



POETIC RIGOUR

Since we are talking about subtlety, let us extend the topic a little further in the company of the excellent German brand **Nomos**. Not many people know that Nomos, created in 1990 by Roland Schwertner in Glashütte, not only makes its own calibres from start to finish (it currently has 11), but it is also Germany's market leader in watches between €1,000 and €4,000. And it achieves this with the most pure and simple aesthetic possible, and a graphical efficiency that manages to be warm and poetic despite its rigour, expressing the fundamental values of this business which is a model both in watchmaking terms – extreme care is evident in the creation and production of the in-house calibres – as well as socially and environmentally. And also in terms of price, as the brand's executives are fond of saying: "Nomos watches must be as expensive as necessary but as cheap as possible."

This 'less is more' philosophy is genuinely embodied in Nomos's products which, rather unusually, successfully marry Glashütte's secular watchmaking tradition (take, for example, the latest DUW 3001 movement, a "very slim but not very expensive" automatic, with the typical German three-quarter plate) with the avant-garde modernism of Berlin, where the creative teams are based.

We shall no doubt see a great deal more of this uniquely positioned brand. We will come back to it in more detail in a forthcoming issue.

