

WORDS
HANNAH SILVER



TETRA NEOMATIK TIEFBLAU

tick

This issue we're celebrating our love for the neomatik collection from NOMOS Glashütte



— BRAND IDENTITY —

METRO NEOMATIK CHAMPAGNER

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Created in 1990, NOMOS Glashütte has quickly become loved for its modern, minimal aesthetic and idiosyncratic design ticks, a cool brand that makes everything in-house, producing all 10 of its calibers on-site in Glashütte. “Carrying out as much as possible in-house means that we can determine the quality,” says Judith Borowski, head of branding and design. “From the caliber to the design, packaging and marketing, the fact that our watches are widely received as timepieces of the highest quality, combined with cutting-edge design, proves that we are doing something right.”

As indeed they are. Inspired by the Deutscher Werkbund, a predecessor of the Bauhaus movement, all products must be both functional as well as beautiful. While design is restrained and the overall impression elegant, the brand isn’t afraid of the occasional quirk, as Borowski points out. “We do like to incorporate contemporary elements, such as the dash of neon orange and cyan blue on the dials of our latest collection, the neomatik series.” Incredibly popular, the neomatik series is modern inside and out; ticking at the heart is the DUW 3001 which can be admired through the sapphire crystal glass back of the 12 watches in the series. Appealingly slender – it is only 3.2 millimetres high – it means watches are as accurate as a chronometer. Now equipped with the DUW regulatory system produced by NOMOS, which replaces the Triovis system and allows engineers to position the balance spring without direct contact, the result is high precision. The newest member of the neomatik family, the Tetra, reflects this restrained craftsmanship with subtle differences in design. Although its caliber means it is larger and more masculine, the new version, complete with deep blue dial and vivid green accents, is as striking as ever. For Borowski, producing pieces that are timeless is key. “Offering high-quality watches with iconic design is our secret to success with customers. Also, part of the brand is to offer great value for money. As much as necessary, as little as possible – that is how we approach pricing, and it is certainly another aspect that customers find appealing.”

METRO NEOMATIK CHAMPAGNER

The Metro neomatik champagner brings together warm Champagne hues with dashes of neon orange for an effect both jarring and bewitching in its intensity. This piece is a great example of how less is always more, and an aesthetic that would otherwise be sparse is saved by NOMOS’s play on colour and design, from the galvanised Champagne gold dial to the perfect sphericity of the minute markers.

MINIMATIK CHAMPAGNER

As Borowski says: “Our watches are renowned for their restrained dials, slender hands and narrow bezels, and the overall impression of NOMOS Glashütte timepieces is one of slender elegance. Our focus is very clearly centred on timeless design rather than fashion, which can quickly lose its appeal. That said, we also like to incorporate contemporary elements.” The Minimatik champagner demonstrates this mesh of the timeless with the modern, with its distinctive numbers on an otherwise clean face.

ORION NEOMATIK

Perhaps one of the more traditional pieces, the Orion neomatik is clean, uncluttered and unapologetic in the starkness of its white face. Being NOMOS, there’s more to discover at second glance, with cyan blue print adding an edge to the galvanised silver-plated dial.

TANGENTE NEOMATIK

“NOMOS Glashütte has never been a company to follow trends in the watchmaking industry – quite the reverse, in fact,” says Borowski, with the design of the Tangente neomatik being wholly unique. The play on colour, the combination of fonts and the elegance of the hands may be separate design threads, but they complement each other to present a united whole.

TETRA NEOMATIK TIEFBLAU

The much-loved square-shaped dial on the Tetra neomatik tiefblau instantly cuts a modern silhouette, while the dark face is more masculine than its predecessors. The effect that the neomatik logo has in gold, rather than neon-coloured as previously, is suavely sophisticated.



ORION NEOMATIK

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TANGENTE NEOMATIK

