

Press Release



FOR IMMEDIATE RELEASE

GoS Watches

Contact: PuristSPro, Patrik Sjögren and Johan Gustafsson

Email info@puristspro.com, info@goswatches.com

<http://www.goswatches.com>

March 6, 2013

Winter Nights - the first Gustafsson & Sjögren collection with our manufacture movement

The partnership between master bladesmith Johan Gustafsson and watchmaker Patrik Sjögren aims to provide truly unique watches, inspired by the cold north of Scandinavia and the ancient Swedish tradition in metallurgy.

Gustafsson & Sjögren Watches proudly presents – Winter Nights – a new collection produced in collaboration with PuristSPro. These are the first GoS watches to feature our own manually wound movement with a 4/5 bridge in solid hand-forged Damascus steel. The collection is strictly limited to 10 pieces and purchased through PuristSPro on a pre-order subscription basis.

GoS draws inspiration from Nordic nature and traditions and the Winter Nights is no exception - as it is connected to both sources of inspiration. During the cold and clear winter nights the chances of seeing the spectacular northern lights are the highest and the swirling patterns of the Winter Nights dial is reminiscent of the rapidly changing shapes of the northern lights.



Winter Nights - Uncolored dial with 18K gold hands

The Winter Nights tradition

Winter Nights, "Vinternätter" in Swedish, is also the name of an ancient festival that was first celebrated in pre-Christian Scandinavia. The festival marked the end of summer, the start of the winter, and the beginning of a new year. It was a harvest feast and also a time for honoring the ancestral spirits, the spirits of the land, and the powers of fruitfulness, wisdom, and death. The exact dates varied with the regional weather but it usually occurred during the month of October. This heathen tradition was later transformed into what is now called the "All Hallows' Eve" and "All Saints' Day".

Patternwelded steel

The basic element of all watches from Gustafsson & Sjögren is the hand-forged pattern welded steel, also known as damascus steel. Johan Gustafsson applies a true folded damascus steel technique to layers of high grade Swedish tool steels. We use 128 layers in most GoS dials, which we have found gives the best expression for parts of this size. The Winter Nights dials have a pattern which Johan Gustafsson invented in 2010 and named Wildflower. Wildflower is semi-symmetrical and has a definite center point, which makes it very suitable for watch dials.

Customers can select a dial in natural steel or tempered coloured to a blue/purple nuance and the hands can be selected to be white gold or yellow gold.

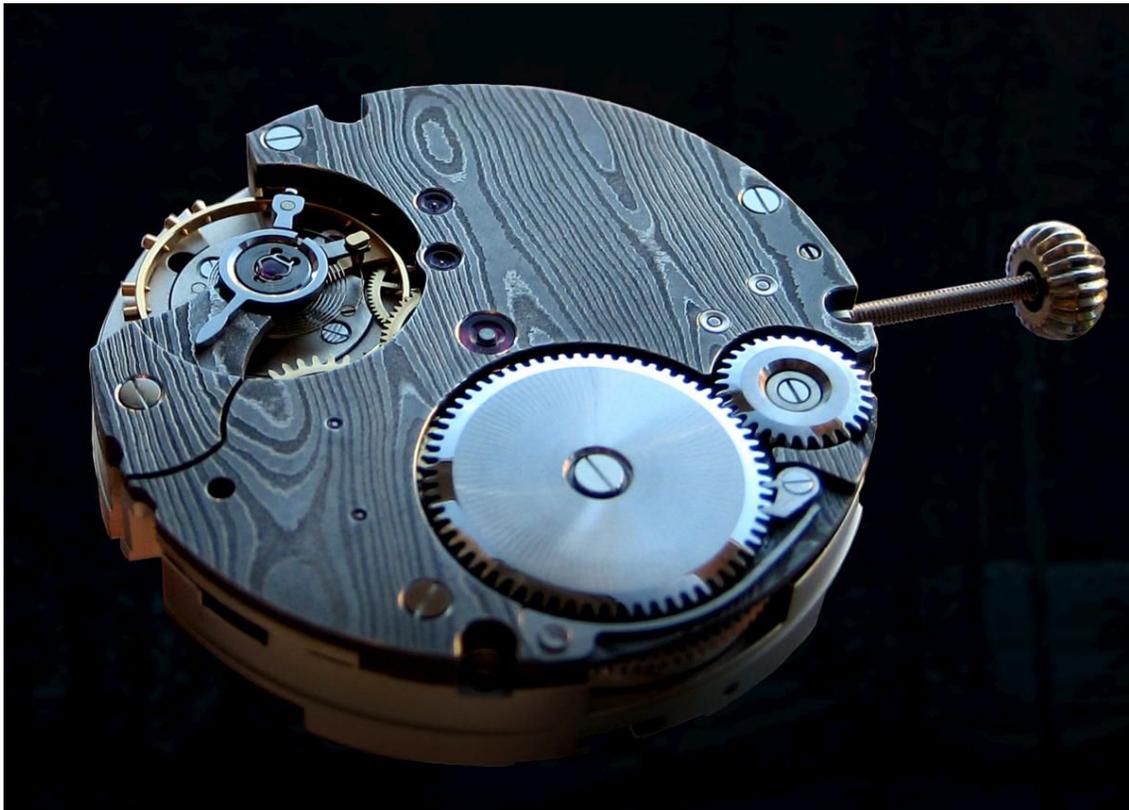


Winter Nights - coloured steel dial with white gold hands

The Braun/GoS manufacture caliber

The Braun/GoS caliber has been created in a collaboration between GoS and Martin Braun (of Antoine Martin/MHO) and is based on one of his new calibers. Our ambition is to show as much of the intricate damascus steel pattern as possible. With this goal in mind, we created a 4/5-bridge and a balance cock made from one piece of solid hand-forged damascus steel. This movement combines Martin Braun's attention to detail and long experience as a movement manufacturer with the craftsmanship and aesthetics goals of the GoS team. The caliber includes Martin Braun's HPE innovation in the use of Silicon in the escape mechanism to not only extend the service intervals but also increase the overall effectiveness of the mechanism compared to a conventional design.

To our knowledge, this is the first ever manufacture movement with bridges in handforged damascus steel.



Braun/GoS caliber 1

Patrik Sjögren finishes the movement parts made from damascus steel to give a good balance between the raw damascus steel surface and the traditionally high-gloss polished bevelled edges. Finishing damascus steel is very labour intensive as every part is polished, bevelled and etched several times to achieve the final result. The Damascus steel in the Winter Nights's Braun/GoS caliber is forged into the traditional woodgrain pattern, also known as the ladder pattern. This is one of the oldest known damascus steel patterns and is still considered to be one of the most beautiful and expressive patterns.

Specifications - GoS Winter Nights

Watch series - Winter Nights

- Case: Stainless steel and stainless Damascus steel 45mm × 12.5mm (10atm). An optional 11mm thick case can be manufactured on request (5atm).
- Lug width: 22mm
- Glass: Flat sapphire glass with AR coating and the GoS logo printed on the inside
- Movement: GoS manufacture caliber
- Dial: Hand-forged Damascus steel in Johan Gustafsson's Wildflower pattern
- Index ring/rehaut: Solid gold, shaped and polished by hand
- Hands: Solid gold, shaped and polished by hand
- Crown: 9mm in fine-grained stainless Damascus steel, heavily etched for good winding action, double-gasket crown inset
- Case finishing: Stainless Damascus steel, high-gloss polish with GoS logo engraved on case side
- Case Engraving: "Winter Nights" "for PuristS"
- Strap: Handcrafted strap in soft Nubuck leather, fitted with a GoS stainless steel buckle

Strictly limited to 10cs numbered from 1/10 to 10/10.

Damascus steel movement

- GoS caliber 1, a collaboration between Martin Braun and Patrik Sjögren.
- Diameter: 36mm diameter
- Power reserve: 72 hours
- BPH: 18.000bph

- Modern escapement: Silicon escape wheel and anchor
- Bridges in handforged damascus steel with a woodgrain pattern

Additional features:

- Power reserve indicator on back
- Screwed Glucydur balance wheel
- All wheels in the movement are polished according to the Geneva seal hallmark
- Cyclovente teeth on wheels

Every movement will be unique as it is not possible to duplicate the hand-forged pattern

Presentation box

- Individually crafted box using the svepask technique in birch wood
- Coloured with natural pigments mixed in linseed oil
- Covered with high-grade natural wax and polished to a deep finish
- Protection box of black and grey card
- Guarantee certificate, two years' guarantee

Purchase details

The price for the Winter Nights watches is set to US\$19,000. Purchases and option selections are administered by PuristSPro but communication of the production progress, detail discussions and the selection of the final dial for every watch is done directly with Patrik Sjögren or Johan Gustafsson. The watches will be produced in two batches were the first five ordered watches are scheduled to be ready in time to be displayed during Baselworld 2013 in April. The second batch is scheduled for delivery in September 2013.

Note: All Winter Nights watch pictures in this press release are photomontages to illustrate the appearance of the upcoming model. The work is based on Nordic Season photos by GoS photographer Jocke. High resolution pictures are available on request.