

ARMIN STROM

SWISS WATCH MANUFACTURE

Armin Strom Introduces the "Tribute 1" in Black and Blue Look closely: we've redefined the classic dress watch

Armin Strom continues its compelling fusion of tradition and transparent mechanics.

Biel/Bienne, Switzerland, August 31st 2021: Luxury watch manufacture Armin Strom today announced the launch of two new models of its ground-breaking Tribute 1. The brand's post-modern interpretation of the classic dress watch was introduced in June of this year in an edition limited to only 25 pieces, which sold out quickly. Watch aficionados who missed the opportunity to acquire the Tribute 1 First Edition in grey with an 18k white gold barrel bridge now have the chance to add one of the new models to their collections. The two references – one with a black dial and one with a blue dial – are available in limited editions of 100 each.

Armin Strom's unique twist on time

From a distance, the Armin Strom Tribute 1 watch may appear to be a classic manually-wound dress watch. It has an exquisitely proportioned 38 mm stainless steel case with an enticingly slender profile. It is presented on an elegant alligator strap. So far, it's everything you would expect in an *haute horlogerie* dress watch. But a closer inspection immediately reveals that while Master Watchmaker Claude Geisler has embraced time-honoured watchmaking traditions, he has, in fact, again redefined the genre with a watch that will appeal to men and women who treasure the brand's unique twist on time.

A study in three dimensions

Like every Armin Strom watch, the Tribute 1 is a study in three dimensions. It starts with an understated off-centre dial displaying hours, minutes and seconds. In attractively stark contrast to the dial is an adjacent plate whose grenage finish subtly transitions the hue of the dial from one shade to another as the light changes. The already distinctive face is rounded out with a barrel bridge, a feature that has become a hallmark in Armin Strom's exclusive timepieces. The Tribute 1's crown is located at 2 o'clock, a detail that enhances wearer comfort.

With a highly efficient motor barrel, whose arbor turns around the mainspring, the in-house Calibre AMW21 delivers a jaw-dropping 100-hour power reserve.

Exceptional hand finishing

The Tribute 1 watches are also characterized by Armin Strom's commitment to exceptional hand-finishing of its movements. Claude Geisler says, "I'm obsessed with every detail of this watch, particularly when it comes to finishing. For example, the barrel, visible on the dial side of the timepiece, is meticulously hand-decorated, which is extremely time consuming. We also manufacture, polish and decorate the hands in-house, which is painstaking but ensures the quality while keeping the price reasonable."



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“There has to be a reason”

Armin Strom’s co-founders Claude Geisler and Serge Michel and their team operate on a principle summarized by Geisler: “There has to be a reason for a new watch to be there.” On the surface, the statement is simple but behind it, there is a philosophy: the brand consistently fuses the values of classic watchmaking – often taking inspiration from vintage pocket watches – with modern movement innovation. Each of its watches earns its “reason to be there” by contributing something new and meaningful to the watchmaking canon.

The Tribute 1 – Hand wound, hand-finished, hand-crafted and hand-decorated

With the new Tribute 1 watch models, Armin Strom delivers two new references – one with a black dial and one with a blue dial – of a watch that has already made aficionados giddy with excitement. The operational word here is “hand”. These hand-wound watches feature extensive hand finishing, hand craftsmanship and hand decoration at an impressive price point of CHF 13,900. The legend “1 of 100” engraved on the caseback is a confirmation of the edition size.

About The System 78 Collection

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



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Technical specification: Tribute 1 black and blue editions

Reference no. black dial: ST21-TRI.35.S21-AR.18.AL.M.32.cl

Reference no. blue dial: ST21-TRI.05.S21-AR.18.AL.M.32.cl

Indications: Hours, minutes, seconds

Movement: Armin Strom manufacture Caliber AMW21

Hand-wound movement

Regulating system: Flat hairspring with a variable inertia balance wheel

Barrel bridge in brass

Power reserve: 100 hours

Dimensions: 33.5 mm x 4.2mm

Frequency: 3.5 Hz (25,200 vph)

Finishing: Hand-finishing to the highest quality level

Jewels: 21

Number of components: 135

Case: Stainless steel

Sapphire crystal and case back with anti-reflective treatment

Diameter: 38 mm

Height: 9 mm

Between lugs (lug to lug): 18mm

Water resistance: 5 ATM

Dial: Offset blue or black

Hands: Manufactured by Armin Strom – stainless steel with hand finishing

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

Limited Edition: 100 pieces each



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About Armin Strom

Armin Strom is an independent watch company based in Biel/Bienne, Switzerland. Armin Strom timepieces offers a unique fusion of the Swiss-German horological tradition, avant-garde “transparent mechanics” and an unwavering commitment to horological innovation. The hallmark of the brand’s low-volume, artisanal approach to watchmaking is its commitment to exposed dial-side movement mechanics, with every part hand-finished to the highest haute-horology standards.

Armin Strom AG was established in 1967 by Mr. Armin Strom, a legend in the art of hand-skeletonization. In 2006, the stewardship of Mr. Strom’s legacy became the responsibility of Master Watchmaker Claude Greisler and Businessman Serge Michel; who together revitalized the brand with the opening of Armin’s Strom AG’s first fully-integrated Manufacture in 2009. Today the brand designs, develops, mills, embosses, galvanizes, hand-finishes and assembles all of its own watches in-house; enabling Armin Strom AG to bring even the most complicated ideas to life without any of the compromises that typically stem from reliance on a supply chain.

www.arminstrom.com

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