

COINWATCH

Coinwatch Unveils the New Mark Collection Distinctive Scalloped Case Reinvents the Face of Wristwatches

Having rich ties with the world of numismatics, Swiss watchmaker Coinwatch has always created remarkable timepieces through incorporating special features of fascinating coins. Much like wristwatches, the majority of coins are circular, but there exist other less common shapes that invite alternative interpretations and creativity. Inspired by these non-circular coins, Coinwatch has lately created a variety of extraordinary designs. Finding its muse in historical Indian coins, the latest Mark Collection C201 model adopts the special 8-sided scalloped shape to reinvent the look of wristwatches, providing a striking alternative to the traditional round case.

Coins are an important trading medium in the market. In order to differentiate the value of the currency, coins are minted in diverse sizes and thicknesses, as well as in special shapes such as square, octagonal, 12-sided and scalloped shapes. These particularly shaped coins are relatively rare and tend to be favorite items of collectors. Swiss watchmaker Coinwatch masters the aesthetic insights embodied by each coin and infuses them into its timepiece creations, of which the Mark Collection provides excellent examples. The wristwatches' circular case accentuated with a 12-sided inner bezel delivered an unforgettable look. Lately, Coinwatch showcases its ingenuity once again in the latest Mark Collection, launching an all-new scalloped case watch, marking a further break from the norm of round cases with its subtly curved contours.

Streamlined aesthetic for a striking profile

While we know that a round case works well on watches, modern wristwatch enthusiasts are also seeking for designs that are out of the ordinary and interesting alternative options to the default shape. This is why Coinwatch audaciously bases the design of the C201 model on the Indian Two naye paise coin. The Two naye paise coin was minted from 1957 to 1963 and sported an eight-sided scallop shape, its wavy-edged contours evoking a flower in bloom. The C201 model from the Mark Collection directly adopts the stunning scallop shape which, after subtle stylistic touches, delivers chic contours that that befit contemporary wristwatch aesthetics.

The Mark Collection C201 is housed in a stainless steel case. Measuring 42mm in diameter, the watch has a scalloped bezel interpreted from the Two naye paise shape. The attuned curves create a sophisticated and classy look. The satin-brushed bezel

COINWATCH

surface is juxtaposed against the buffed curves and angles to generate a contrasting visual impact. The crown guard protects the watch from daily shocks and wear. The unique sleek contours and resolutely masculine look make the C201 stand out effortlessly amidst wristwatches.

Simple and Clean Layout for Maximum Readability

The large size of the case allows ample space for creativity and amazing details on the dial. The dial features sun-brushed finishes adorned with applied hour markers. The 12 o'clock hour marker comes in a large Arabic numeral, contrasted with the fan-shaped day window at 6 to create visual balance. The 6 o'clock applied marker is pointed and indicates the date. Hour and minute hands are coated with Superluminova to ensure maximum readability at all times.

The Swiss Coinwatch Mark Collection C201 model is offered in 4 versions: C201GSV has its case and bracelet in stainless steel, its silver dial is highlighted with details in red to create a simple, refined but energetic look; C201BBU has stainless steel case and bracelet, a PVD chrome blue bezel and dial to evoke strength and masculinity; C201RSV has stainless steel case and bracelet, PVD rose gold bezel, a silver dial adorned with rose gold hour markers and hands to achieve a harmonious visual effect with subtle elegance; C201GGY titanium grey PVD treated stainless steel case is matched with black leather straps to create an understated gentleman look. All four versions are cleverly set with a semi-transparent amber case back to allow an interesting glimpse of the automatic Swiss movement.

An extraordinary silhouette matched with a chic and clean layout, the Mark Collection C201 personifies functionality meets meticulous craftsmanship. From every angle, every feature and detail of the C201 model is worth pondering over, manifesting the exquisite ideas and watchmaking aesthetics exemplified by Coinwatch.

COINWATCH

Model:	C201GSV
Movement:	Swiss Automatic Movement
Functions:	Automatic, 3 Hands, Date
Dial:	Sliver
Case:	Stainless Steel with Titanium PVD, 42mm
Glass:	Scratch Resistant Sapphire Crystal
Case back:	Stainless Steel
Strap:	Stainless Steel
Buckle:	Stainless Steel Deployment Buckle
Water resistance:	50M



Model:	C201RSV
Movement:	Swiss Automatic Movement
Functions:	Automatic, 3 Hands, Date
Dial:	Sliver
Case:	Stainless Steel with PVD Rose Gold, 42mm
Glass:	Scratch Resistant Sapphire Crystal
Case back:	Stainless Steel
Strap:	Stainless Steel
Buckle:	Stainless Steel Deployment Buckle
Water resistance:	50M



COINWATCH

Model:	C201GGY
Movement:	Swiss Automatic Movement
Functions:	Automatic, 3 Hands, Date
Dial:	Sliver
Case:	Titanium PVD, 42mm
Glass:	Scratch Resistant Sapphire Crystal
Case back:	Stainless Steel
Strap:	Black Genuine Leather
Buckle:	Titanium PVD Deployment Buckle
Water resistance:	50M



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.

####

For further information, please contact:

Mira Watch International Ltd.

(Hong Kong) Assistant Marketing Manager, Ms. Liz Lee

Tel: +852 3793 7000

E-mail: liz@mirawatch.com

www.coinwatch.ch