

COINWATCH

Iza Collection Lady's Watch

The Intoxicating Power of the Night Sky

Enchanted by the magnificence of the night sky, Swiss-made watch brand Coinwatch has explored the mythology of the constellations in its newest dazzling display. The latest watch to be released in Coinwatch's Iza Collection is the constellation-inspired Lady Watch. The design plucks the starlight from the night sky and transforms it into an astral timepiece as intoxicating as the firmament itself.

Coinwatch's speciality lies in taking inspiration from coins and the brand has created countless masterpieces in the process. Watches based on special coins are a particular area of expertise. The design of the newest watch in the Iza Collection uses the Star Charts: The Eternal Pursuit fine silver glow-in-the-dark coin as its muse. The result is a completely dazzling astral watch that demonstrates the ingenuity of the Coinwatch watchmakers.

The brilliance of the night sky

The Star Charts: The Eternal Pursuit fine silver glow-in-the-dark coin was minted by the Royal Canadian Mint. It weighs one ounce and is the last of the four coins in the Star Charts glow-in-the-dark coin series. The design is inspired by the story of the Ursa Major constellation. The reverse side of the coin depicts a magnificent winter landscape against a star-studded navy blue night sky. The seven stars that form the Big Dipper glow in the dark. Inspired by this atmospheric scene, Coinwatch wanted its watch to depict the brilliant constellation as vividly as the coin does.

As magnificent as the stars

Just like the sky, the Iza Collection Lady Watch holds a different allure during the day and the night. The watch face design is positively brimming with romance. The dial is positioned at the top and hugged by a silver crescent new moon. The former is decorated with sun patterns and the latter features a subtle sand ripple effect, the contrasting textures enriching the visual impact.

In the daylight, the silver moon refracts light in all directions, setting off the dial with a silvery luminescence and lending a poetic feeling to the passing of time. However, step into the night, and the Lady Watch presents a different landscape — stars both big and small hidden in the silver moon now start to shine, just as stars light the night sky. The brightness of the watch is sure to command attention. This stunning composition was carefully planned by the designer in an allusion to the special glow-

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in-the-dark mintage. Atop the watch dial sits a transparent disc upon which are painted white glow-in-the-dark stars that line up with the crescent moon. Demure in the day, they look resplendent at night and appear to be almost hanging in the air, adding yet another layer to the arrangement.

Diamond inlaid four-point star

The Lady Watch dial is inlaid with small round hour marks which clearly display the time. The 12 o'clock mark is decorated with a four-point star, at the centre of which is a diamond. Just like the North Star — the brightest star in the sky — the diamond guides the way. Even though the North Star is not part of Ursa Major, the two are closely connected. Picking out any particular star among the swath of stars that stud the night sky is not easy. However, the Big Dipper can be used to locate the North Star, and once the North Star is found, one can orient oneself. To accentuate the four-point star, its base is painted with a luminescent material to make it glow in the dark. This puts the twelve o'clock marker in conversation with the stars below in a beguiling display of light.

The Coinwatch Iza Collection Lady Watch is 29 mm in diameter, making it ideal for women. With its soft strap, it is a joy to wear. A Swiss-made quartz movement is embedded in the watch case and provides precise and reliable timekeeping. There are three models to choose from: one in a stainless-steel case with a blue dial, one in a rose gold PVD stainless-steel case with a burgundy dial, and the last in a black PVD stainless-steel case with a black dial. Each has a strap in a complementing colour. The different colour schemes mean that each watch produces a unique astral allure.

COINWATCH

Model:	C202SBU
Movement:	Swiss Quartz Movement
Functions:	3 Hands
Dial:	Blue set with 1 Genuine diamond
Case:	Stainless Steel, 29mm
Glass:	Scratch Resistant Sapphire Crystal
Case back:	Stainless Steel
Strap:	Stainless Steel
Buckle:	Stainless Steel Deployment Buckle
Water resistance:	30M



Model:	C202GBK
Movement:	Swiss Quartz Movement
Functions:	3 Hands
Dial:	Black set with 1 Genuine diamond
Case:	Titanium PVD, 29mm
Glass:	Scratch Resistant Sapphire Crystal
Case back:	Stainless Steel
Strap:	Titanium PVD
Buckle:	Stainless Steel Deployment Buckle
Water resistance:	30M



COINWATCH

Model:	C202RRD
Movement:	Swiss Quartz Movement
Functions:	3 Hands
Dial:	Red set with 1 Genuine diamond
Case:	Stainless Steel with Rose Gold PVD, 29mm
Glass:	Scratch Resistant Sapphire Crystal
Case back:	Stainless Steel
Strap:	Stainless Steel with Rose Gold PVD
Buckle:	Stainless Steel Deployment Buckle
Water resistance:	30M



About Coinwatch

Every coin has its own story to tell – its design and year of minting may have represented a succession of important eras, a landmark historical event, a symbol of personal achievement or a significant moment in life. The relationship between coins and time has been further enhanced after the birth of Coinwatch.

Founded in 1984, Coinwatch has been producing symbolic timepieces by merging coins with special designs, historical and commemorative values as dials with practical time-telling functions to remind their wearers of that particular moment.

Staying true to its innovative spirit and not to be bound by its legacy of hugely successful coin dials, Coinwatch's design team has moved forward and embraced the fundamentals of watch design in 2009. The brand has evolved into a watchmaker of our time established to stand for simple and refined elegance and practical designs.

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