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2008 FESTIVAL

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SINN

Model 657 S

Sinn timepieces have proved that a certain cult existed about them. While casual fans might be happy to admire the brand's low profile, we think they deserve a broader audience simply by virtue of being equally functional and aesthetically made. Take the new Model 657 S, for instance. Although in the language of modern innovation, its simplicity lends universal appeal. The high-contrast dial with oversized numerals, luminous hands and markers, and generous stem case, is easy to read. The bidirectional rotating bezel in fact, has been subtly redesigned from earlier versions to ensure better legibility. And being a quintessential aviator watch, it is packed with features: bidirectional rotators, such as chronographs and shockproof casing to protect the movement, water resistance to 200m, and an annual setting that ensures full operational readiness even in low-pressure or depressurized contexts. All in all, it is a reliable machine that belies its unpretentious, monochromatic exterior. Available in black-rosewood steel with stainless (SIL7003) or leather strap (SIL7005).



AZIMUTH

Gauge Mecha-1 BMF PVD

Industrial styling is the operative word in the Gauge Mecha-1 BMF PVD, the second of two Azimuth models to be fitted with a PVD case this year. The quintessential time try, first unveiled as a concept watch in 2006, still manages to assure its machine age through the use of all-black (316L/316L) metals amplified by steel at a collector's item. Dial elements are inspired by mechanical gauges: barometric minutes are read off the vertical aperture, a separate hour disc indicates the hour, and a 24-hour disc functions as a day/night indicator. Powered by a modified ETA 3836-2 automatic movement, the watch is available with a choice of rubber strap, BULO-military style leather strap or genuine alligator strap (SIL490).