

FEATURE: BLUEPRINTS







**Name:** Joe Doucet

**From:** Terrell, Texas

**Studio location:** DUMBO

**Known for:** “Duet Task Chair” for Bernhardt; “Alba Decanter” for Nude glassware; “Minim” playing cards for Areaware; the bottle design for SOTO sake; packaging for Hugo Boss bodywear; cofounding the 3D-printed premium household products brand OTHR

**Pick:** NOMOS Glashütte Metro At Work neomatik 39 Midnight Blue, \$4,280, [nomos-glashuette.com](https://www.nomos-glashuette.com).

**Joe says:** “My first real buy was a Panerai. I got it when I made partner [at New York creative agency KBP]. It was my little treat to myself, you know? Now I’ve got a few watches. Got the vintage [Rolex] Submariner. But my daily go-to is an IWC Portofino. Simple, blue dial. I tend to go for things that look and feel quite understated. The NOMOS, I like the overall aesthetic, especially that little pop of color on the subdial hand. Plus it feels really light on the wrist. I know it’s not the most expensive, but it’s the one I’d go for.”