



international WATCH

MMXVII
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50

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THE NOMOS AUTOBAHN

THE NEWEST NOMOS WATCH will thrill those who enjoy driving fast. With a dial that recalls a speedometer and a three-lane highway with no speed limit, the 41mm NOMOS Autobahn takes its design cues from the German highway with the same name located not far from NOMOS manufacturing in Glashütte and its Berlin design studios.

Designed in collaboration with German product designer Werner Aisslinger, the NOMOS Autobahn is the result of four years of joint effort between Aisslinger and the NOMOS design department.

The dial features all sorts of details that will appeal to the race and car lover (and cycling enthusiasts, too, according to NOMOS). The curve of the dial's flange is inspired by a racetrack while the elongated date window between 5 and 7 o'clock is three "lanes" wide. Superluminova markings track the hours, from 8 to 4 o'clock, and the curve is reminiscent of the speedometer of a classic car.

The 41mm steel watch comes in three dial color variations: white, sports gray and midnight blue. An automatic movement (NOMOS didn't make the maker known prior to Baselworld) powers the hours, minutes, small seconds and date. The watch is water resistant to 100 meters.

Students of design will know Aisslinger for a wide variety of projects, including furniture, futuristic hotels, greenhouse-inspired kitchens and renewable chairs. Earning worldwide acclaim, his work can be found in numerous museums, including the Museum of Modern Art in New York City, Fonds National d'art Contemporain in Paris, and the Victoria and Albert Museum in London, among many others. He and fellow German designer Tina Bunyaprasit turned their attention to timepieces with the Autobahn the first result. Their aim, according to Aisslinger, was to create "a new archetype for a watch." Wasting no time, NOMOS has already shipped this watch to select retailers worldwide. Price: \$4,800.



INDUSTRY NEWS

Former Hublot executive Marco Tedeschi took the reins as CEO at independent watchmaker Roman Jerome in January. Tedeschi began his career at Hublot in 2007 as Product Director and subsequently served as Regional Director Middle East & Africa.

Citizen promoted two of its own earlier this year to new marketing positions. Ellen Seckler (far right) is the firm's new Chief Marketing Officer and Susan Chandler (right) is the new Chief Merchandising Officer. Seckler now oversees the respective marketing departments for all brands under the Citizen Watch America umbrella (Citizen, Bulova, Frederique Constant, Alpina, and Ateliers deMonaco) while Chandler will direct merchandising efforts for the Citizen and Bulova brands.



NOMOS WINS DESIGN AWARD

Nomos has received the iF Design Award for the seventh year in a row. The winning product design is the Glashütte brand's Metro Neomatik 39 Silvercut (below), which was chosen from more than 6,400 entries. The watch is equipped with the proprietary automatic movement DUW 3001 and was designed by Mark Braun for Nomos Glashütte. "The tips of the hands resemble the Empire State Building in New York; the diamond knurling on the crown is a tribute to the watchmaking tools from Glashütte," says the designer. You may recall that the Nomos Tangente Neomatik Midnight Blue won the German-based prize last year, and before it the Nomos Minimatik took the prize in 2016.

