



# BASELWORLD



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Hall 1.1 - Stand D17

[www.zeno-watch.ch](http://www.zeno-watch.ch)

Specialist for Mechanical Timekeepers, Pilot Watches and Oversized Wristwatches



## Time for the Essentials

**On the occasion of the International Year of Moderation, we present various reserved Gentleman watches. Limited editions of 300 pieces each.**

We think that in the year of moderation it is high time to concentrate again on what is valuable, to reflect on the really important things in order to come a little closer to our contentment and personal happiness. Away from exaggeration, excessiveness and the craving for validity. A little restraint is also on the agenda when it comes to men's watches in 2019 – a fact that brings the stylish gentleman watches back into focus. Because "a real gentleman enjoys and remains silent". In this context, a gentleman can enjoy a genuine, understated design that is timeless, no subject to fashion and will therefore give the wearer pleasure for a long time coming.

To show you the advantages of a discreet Gentleman watch, just take a look at our current Gentleman Evolution watches in limited edition of 300 pieces each. The Swiss men's watches present themselves classically in their stainless steel case and the embossed calfskin strap in down-to-earth black or brown or alternative stainless steel mesh straps. For the dial there is a choice between antique white with rosé or silver applications, black, blue or green.





The hardened mineral glass offers protection and durability. The mechanical self-winding clockwork also promises the highest quality. Many extras were deliberately omitted. However, the elegant restraint can be perfectly combined with a stylish suit at work or at a romantic dinner with your loved one. These Gentleman watches elegantly combine the function of a reliable timepiece and noble accessory.

Gentleman watches are not a new trend, but rather a return to the tried and tested in a somewhat upgraded design. This so-called retro trend has been on the rise for the last few years and allows well-known watch manufacturers to search their archives for old watch designs that deserve a comeback. Of course, the watch is set up "fit for modern times" before it is revived: new clockworks – often mechanical clockworks with extremely high precision, slightly larger diameters – but please "keep cool" when designing.

Since our Gentleman watches are not only based on quality and a particularly noble design, but also on the highest wearing comfort on the wrist, the wearer of our watches can already adjust to a wearing feeling of the extra class. Even though modesty and moderation are on the agenda for 2019, we are firmly convinced that neither quality nor comfort should be compromised.

The Gentleman Evolution is a stylish watch that should give you both pleasure for a long time and time for the essential.



**The watch manufacture is the alternative traditional brand for the Swiss watch trade.**

In contrast to the corporate brands, ZWB does not obligate its customers to purchase contracts, can deliver the watches immediately and offers a transparent, good price-performance ratio ...





The time measuring instruments manufactured in small editions of only 300 pieces, are only available in selected specialized retailers, starting at a price of 698 €.

Technical Data:

Name	<b>Gentleman Evolution</b>
Reference	4942-2824-Pgr-g2
Watchface	antique white with rosé applications
Hands	polished luminescent hands
Clockwork	mechanical with automatic winding
Caliber	ETA 2824 (Ball bearing rotor with 25 rubies)
Case	Diameter 40 mm
Material	Rosé gold-plated stainless steel 316L (polished)
Water-tightness	3 ATM (30 Meters)
Glass	Hardened mineral glass (curved)
Strap	Embossed calfskin strap with thorn buckle
Options	Silver stainless steel case, other dials: black, blue, green various leather straps with thorn or folding clasp or stainless steel mesh band





### The Zeno Watch Basel Edition 2019 - a retro watch for watch lovers

The retro design, often called vintage look, meanwhile also conquers the watch market. Old and well-tried watch models are being brought back to new life, as is our retro watch Zeno Watch Basel Edition 2019 for the gentleman with style. The nostalgic men's watch features the high-quality SOPROD 9000 automatic movement from the well-known company Soprod, including hands for hours, minutes and center second, a date display, a seconds stop device and an automatic winding with ball bearing. The clockwork and grey dial with blue numerals is securely embedded in a stainless steel case of special stability, of course rust-proof and polished. The case diameter is a proud 47.5 mm. The sapphire crystal glass offers excellent protection from above. The vintage wristwatch is equipped with a black genuine leather strap with a pin buckle for the necessary grip on the wrist.



5315-e2

The limited edition of only 120 pieces with numbering underlines the individuality of this classic watch, which is dedicated to the city of Basel. So whoever attaches equal importance to quality as well as to an individual timepiece with character, this Zeno Watch is the perfect choice.



## Small details for a stylish appearance

The Swiss Made watch is also equipped with a full calendar, which not only shows the day and month but the day of the week as well. Another highlight of this men's watch is the display of the moon phases.

But the Zeno Watch grants even deeper insights, with the sight glass on the bottom of the watch the "inner values" of the watch can be explored more detailed.

Further arguments which speak for this beautiful Zeno watch: 28,800 vibrations per hour, ETACHRON fine adjustment, 21 ruby jewels, 3 ATM waterproof (but not suitable for swimming)



## Quality, functionality, design and nostalgia united in a men's watch

The Zeno Watch combines quality, functionality, design and nostalgia equally. This is where high quality material and functionality, achieved by a purposefully chosen retro-design, meet and make elegant combinations with suits and co. as well as combinations in a more Casual leisure look possible. In addition to that, there is the limited quantity, which makes this watch an object of desire to every watch collector.

If this fine collector's watch meets your exact taste, it can be purchased from selected specialist retailers at a price of 2,098 €. But remember, quantity is limited to 120 pieces!



## About ZENO-WATCH BASEL

ZENO-WATCH BASEL is an independent Swiss watch manufacturing and specialized in producing mechanical timekeepers, pilot and oversized wrist watches, with headquarters in Basel, Switzerland.

ZENO-WATCH BASEL is not tending towards a mass-produced product, but rather to becoming an important manufacturer for watch collectors and enthusiasts of large wristwatches.

### Facts

Head Office:	Basel, Switzerland
Founded:	1868 (in La Chaux-de-Fonds, Switzerland) since 1922 registered trademark
CEO:	Felix W. Huber (since 1965)
Staff:	ca. 15 (in Switzerland)
Production:	ca. 20'000 pcs.
Sales points:	> 600 (in 40 countries)

