

A close-up photograph of an Armin Strom Orbit Purple watch. The watch features a black DLC-coated case, a black fabric strap, and a purple fumé dial with intricate mechanical details. The bezel is black with white numerals and a date pointer. The dial has a purple center that fades to black towards the edges, with a purple date pointer and the word 'date' on the bezel. The watch is set against a dark, gradient background.

ARMIN STROM
SWISS WATCH MANUFACTURE

Press Release

Biel/Bienne, March 25th, 2025

Armin Strom introduces the Orbit Purple: a striking *midnight purple fumé* dial housed in a black DLC case, paired with a black fabric strap.

With the Orbit, we've created the **world's first on-demand pointer-date on a bezel**. And in doing so, we didn't just rethink a complication — we introduced a whole new experience. Most watches just force the date on you. The date function is always present — whether you like it or not, it shifts at midnight, ticking off another day. The Orbit? It's different. It only displays the date when you ask.

While the date function shows restraint, the dial doesn't hold back. The striking **purple fumé** finish shifts from a vivid purple center to darker edges, drawing the eye in. The purple date pointer and the *date* on the ceramic bezel match the dial's color, creating a seamless design. A black DLC-coated case and rugged black textile strap complete the look with high-contrast impact.

Fully hand-finished, the Orbit Purple reflects our deep respect for traditional craftsmanship and hand decoration—paired with a passion for forward-thinking mechanics. Limited to just **20 pieces**, it's a rare blend of quiet innovation and distinctive style.

Because even in Switzerland—where discretion is an art—we know that sometimes, presence speaks louder than discretion.

Get the full story—told by the man who built it.

Scan to hear Claude Greisler break down the Orbit Purple in his own words.



Technical specifications

Armin Strom Orbit Purple, Reference no. ST25-OR.01

Movement:	Armin Strom Manufacture Caliber ASS20
Indications:	Hours, minutes, seconds, date
Winding mechanism:	Automatic winding with micro rotor
Functions:	Column-wheel date on demand, patented equal force barrel
Regulating system:	Balance wheel with 4 regulating screws
Power reserve:	72 hours
Dimensions:	35.52 mm x 8.42 mm
Frequency:	3.5 Hz (25,200 vibrations per hour)
Jewels:	30
Number of components:	273
Case:	DLC black-coated stainless steel, fixed ceramic bezel Sapphire crystal and case back with anti-reflective treatment
Water resistance:	5 ATM
Diameter:	43.4 mm
Height:	12.6 mm
Lug-to-Lug:	44.35 mm
Dial:	Purple-to-black colour gradient, indexes with Super-LumiNova® filling
Hands:	Rhodium, faceted and polished with Super-LumiNova® filling
Strap:	Black textile strap DLC black coated stainless steel pin buckle
Limited Edition	20 pieces
Price:	CHF 36'000.-

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About Armin Strom

Armin Strom is an independent watch company based in Biel/Bienne, Switzerland, where Swiss-German horological tradition blends seamlessly with innovative, open-worked design. Renowned for its artisanal, low-volume approach, the brand meticulously hand-finishes every component to haute horology standards, with a signature focus on exposing movement mechanics on the dial side. Founded in 1967 by Armin Strom, the company was revitalized in 2009 by Master Watchmaker Claude Greisler and entrepreneur Serge Michel. Today, Armin Strom designs, develops, and assembles every timepiece in-house, creating a perfect balance of uncompromising quality, innovation, and transparency. We call it the Science of Movement. www.arminstrom.com

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