lovers like to hear and share. And we will never stop providing such stories.

Our collection is divided into three pillars: System 78, Resonance, and Masterpieces.

SYSTEM 78 — DON'T FIGHT GRAVITY

The System 78 collection, which consists of four lines, was born out of our desire to offer haute horlogerie in its purest form. How? By revisiting some of watchmaking's core functionalities in innovative and novel ways. Conceived for those who seek fine watchmaking with a twist, the collection embodies the horological sensibilities of our founders Claude Greisler and Serge Michel, who were both born in 1978.





Tribute
8 Models



Gravity Equal force
4 Models



Orbit
5 Models



One Week
3 Models



TRIBUTE TO WATCHMAKING

The **Tribute 1** is our interpretation of the essence of watchmaking. It features a chronometer-accurate movement developed and manufactured entirely in-house, and an elegant guilloché dial crafted in collaboration with Kari Voutilainen's renowned atelier. And with a 100-hour power reserve when fully wound, you have plenty of time to appreciate the ticking beauty of the Tribute 1's mechanical heart and ethereal soul. The refined execution of traditional watchmaking is Armin Strom's contemporary redefinition of a dress watch.

HIGHLIGHTS
Motor Barrel, with 100 hours power reserve
38-millimetre case – a tribute to classical dress watches
60° Hand-finished anglage on the 3/4 bridge



Tribute 1
Sandstein





Gravity Equal Force
Ultimate Sapphire Purple



EQUALITY FOR THE WRIST

Gravity Equal Force accomplishes consistent force, regardless of remaining power. Thanks to a built-in automatic locking device in the shape of a Maltese Cross (which we hold a patent for), the force transmission to the rest of the movement always remains the same – no matter how much energy the movement still has available. And that makes the watch significantly more consistent in terms of precision.

HIGHLIGHTS

Patented Equal Force Barrel
Guilloché main plate
Mirrored polished power reserve indicator





PERFECT DATE FOR HOROLOGY ENTHUSIASTS

Orbit redefines the way a watch displays the date, making it the perfect choice for watch enthusiasts seeking an exceptional horological experience every time they wish to check the date. The retrograde date on demand redefines how a wristwatch displays the date – the first of its kind with a column wheel solution. This is coupled with our equal force barrel, the horological main ingredient that makes it possible for this watch to tell time with chronometric precision.

HIGHLIGHTS

Date on demand by a pointer date hand indicating the date on the ceramic bezel
Patented Equal Force Barrel
3 “finger” bridges



Orbit
Purple



One Week
Titanium Skeleton



WEEKLY PLEASURE

One Week is all about duality. Inside the watch, two power sources work together to deliver energy efficiently, providing a full week of ticking once fully wound. On the outside, the clean-cut case design, with its integrated bracelet, contrasts with an almost romantically detailed dial-side. The dial has so much visual depth that it's hard to believe the watch only measures 10.6 mm in height. Also, this contemporary timepiece embraces tradition with its hand-wound mechanism, requiring winding just once a week. But for those who can't wait that long for the winding's sensory interaction between human hand and horological machine, there is always the option to wind it more often.

HIGHLIGHTS

Double barrel 7 days power reserve with winding mechanism on dial-side
3D skeletonised power reserve indicator
Frosted mainplate
Black polished rachet wheel bevels




I
II
III
XI
X
XII
VII
VIII
IX
ONE HUNDRED HOU
RESERVE - MANUAL WINDING -

RESONANCE — GOOD VIBES ONLY

For centuries, watchmakers have sought to harness the potential of the physical phenomenon of resonance in pursuit of the ultimate chronometric precision and stability.

Yet in over 400 years, only a handful of watches have attempted to incorporate resonance into the movement in some form or another, but none came close to providing a viable solution for wristwatches with a measurable improvement in chronometry – until 2016, when our master watchmaker Claude Greisler came up with the patented Mirrored Force Resonance through the Resonance Clutch. This wire directly links two independent movements for a fast and stable resonant state, exceptionally wellsuited to a wristwatch movement constantly in motion. But take note! The movements' two oscillators are not mechanically linked per se. The mirror polished Clutch merely acts as a medium for vibrations; a must to achieve the phenomenon of resonance, which increases precision in timekeeping. It sounds simple, but to achieve synchronisation of two oscillators through resonance took years of research, experimentation and dedication. Not forgetting the scholarly passion and goosebumps that only a watchmaker feels when contemplating that a 0.0002mm thin piece of wire could, in fact, resolve a 400-year-old horological problem.





Dual Time GMT Resonance
2 Models



Mirrored Force Resonance
5 Models



Dual Time GMT Resonance
First Edition



DUAL TIME GMT RESONANCE FIRST EDITION

To celebrate the 15th anniversary of our fully-integrated Manufacture, we reimagined our most historically – significant innovation in a slim 39 mm white gold case. The Dual Time Resonance GMT showcases our uniquely resilient approach to harnessing the resonance phenomenon as well as our longstanding commitment to extraordinary hand-finishing; culminating in a dial-side kinetic spectacle that's unlike anything else in contemporary watchmaking.

HIGHLIGHTS

18-karat 39.00 mm white gold case
Two independent regulation systems connected by a Resonance Clutch
Two independent time displays indicating hour, minutes and day/night
Sky-blue grenage dials with black azurage chapter rings and applied polished baton indexes, rhodium-plated day/night discs







Mirrored Force Resonance
Manufacture Edition Green

MIRRORED FORCE RESONANCE

A micro-mechanical revolution, the Mirrored Force Resonance in steel with a green dial is the result of years of intensive research by Claude Greisler and the Armin Strom manufacture to incorporate the physical phenomenon of resonance in watchmaking for the ultimate chronometric stability. It works by means of the patented Resonance Clutch, which directly connects the two hairsprings for the fastest and most regular resonant state ever witnessed in a wristwatch.

HIGHLIGHTS
Two independent regulation systems connected by a Resonance Clutch
Twin second fly-back
Green dial with grenage centre, a circular satin-brushed chapter ring and applied polished baton indices



MASTERPIECES — MASTERING TIME

We believe that the more a watchmaker is involved in the creation of a watch, the greater its horological value – and that's exactly what we at Armin Strom aim for. When we take the vision and creativity of our master watchmaker Claude Greisler to the extreme, we are not shy about calling our watches Masterpieces – a collection of bold, immaculately finished watches with eye-catching designs.





Minute Repeater Resonance
1 Model



Dual Time Resonance
4 Models



Minute Repeater Resonance



MINUTE REPEATER RESONANCE

Resonance, twice over: one to maintain the highest precision in timekeeping and the other to make time audible. The Masterpieces Minute Repeater Resonance does this with two small hammers that, when desired, acoustically reproduce the hours and minutes by making a sound spring resonate with each strike. Minute repetition is one of the most complex features in watchmaking, and that's precisely why we have decided to combine it with our patented resonance technology to enhance chronometric precision. We find that only logical.

HIGHLIGHTS

Minute Repeater with two independent, symmetrically mirrored regulators
Titanium case
Limited edition of 10 pieces
Tremblage finishing on balance and barrel bridge
Mirrored polished hammers and Clutch





DUAL TIME RESONANCE

Two time zones and a complication of the highest horological quality – that is the Dual Time Resonance in a nutshell. In reality, of course, it is much more than that. A masterpiece. The result of several months of work. The pinnacle of our manufacture's horological expertise. Or, in other words: it is a watch of which we are incredibly proud.

HIGHLIGHTS

Patented Resonance mechanism
Double barrel for each movement
GMT second time zone



Dual Time Resonance
Manufacture Sapphire





GALLERY OF CALIBRES

In 15 years, we have created 18 calibres, of which we make 97% of the parts ourselves.



ARF22



ARM21



ARF21



ASS20



AMW21



ALA20



ASB19



ARR18



ARF17



ARF16



ARF15



ARM16



ADD14



ATM13



AMR13



ATC11-S



AMW11



ARM09

BIG NUMBERS

1

1st edition – every new release at Armin Strom always has a first edition limited to 25 pieces.

3

It took three years to develop and reengineer the new caliber to fit into the 39-millimetre case of the Resonance Dual Time GMT.

4

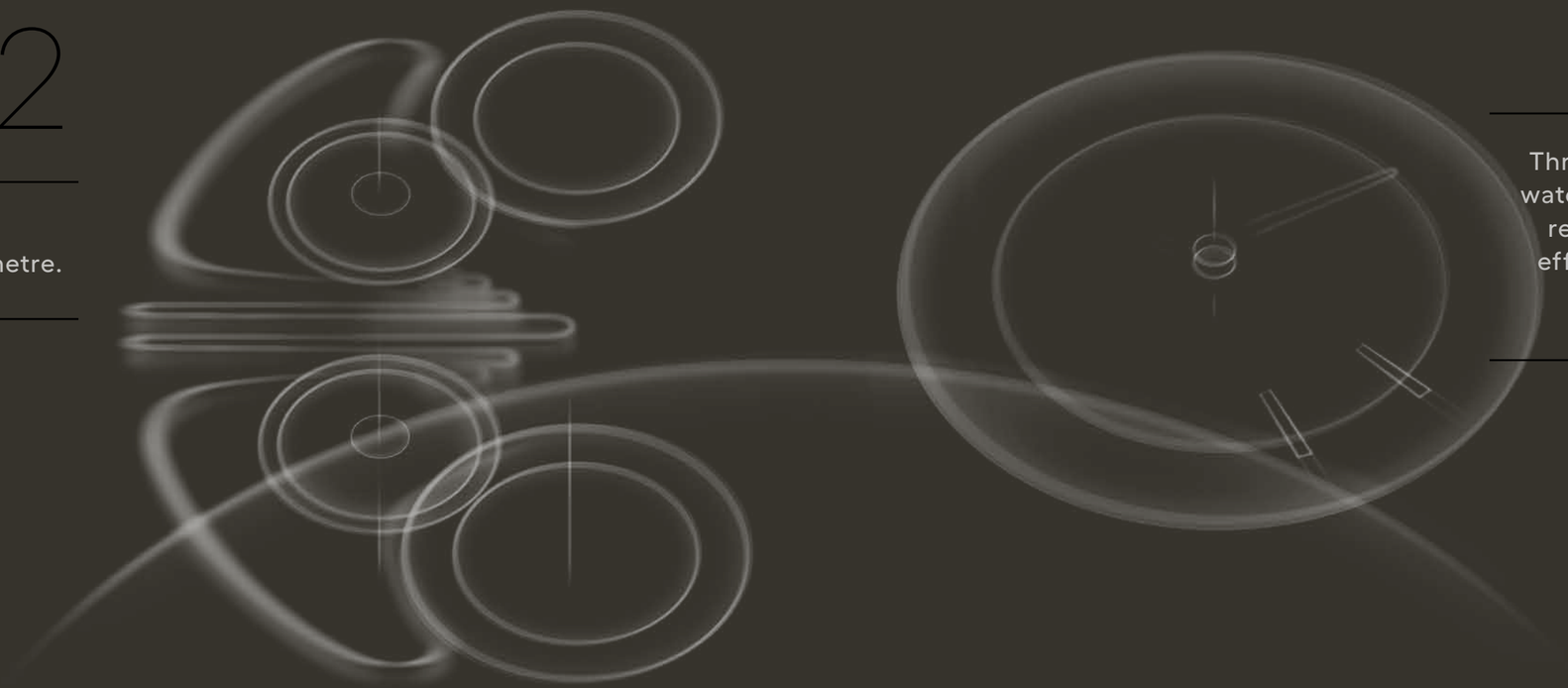
Four models in the System 78 collection: One Week, Orbit, Tribute One and Gravity Equal Force.

5

Every Armin Strom watch comes with a 5-year warranty.

0.0002

The thickness of the Resonance Clutch in millimetre.



6

Throughout history, only six watchmakers have harnessed resonance – and none as efficiently as Armin Strom, in wristwatches.

Made in Biel/Bienne. Loved everywhere.

CHAPTER 6

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ARMIN STROM AROUND THE WORLD

ARMIN STROM AROUND THE WORLD

Since Armin Strom transformed into an innovation-driven manufacture brand back in 2009, we have built an international community of collectors, friends and partners around the world.

The U.S. was the first market outside Europe where many Armin Strom watches found new homes in the early 2010s. “The U.S. is a mature and well-established market —it's the largest globally, with a passionate and knowledgeable community of watch enthusiasts. Collectors there have shown a strong appreciation for independent watchmaking from early on, making it a natural and exciting space for Armin Strom”, said Nicolas Huissoud, customer relationship manager, adding that Los Angeles was the first retailer location outside Switzerland that took Armin Strom on board. “What is interesting among U.S. collectors in general is that they are very open to new brands. They have almost no fear of buying something unfamiliar – they are eager to explore something new.”

When Nicolas started at Armin Strom in 2021, the global market was different. “People were buying super-fast online without even seeing the watch. There were several factors, including Covid – many were stuck in their countries and not able to travel. You could only communicate via WhatsApp, Zoom and other video calls. Ever since travel has been back on the agenda, the Armin Strom team has been travelling around the world to Dubaï, Hong Kong, Singapore, Tokyo, New-York, London, among many others, to meet and spend time with collectors and retailers. The collectors who are a bit closer to the manufacture – living in or visiting Europe – frequently make the pilgrimage to the manufacture in Biel/Bienne to see all the artisanal work on their future watch being performed.

Armin Strom is seldom the first watch you buy. However, the clientele tends to be surprisingly young, whether aiming for the most affordable model Tribute 1 (19,900 CHF), a Mirrored Force Resonance (from 68,000 CHF), or a Minute Repeater Masterpiece (380,000 CHF). A watch collectors’ dinner organised by Armin Strom in Hong Kong, well represented today’s Armin Strom collectors. “Our youngest guest was 22 years old, and six out of eight were below 40. They were all wearing really strong pieces from prestigious brands. Most of these guys were tech and IT entrepreneurs, and they tend to be really into independent brands,” said Nicolas.

“Armin Strom collectors come from a variety of backgrounds, but what they all share is a deep appreciation for the intrinsic value, individuality, and technical innovation of our timepieces. Many are drawn to the idea of owning something different – something that reflects their personal taste and values. At events around the world, Nicolas has met numerous collectors who are genuinely passionate about the scientific approach and mechanical ingenuity that define Armin Strom”.“They have an eye for watchmaking, and they like that you can see details like the barrel on the dial side from a metre’s distance. And they know watchmaking, they know what it is. They find the eye-catching, patented Resonance Clutch intriguing – and they want to know how it works. It is not about status or price – they appreciate innovation by independent watchmakers. And when they learn that we make 97% of our parts in our manufacture, with our passionate team, they are even more intrigued.”

For the final years of the 2020s, Armin Strom stands before an exciting challenge: to grow closer to home. “We will keep our strong focus and great connections in the US and Asia. But we are reaching more European collectors, which is why we will host more events in Switzerland, and we have also started working with new retail partners in Europe,” said Nicolas Huissoud.



Among our collectors are doctors, scientists, and people with a rational mindset. They appreciate horology grounded in physics and engineering, and not just the romanticism of traditional watchmaking, as evoked by some other brands.
They are entrepreneurs, living in the now, drawn to innovation and the uncommon. Of course, we don't shy away from horological romance either: it lives in our decoration, hand-finishing and assembly, which is fully done by hand.



“In Armin Strom watches, the quality, engineering and finishing stand out. How can people do such fine work with their hands at such a small scale? What is the human limit?”

ON THE HUMAN LIMIT

“I always loved Armin Strom’s resonance approach from both a physics and a mechanical point of view. It has also become a watch-industry benchmark, as it delivers the fastest, best-performing and most shock-resistant resonance solution in the world,” said U.S. West Coast-based watch collector known as *@horomariobro* – who also made the limited edition collab in 2023 called Pure Resonance Ultimate Sapphire.

“This solution looks beautiful but also helps you visualise the resonance. When not in resonance, it looks like the Resonance Clutch is struggling – and when the two balances are in resonance, the spring is in full motion,” said *@horomariobro,* who has an industrial engineering information technology background.

On Instagram *@horomariobro* is famous for diving deep into haute horlogerie details with his camera, with a near-microscopic approach. With his camera, he unveils the finest details of traditional craftmanship and micro engineering.

“In Armin Strom watches the quality, engineering and finishing stands out. How can people do such fine work with their hands at such a small scale? What is the human limit?”

WELL WORTH THE WAIT

Jordan, half of the Taipei-based watch-collecting couple known as *@miss_littleqs* on Instagram, is waiting for his second Armin Strom watch. This will be a custom-ordered, unique Mirrored Force Resonance with a black DLC-coated titanium case, contrasting dial-side movement parts made of tremblage-decorated rose gold and a white-lacquered dial.

"We visited the manufacture, where we were introduced to all the lovely people working at Armin Strom. We had a fantastic day, when Claude Greisler, co-founder, showed us different options, and we had to make difficult choices. In the end, Armin Strom has never gone this far in customisation."

On his manufacture visit, Jordan especially enjoyed seeing the decoration and finishes being carried out by hand. "Just wow! – they really do everything near perfection. The team really goes above and beyond – even for the parts that you don't see," he said.

Now, he is happily waiting for the watch. "To make good things from scratch takes time, and I am willing to wait. This is part of the whole process, which makes it much more enjoyable. Especially in these times of instant gratification, where people want things immediately, it is something different to wait a year or two for something customized and unique. And it is much more rewarding in the end.

"Just wow! – they really do everything near perfection. The team really goes above and beyond – even for the parts that you don't see."

"The Mirrored Force Resonance has been tested to be real resonance by the Centre Suisse d'Electronique et de Microtechnique (CSEM)."

THE LAST STEP

"My design preference is distinctly modern," said Canadian tech CEO and creator of Insta handle *@winewhiskywatches* – the name saying more than a bit about the man's interests. Owner of six Armin Strom watches, he loves the intrinsic value that comes with the exceptional hand-finishing techniques – and when combined with resonance, what's not to love? "The Resonance Clutch acting like a vibration intermediary is the milestone by Claude. It is the last step in resolving a 300-year-old horological problem, and this is, of course, difficult for some people to accept," he said of the dial-side kinetic spectacle.

"When you wear an Armin Strom, people will not notice your watch – but as it is rather unknown, it arouses legitimate interest, not 'oh, you have money' kind of interest. And here you have a real story: Huygens, the longitude problem of being lost at sea – there is long history culminating in this watch, which is why it gets more wrist time than any other watch I wear," he said of his Mirrored Force Resonance.

As for the quasi-debate going on in some dark corners of the horological web, which questions the real resonance going on in Armin Strom watches, claiming that the Resonance Clutch is merely a mechanical system, *@winewhiskywatches* has a simple answer (which he thinks brands could use more often to quieten such nonsense.) "The Mirrored Force Resonance has been tested to be real resonance by the Centre Suisse d'Electronique et de Microtechnique (CSEM), and these tests show that it is resilient, and that it is predictable. This is a respected third part, which has validated all these claims to be true," said *@winewhiskywatches*.

NOTHING BUT RESPECT

Frank Geelen, founder and editor-in-chief of online watch magazine *Monochrome Watches*, has followed Armin Strom since day one, when Serge Michel and Claude Greisler transformed it into a manufacture brand.



"Claude and Serge were really among the first independents who also had their own movements. I have always found their watches to be a watchmaking lesson on the wrist: Thanks to the open-worked designs, you could always see one gear interacting with another gear, which is interacting with a pinion, which interacts with a spring… all these intricate workings of the movement, made in their contemporary and industrial design – which is not at all baroque, as classical skeletonising tends to be," said Frank Geelen.

Frank used the words "nothing but respect" when talking about the ambitious pace from a young brand: 18 different movements in 15 years. "And they are making it all in-house, with amazing artisanal decorations – Claude and Serge should talk more about the team's decoration skills. But I guess they are too humble and down-to-earth," he laughed.

Back in 2023, Monochrome and Armin Strom together released the limited edition Monochrome x Armin Strom Montre de Souscription 3 Gravity Equal Force Maillechort – where the mainplate was made of German silver, a timepiece that resonated very well with collectors.

Frank asked himself many times why Armin Strom has been so successful in Holland. "In the early years when the watches weren't the smallest, it helped that there are a lot of big guys here in Holland. But above all we have an independent way of thinking. Here, people judge things on their own merits – and then Armin Strom comes out extremely well."

"Here, people judge things on their own merits – and then Armin Strom comes out extremely well."

UNIQUE POSITION IN HONG KONG

For Hong Kong collectors of independent watchmaking, Swiss Prestige is a must-go destination. This retailer has been our partner since 2019, and has reinforced the reputation of Swiss-German watchmaking in the region.

“Armin Strom is a dynamic brand with a solid foundation and a unique direction run by two gentlemen – Claude and Serge,” says Jacqueline Ng, CEO of Hong Kong retailer Swiss Prestige, which specialises in independent brands. Hong Kong is a city of 7.5-million inhabitants that has changed massively in the last decade. Ten years ago, the clientele of Swiss Prestige was 50% locals, and 50% visitors to an extremely vibrant city. Now, in a post-Covid society scarred by political and economic turmoil, the numbers are more like 85-90% locals, and 10-15% visitors.

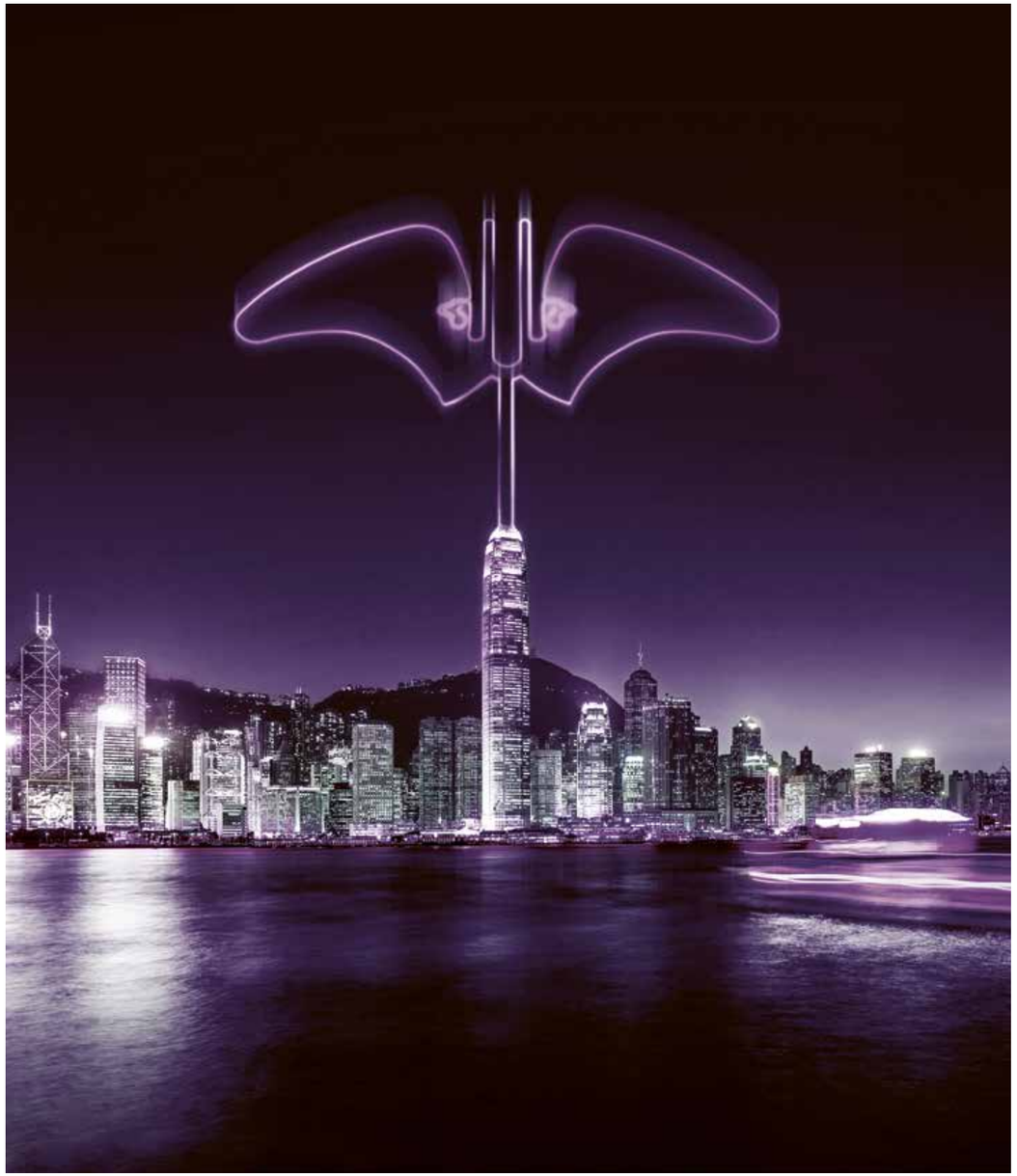
However, according to Jacqueline, Armin Strom has a strong and unique position in the local independent watch-collecting scene, mostly thanks to the founders and the team.

“The watches have unique designs, the quality is reliable, and the price range is reasonable. And when collectors are judging a brand, the people behind it are also very important. For the past 15 years Serge and Claude have proven themselves again and again. They say what they do, and they do what they say.”

From our three main collections (System 78, Resonance and Masterpieces), the System 78 is the most popular in Hong Kong. “These models, including the One Week, Orbit, and Gravity Equal Force, have been very well received,” says Jacqueline, showing her private Tribute 1 Hong Kong Limited Edition, adorned with a green fumé dial. To Ms. Ng, the Mirrored Force Resonance movement – a true innovation resulting from “lots of time and effort” – is a pioneer for the whole industry when it comes to harnessing the power of resonance, and has become a major icon of the brand. She also sees a development on the horizon: more and more people are becoming aware of the horological value of resonance. Thus, Armin Strom is moving up from what she calls an underestimated position.

“Armin Strom deserves to be higher up on the independent ladder. The interest is there, the recognition is there, the attention is there, but the desire is not yet there among some collectors when it comes to putting the money on the table,” she says, adding that there are reasons: communication and time.

“The last two years they have improved in communicating, and one must also remember that Armin Strom is a young brand in Hong Kong – it was launched here only five years ago. With time I am sure Armin Strom will be even more popular in Hong Kong – more and more elite customers and collaborators understand and appreciate the brand’s vision.”



BIG NUMBERS

1

The U.S. is our number 1 market worldwide.

35

Points of sales.

90

Whereas travelling tourists used to be important for watch retailers, representing up to half of the turnover, the global tendency today is that local clients represent around 90 percent.

1000+

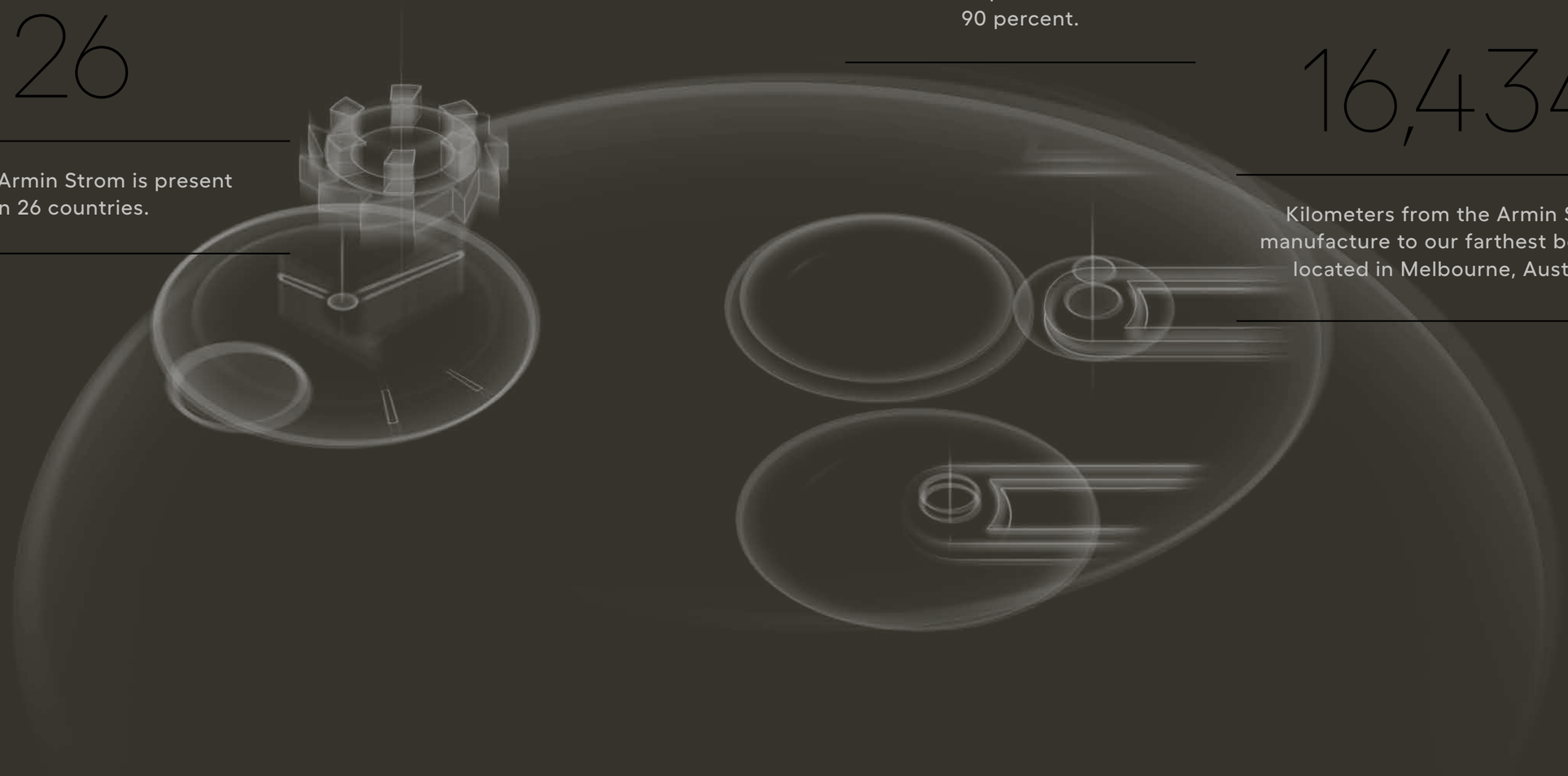
Training sessions have been held with our retailers around the world in the last 15 years.

26

In 2025, Armin Strom is present in 26 countries.

16,434

Kilometers from the Armin Strom manufacture to our farthest boutique, located in Melbourne, Australia.



Precision needs perfectionists.

CHAPTER 7

—

VOICES FROM OUR WORKSHOP

IN IT FOR THE LONG RUN

“The brand stayed true to its origin but modernised.”



While working nearly two decades for Armin Strom, Juliane Gfeller has seen an incredible development of the brand.

WHEN DID YOU START AT ARMIN STROM?

I started working for Mr. Armin Strom back in 2008, the same year I came to Switzerland from Germany, where I was born. Back then there were three of us, and this was the year before Claude Greisler and Serge Michel co-founded the new manufacture.

HOW DO YOU SEE THE DEVELOPMENT OF THE COMPANY?

Back in the days of skeletonising, everything was drilled and cut by hand. Today we use more modern constructions made on the computer and more modern machines. But the idea of the watches is similar; with open-worked modern designs you can see the technique of the watchmaking. So, to me the brand stayed true to its origin, but modernised.

AND WHAT ABOUT THE TEAM?

We are a very young team, with responsible young and innovative guys, which is great. There is a lot of engagement and striving towards perfection. And we have a lot of fun as a team, and I have a feeling we can all identify with the brand. You simply feel good about coming here in the morning and working with passion to do your very best.

HOW WOULD YOU DESCRIBE YOUR WORK?

A love of detail, innovation, technique, know-how, and passion. My aesthetic ideal in watch decoration goes towards straight lines from a machine – but even if you make decorations in a technical direction, you feel that it is made by hand, it becomes a little rounder, a little more alive.

NAME
Juliane

AGE
40

FROM
Berlin, Germany

POSITION
Engraving, polishing, perlage, and tremblage

EXPERIENCE
24 years in the industry, including six years of education in watchmaking and engraving

WHAT IS SPECIAL ABOUT WORKING AT ARMIN STROM?

We always decorate one component at a time. And when you put all the parts together, the watch is more alive than if it were made with a machine. When you do decoration work by hand, it may be technical, but making it by hand makes it a little rounder, a little more alive. And since there are always new calibres coming, you can learn so much – it never becomes boring. With Claude and Serge, you really become a part of the whole company, and they also allow for flexibility with employees’ family lives – these are some of the reasons I’ve stayed for so long,

WHAT ELSE CAN BE SAID ABOUT THE COMPANY?

What I feel is unique, is that we are very close to the customer. If a wish arises from a collector, we very often make what the customer wants.

THE FINAL TOUCH

“Our principal language is horology.”



After all the components are decorated and polished to perfection, they are assembled by Armin Strom’s team of dedicated watchmakers. Not once, but twice – all to match our strive for perfect harmony and consistent accuracy.

DESCRIBE YOUR WORK.

Every watchmaker receives all the pieces from decoration, and then we assemble the movement twice. The first time we set up the movement to make sure each part looks as it should, and that it is functional and level. The second time you assemble it in a dust-free environment and make sure it is perfectly clean. Armin Strom has made 18 different calibres since Claude and Serge took over, and now five of them are in production – Tribute, One Week, Mirrored Force Resonance, Orbit, and Dual.

WHICH ONE IS YOUR FAVOURITE?

The Resonance, for sure! It is the most interesting, and it is a 100% Armin Strom movement.

WHAT KIND OF PERSON DO YOU NEED TO BE TO DO THIS WORK?

To work here you must be passionate and confident about your knowledge – and a little crazy since you must love to go beyond your limits and always expand your know-how.

HOW IS ARMIN STROM DIFFERENT FROM OTHER COMPANIES?

Everybody is trained as a watchmaker, and here everybody starts in the decoration department. To touch and feel all the pieces and make all hand decorations is the best way to really understand all the work that goes into each watch. After a while you will specialise in assembly or decoration, depending on your talent. If you are more dexterous and artistic you will stay in decoration, and if you, like me, are better on the technical side, you go into assembly. What I really like is that Claude and Serge are really open and reactive towards ideas from the staff. And since the company is small and not hierarchical, an idea can be directly implemented if it is good. And I love to work in a real manufacture where we transform raw steel bars into haute horlogerie watches.

NAME
Bastien

AGE
36

FROM
Bassecourt in Swiss Jura

EXPERIENCE
Four years of watchmaking school, 18 years in the industry – at Armin Strom since 2023

POSITION
Responsible for the assembly atelier

IS IT ALSO A YOUNG AND INTERNATIONAL TEAM?

Yes, a big part of the team is below the age of 30. Many different languages are spoken, but the principal language is horology – we all share the same passion.

DECORATIONS IN THE 21ST CENTURY

“Consistency, patience, and a will to do better.”

Armin Strom makes modern-looking, open-worked watches that are decorated with traditional handmade techniques of the highest standards.

At the decoration department everybody performs every kind of decoration, and we master 11 different techniques. Bevelling, black polishing, Geneva stripes, straight graining, hand-applied sandblasting, frosting, tremblage, perlage, circular graining, engraving and sunbrushing.

One watchmaker executes all the decoration on each component, which can have up to five of these finishes. But of course, we have a structured and organised system for how everything is made – we are Swiss-German, after all!



NAME
Pauline

AGE
36

FROM
Neuchâtel.

POSITION
Decorator in the System 78 team

EXPERIENCE
In the watch industry for 15 years – at Armin Strom since 2015

WHAT DOES IT TAKE TO BE A GOOD DECORATOR?

To become a good decorator, you must be extremely patient and passionate about what you do. Once you master the craft, the challenge is consistency, while also striving to become better and improve your skills in order to achieve the best possible finishing. And all the hard work is worth it! When I finish a timepiece, check everything and I am happy with the result, I feel proud. It is such a “wow” feeling, looking at a watch and knowing that I have made all the decorations by hand.

HOW LONG DO YOU WORK ON A SINGLE COMPONENT?

It depends on the component. Some take 1-4 hours, others can be up to a full day. Anglage, also called bevelling, is what takes the longest due to its four steps. This is also my favourite technique.

WHY?

Bevelling makes a watch really stand out because of how the light reflects on a final piece. And it is so varied, for instance the inside bevelling on a bridge is more complicated than on the outside. Why? Simply because there is less space. And there is also a social aspect of bevelling that I like: every year in August we go together up to the mountains to pick the gentian wood that we use for the final step of bevelling to achieve a perfect polished surface.

“The Resonance Clutch is fascinating.”



NAME
Lukas

AGE
30

FROM
Lenk, Swiss Alps

EXPERIENCE
Four years of watchmaking school and 10 years in the industry – all at Armin Strom

POSITION
Watchmaker and head of service

HOW OFTEN SHOULD YOU SERVICE AN ARMIN STROM WATCH?

It depends on how much you use it, but I would say like most watches – every 5-7 years.

HOW LONG DOES IT TAKE TO GET THE WATCH BACK FROM SERVICE?

A normal revision of one of our less complicated timepieces might take a day, and more complicated models take 3-4 days. We have a queue before we start working on the watches that come to us. Our goal is to have the watch back to the collector in top shape after two or three months.

WHICH IS YOUR FAVOURITE WATCH TO WORK ON?

The Minute Repeater, because it is the most complicated with the most parts. I also love to work on the old pieces that Mr. Armin Strom himself skeletonised. It is a challenge to get them to run well again. As each of them is unique, there are seldom spare parts available; often you must repair or make new parts. The Resonance system is fascinating to watch the two balance wheels move at the same frequency thanks to the Resonance Clutch.

WHAT GOT YOU INTO WATCHMAKING?

When I was young, I was always fixing small things on machines, and somebody told me I should look into watchmaking. I instantly became fascinated by it, how small and precise the parts can be. And watchmaking has so many steps and processes: Micromechanics, turning, CNC, milling, preassembly, decoration, and more.

WHAT KIND OF PERSON SHOULD YOU BE TO BE A GOOD WATCHMAKER?

You should be calm and have a lot of passion … and not get easily upset. You must never get lazy; you must always work with top quality. In the different steps you can measure your work with different devices – and you must never accept any bad measurements.

HOW DO YOU MAINTAIN EXCELLENCE IN PERFORMANCE?

By doing good things in your free time. I love golfing, soccer, skiing in the winter, and just hanging out with friends. Also, the atmosphere at Armin Strom helps. When I started, there were only a few of us, and it felt like a family. Now we have 38 people, but we have been able to keep the family spirit.

“You must love what you do.”

WHAT IS YOUR FAVOURITE TECHNIQUE?

I like all decoration techniques. Take graining the side of a component: it looks like a simple task, but there are 20-30 things to consider-not applying too much pressure, refreshing the paper, not interfereing with the surrounding decorations, and so on. And I like that hand finishing is necessary. Even the most expensive CNC machines can’t make a good enough finish. So, after a component comes from the machine you must start removing milling marks and imperfections, followed by so many steps to transform a raw piece into something polished and beautiful that is appreciated by others.

WHAT KIND OF PERSON DO YOU NEED TO BE TO DO THIS KIND OF WORK?

A little bit of a perfectionist, and you must want to produce something to be proud of. You can’t really be a person who just comes to work and leaves – you must be a person who loves what you do.

WHAT ARE THE CHALLENGES IN YOUR WORK?

Everything is challenging. If you are new here, the biggest challenge is learning the standard we have. And learning the feeling it takes to get there. Because there is so much more than just seeing and doing. You must feel the material, feel the paper, develop that tactile sense. Even if you are a fast learner, I would say that even if you have done your four years in watchmaking school, it still takes at least half a year to a year to understand the principle and feelings so that you can deliver all the time. In the end it’s handmade, but when it is perfect it looks machine made. This becomes part of our modern futuristic design achieved with traditional techniques executed at the highest level.



NAME
Philip

AGE
25

FROM
Denmark

POSITION
Leader of System 78 team for decorations

EXPERIENCE
Four-and-a-half years in watchmaking school, working in the watch industry for five years, at Armin Strom since 2022

HOW IS IT TO WORK FOR AN INDEPENDENT BRAND?

It’s cool how independent watchmaking is getting more popular. And I love the direct feedback from collectors who come here to visit us and witness what we do. A lot of these collectors have seen the best of the best in watchmaking – and they are in love with our level of decorations. That gives me a good feeling.

“Perfection exists.”

WHAT IS THE BEST THING ABOUT YOUR WORK?

I love the “wow” feeling that comes with knowing that I, with my hands, processed this raw surface to decorated perfection. This is so satisfying, especially when you look at the composition of the different decoration techniques together.

WHAT ARE THE CHALLENGES IN YOUR WORK?

You need to stop while the game is good. I can go on and on, thinking ‘if I just do this’. But you must remember to keep a timeline, because in the end we have a production. I guess that is why I love special order Masterpieces – then you can really dive into it and really make it perfect. But even then, one must learn to say ‘stop, it is really fine now’. You must know when to let it go.

DOES PERFECTION EXIST?

In other aspects of life, I would say no – but in decoration, perfection is attained. Some people like when you can see handmade imperfections. But for me the best handmade is when you think it is a machine that made it. This is the level we are at here at Armin Strom. And today the demand for perfection is getting higher and higher. More and more collectors are increasingly conscious of what is good and what is not. Some of them also use ultra-zooms and microscopes to show the finish on Instagram. So, I would say that perfection exists when you look both with your eye and with a loupe.

WHAT IS SPECIAL ABOUT WORKING AT ARMIN STROM?

For me, the most important thing is the team. It is a great atmosphere, and we have a great connection with each other. We are a young team, with a lot of different people, but we are all on the same frequency – we are in resonance!



NAME
Frederik

AGE
27

FROM
Denmark

EXPERIENCE
Four-and-a-half years in watchmaking school, working in the watch industry for five years, at Armin Strom since 2022

Position
Decorating Resonance and Masterpieces

NOTES

This was only the beginning.

The craft goes on…

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