

11 i 11
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Minimalist at first glance, with playful watchmaking **details revealed** upon closer look.

Two **first-ever** uses of the crown: as part of the 8 o'clock index and, in mechanical models, as an analog reminder.

Promotes **sustainability** by reusing elements, such as exposing the movement to form the metallic base of the inner circle of the 8 o'clock index.

Dial – quartz model

12 o'clock is implicitly marked by the middle of the watch strap.

11 o'clock index: Red markers represent the "flag" strokes of the "1" numerals. The design reflects the initial concept of visually connecting "11" with the Roman numeral "II."

8 o'clock index: The crown at 8 o'clock visually forms the numeral 8 in combination with the red ring inside the dial.



Logo

11-minute index: Slightly reduced in size, rotated, and shifted toward the edge of the dial compared to a standard 2 o'clock index.

5 o'clock index uses a Roman numeral.

Dial – mechanical model (additional features)

Rotating the crown to a side position can be used as a mechanical reminder

5 o'clock index doubles as a date window



8 o'clock index

The case design ensures the crown is both protected and functional, with minimal spacing that still allows for smooth, full rotation.

When in its standard position, the crown's red ring aligns with the red ring inside the dial, forming a visually striking numeral "8."



The hole within the dial ring reveals parts of the movement, serving as a visual counterpart to the metallic base of the crown ring.

This eliminates the need for a separate metallic base, embodying the principles of material reduction and reuse in both form and symbolism.

Reminder function

The crown's geometry incorporates an innovative analog mechanical reminder function, or "complication." In its regular position facing the wearer, the top of the crown displays the red ring, seamlessly forming the 8 o'clock index.

Rotating the crown in the non-winding direction reveals an exclamation point, acting as a general reminder—akin to the concept of "tying a knot in a handkerchief" in various cultures.

The wrist position naturally safeguards the crown from accidental movement, thereby minimizing the risk of unintentionally deactivating the reminder. For added security in the easier-to-move non-winding direction, the 3rd and 4th positions are distinctively marked. As a result, an accidental "reset" of the reminder would require accidental rotation of the crown by more than 180°.



1
Regular



2
"Reminder"



3
Backup



4
Backup 2

Date window and date wheel

To position the date within the 5 o'clock index, the Sellita SW400-1 movement is employed. It is the only standard mechanical time-and-date movement with a 31mm diameter, compared to 26mm or smaller for similar movements.



The custom-designed date wheel displays only the unit digit (last digit) of the date. This allows for larger, more legible numerals without compromising usability. This approach prioritizes the relevant information for the wearer—distinguishing between, for instance, the 19th and 20th of the month—rather than focusing on differentiating between the 19th and 29th.

Caseback markings

The caseback provides provenance information in a minimalist style, with symbols placed inside the letter "D"

Designed by Macedonians – marked with 7/8, representing the primary time signature of Macedonian folk music

Based in Vienna – marked with 3/4, representing the time signature of the waltz

Swiss-made, marked with a cross



Quartz model

Mechanical model



Specifications



Mechanical models

Functions: Hours, minutes, and seconds; date; mechanical reminder function on the crown

Movement: Sellita SW400-1, special grade automatic movement, 38-hour power reserve

Case: 316L stainless steel, 41.4 mm diameter, 48.2 mm lug-to-lug, 20 mm strap/bracelet width, 10.0 mm thickness

Crystal: Sapphire with triple antireflective coating on the underside

Hands: Hour and minute hands with underside Super-LumiNova lume

Quartz models

Functions: Hours, minutes, and seconds

Movement: Ronda 715Li quartz, 10-year battery life

Case: 316L stainless steel, 41.4 mm diameter, 48.2 mm lug-to-lug, 20 mm strap/bracelet width, 9.9 mm thickness

Crystal: Sapphire with antireflective coating on the underside

