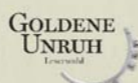


NOMOS
GLASHÜTTE



Die preisgekrönte Handaufzugsuhr Metro mit NOMOS-Swing-System gibt es auch größer: Metro 38 Datum stadtschwarz, im besten Fachhandel und unter nomos-store.com, nomos-glashuette.com

Wrist Watch™

MAGAZINE

#17

THE PAST, PRESENT AND FUTURE OF FINE TIMEPIECES

FIELD REPORT
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DETROIT WATCH
AMERICAN BRAND

**AN EXCLUSIVE
LOOK AT AN**
HERMES NOVELTY



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COVER STORY
NOMOS

NEW MOVEMENTS AND
AN IN-HOUSE ESCAPEMENT



ESCAPING THE MONOPOLISTS

Collectors and tastemakers have long championed Nomos—a small, independent marque with outsize horological ambitions.



1001 handwound movement with 84 hours of power reserve, comes exclusively in white and rose gold, in both 42 mm and 39 mm diameter variations.

With the Lambda, Nomos boldly presented its first watch priced at \$20,000. By way of comparison, the most affordable Nomos watches come in at less than \$2,000. And one of the most talked-about complicated pieces, the Weltzeit, Nomos's World Timer, costs just north of \$6,000.

The Lambda itself is not a complicated timepiece, though its power reserve of 84 hours—twice the length of most watches by the company, is a welcome feature on this manually wound beauty. What separates the Lambda from the pack is its fine galvanized dial, on which the power reserve itself takes center stage, and its beautifully finished movement with all the requisite details of fine German watchmaking that are the hallmarks of the tiny hamlet of Glashutte, where Nomos watches are made.

To begin with, there are the ruby jewels inserted into six polished gold chatons, secured into their jewel holes with blued screws. Not only beautiful to behold and an overall sign of quality, this kind of adornment is typical of the best watches made in Germany, pointing specifically to a watch's "Glashutte provenance." Another detail found in the best haute horology from Glashutte, also found on the Lambda, is a hand-engraved balance cock, of which

no two can ever be identical. During the finishing stage, a small department of highly skilled artisans works to make each balance cock unique through the use of traditional engraving methods. Each balance cock is hand-engraved with the words "Lovingly produced in Glashütte." And as anyone who has ever tried his hand at micro-engraving will attest, this painstaking work most certainly is a labor of love. The screwed balance found on each Lambda is adjusted in six positions, which provides a highly accurate and indeed chronometer-worthy rate, in addition to the swan neck fine adjustment of each escapement.

The most obvious sign that the Lambda is destined for the wrists of connoisseurs is the exclusive choice of rose and white gold for its cases. The Lambda is available in two sizes—39 mm for those wanting a size more traditionally associated with Nomos's "less-is-more" brand DNA, and a slightly larger 42 mm size.

At press time, Nomos has indicated that they've got quite a bit more in store for visitors to Baselworld 2016. With most of its extant calibers already re-tooled to employ the swing system, the smart money may be on an all-new complication to join the collection. Stay tuned to *WristWatch* for news from Basel.



The Lambda in gold



AS watch collectors became increasingly savvy and aware of the value conveyed by in-house movements, more and more watchmakers invested resources into designing and manufacturing their own calibers. With this trend came a general upmarket shift that has left value-minded collectors with fewer and fewer options.

Enter Nomos, among of the earliest of the recent crop of companies to make the plunge into high-end movement manufacturing. The Glashutte, Germany-based watchmaker has always been known for offering high-quality, innovative wristwatches with a distinctly Bauhaus style while grounding prices firmly in reality. It now seems that Nomos pursued its vertical integration strategy for the pure reasons that others merely claimed: to achieve independence from monopolist suppliers, to offer a strong value proposition to consumers. Is there another European watchmaker offering a wristwatch with a fine in-house movement for less than \$2,000. The answer is no. →





THE CALIBERS

A watchmaking achievement like Caliber DUW 3001 doesn't just appear from nothing. It is the culmination of a long line of Nomos-manufactured movements of increasing quality, complexity and refinement. After all, like people, watchmakers must learn to walk before they can run.



Roland Schwertner founded Nomos in 1990, two months after the fall of the Berlin Wall. From the beginning, Nomos sought to deliver its nascent customer base watches of outstanding minimalist design and high value for money. Until 2005, Nomos achieved this end by obtaining and modifying quantities of a famous workhorse movement supplied by Switzerland's ETA, the manually wound Peseux 7001, a very fine movement indeed.

For the past 11 years, Nomos has used only in-house movements. In that time, the company has invented more individual calibers than many better-known marques with a longer history and more capital at their disposal. To date, Nomos has created a range of calibers, initially naming them alphabetically according to the Greek alphabet. →

Many of Nomos's most impressive achievements in recent years have come within the sphere of technical innovation. The company has produced its own escapement, the NOMOS swing system, going on two years; and just last year Nomos presented a new automatic movement in the form of the DUW 3001. According to Nomos's R&D department, this new caliber, prized for its ultrathin profile and for its ability to accommodate a large and precise balance wheel, offers advantages seldom seen in movements of its size, not to mention its price. Conventionally speaking, making watches smaller nearly always means a compromise with precision and accuracy—not so with the DUW 3001. Armed with a svelte automatic caliber, Nomos is finally poised to make self-winding watches—once a rarity in the collection—a deeper focus throughout the range.



The Minimatik



This is not to say that the new Tetra neomatik is oversized, strictly speaking. True, the timepiece wears larger than its 33 x 33 mm would initially indicate, but this is owing to its square dimensions: the extra area occupied by the corners of the square shape lend the watch a larger wrist presence than a similarly dimensioned round timepiece. The dial is available in two variations: an austere white, as well as in Nomos's signature tiefblau dark blue. The latter of these is the more masculine configuration and comes with silver-plated hands and a bright-red subsidiary seconds hand, with green numerals marking off the minutes. The former bears black hour and minutes hands with the bright red sub seconds, and minute markers in cyan blue. The fact that Nomos considers a 33 x 33 mm square case to be a beefed up size for gents speaks volumes about this small company's DNA. Nomos was far ahead of the recent trend toward more modestly sized watches. By betting on smaller watches early and keeping prices in check, Nomos became the darling not only of numerous critics but of young collectors as well.

Turning the Tetra neomatik over, one can view the nicely finished rotor and baseplate of the DUW 3001, a 28.8 mm movement that fits snugly into the 33 mm wide case. Meticulously applied Glashutte ribbing and perlage cover the majority of the exposed surfaces of the plates, bridges and the rotor. The movement's height is only 3.2 mm, and the overall watch height is a similarly svelte 7.2 mm, besting the first thin automatic timepiece presented by Nomos just last year, the Minimatik.

Of course, like a great majority of Nomos timepieces, the Tetra neomatik comes on a subtly soft Horween Shell Cordovan leather strap.

MINIMATIK

If caliber DUW 3001 seems familiar, it's because last year we saw it debut in a watch that has gone on to become a star of sorts for Nomos. We are speaking of course about the appropriately named Minimatik. Packaged within a discreet 35.5 mm case and coming in with a height of 8.86 mm, the Minimatik is designed for ease of wear. The Minimatik debuted in two variations, the first with a white dial and red hands, and the second, the Minimatik champagner, offering a softer hue that recalls a glass of freshly popped and effervescent bubbly. The latter of these is the more feminine take on the design and retails for \$3,800, while the white dial version comes in at \$3,680.

HIGH(ER) END OFFERINGS

Arguably, Nomos has always been a high-end watch brand. Any company that uses exclusively in-house movements, that has developed its own escapement, and that employs a creative team tasked with designing distinctive cases can rightly claim the mantle of luxury. However, Nomos staked an even greater claim for the attention of elite collectors with its recently launched line of haute horology timepieces, perhaps best personified in the Lambda range. This line, which is powered by the expertly finished DUW

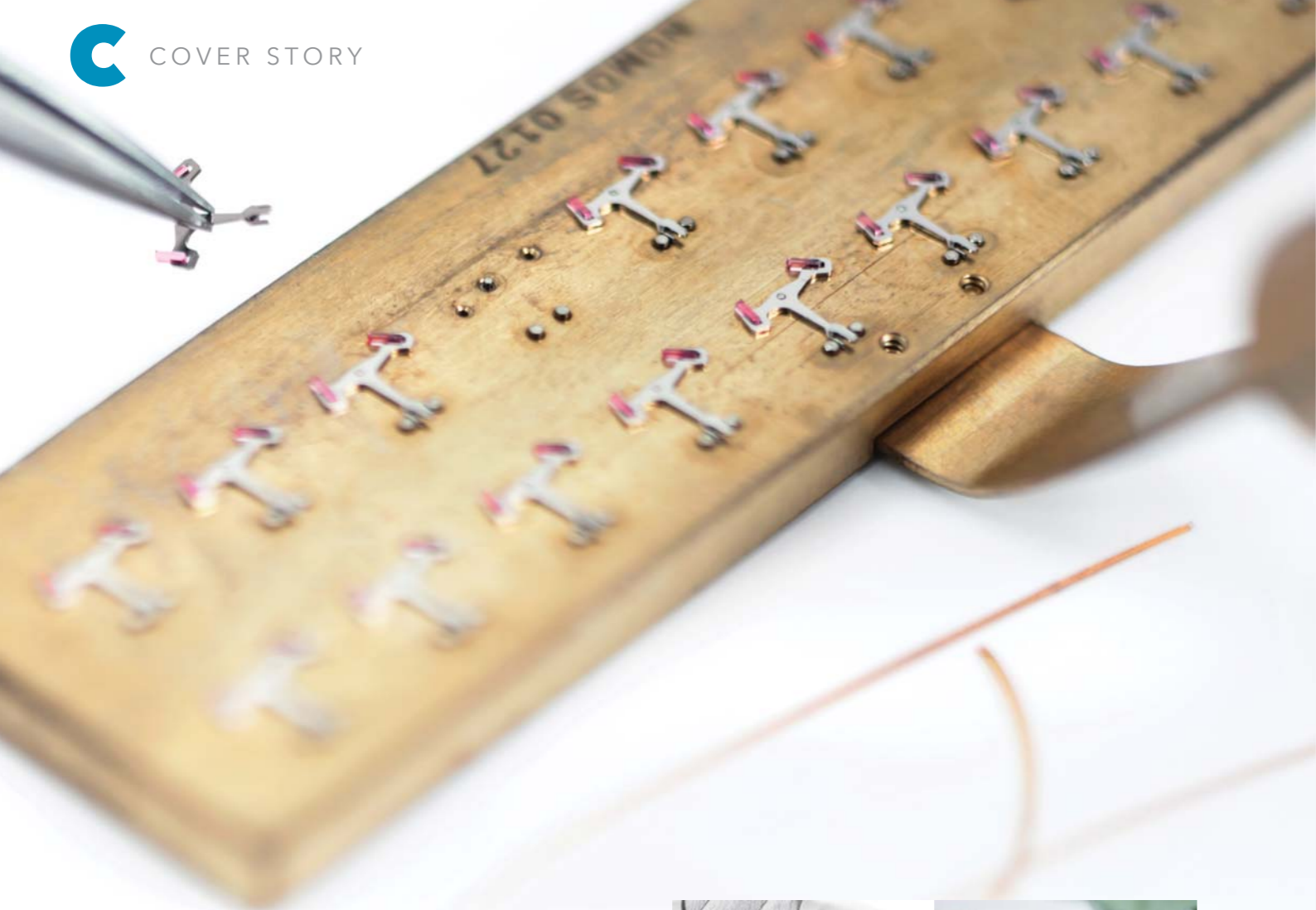


CALIBER DUW 3001





Tetra neomatik



making, a headache for companies lacking the requisite materials, money and know-how. And while it is possible to hand-craft the components in the extremely small numbers required for production in the hundreds, scaling up much further requires an industrialized process that shuts out all but the best-funded watchmaking juggernauts. As a result, the familiar path of small watch companies has led to suppliers such as ETA and more recently Sellita. As these parts have become increasingly sought after, prices have gone up, wait times have increased, and a general sense of unease has prevailed in many corners of the watch industry. The only real way for a brand to escape the supply cycle is to bite the bullet and industrialize an escapement.

BASELWORLD 2016

Visitors to the BaselWorld trade show will see Caliber DUW 3001 powering the new Tetra neomatik line from Nomos. The Tetra neomatik is a larger—and as its name implies, automatic—version of the Tetra, the popular and fun range of ladies' watches with dials in interesting colors. Tetra was manually wound and small, at 27 mm across. Now the collection offers a version for gents. →



The NOMOS swing system



First there was Alpha, a manual-winding time-only caliber with 43 hours of power reserve. Naturally, next came Beta, which added a date wheel while sacrificing a single hour of power reserve. Gamma, also a manually wound movement, introduced a power-reserve indicator to the mix. Delta offered both the power reserve indicator (42 hours) and the date wheel. Epsilon marked a major milestone for Nomos, introducing an in-house automatic option to the brand's stable of manufacture movements. Zeta kept the automatic winding but added a date wheel. And finally Xi, the movement behind one of Nomos's most critically acclaimed references, the Zürich Weltzeit, offered the ultimate traveler's complication while maintaining a healthy 42 hours of power reserve.

With the launch of the DUW series of calibers, Nomos shifted from an alphabetical taxonomy to the abbreviation of Deutsche Uhrenwerke, or "German manufacturer of watch movements." This shift underlines NOMOS' capabilities as a caliber manufacturer. The first of these, DUW 1001, doubled the power reserve of its predecessors and added a power reserve indicator (84 hours). The following DUW 2002 premiered as Nomos's first shaped movement,

intended to fit perfectly within a new range of tonneau watches and maintaining an estimable 84 hours of power reserve. From there, many of the latest Nomos movements have tended not to add new complications or drastically modified movement architecture. Instead, what has defined these new movements, such as the aforementioned DUW 3001, DUW 4101, DUW 4301, DUW 4401 and DUW 5201, has been their implementation of the in-house swing system escapement.

NOMOS SWING SYSTEM AND INDEPENDENCE

The NOMOS swing system, *WristWatch* readers will recall, premiered at BaselWorld 2014. Perhaps more than any other single Nomos innovation, the swing system was clear evidence of the brand's long-term strategic vision for independence and autonomy.

While the NOMOS swing system is a lever escapement of the type found in the great majority of modern mechanical watches, the fact that a small, independent watch company existing only 26 years has been able to coax it into existence is in itself newsworthy. Escapements are the bottleneck of contemporary high-end watch-

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a series of new watches with the next generation
automatic movement DUW 3001.



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