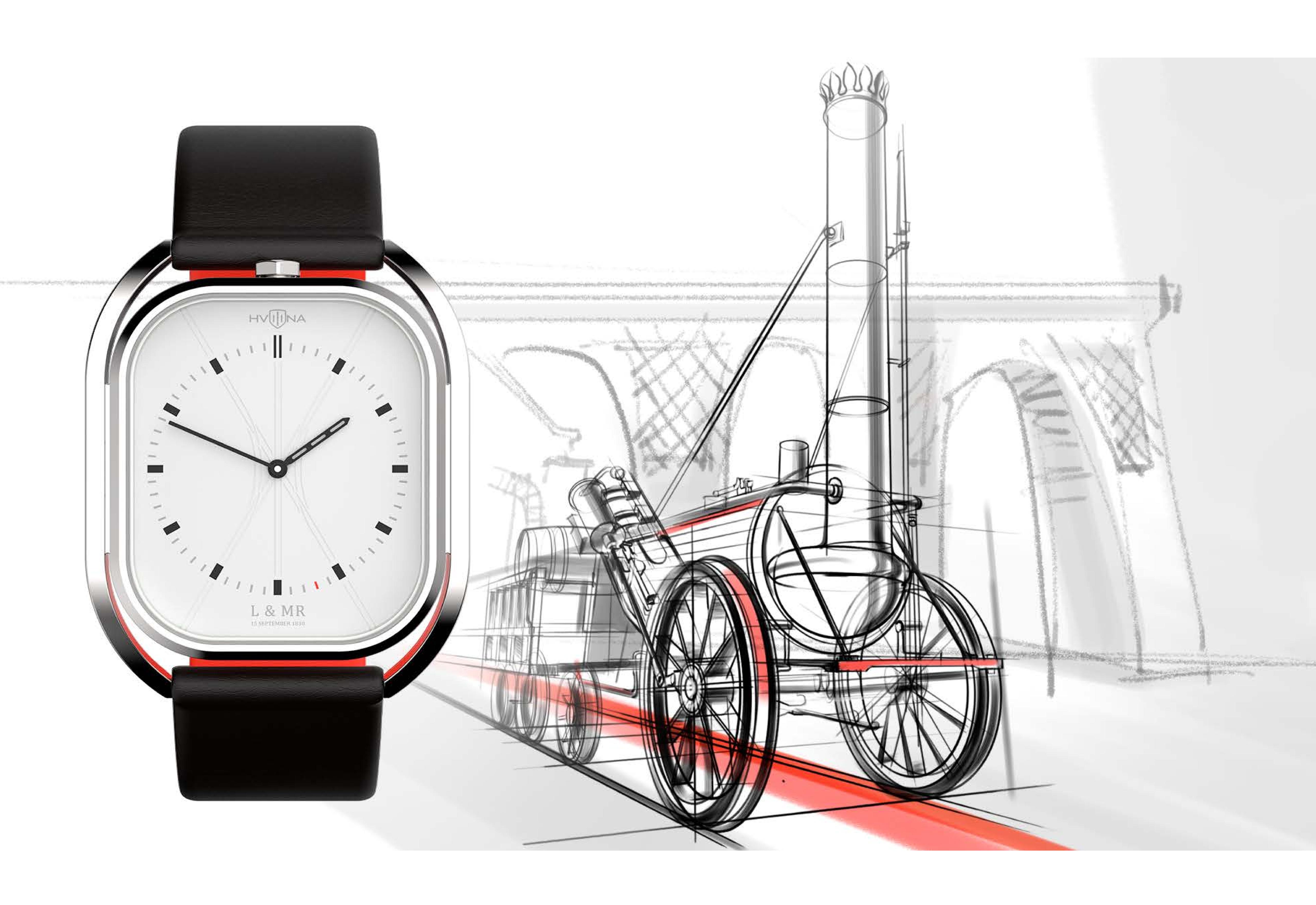
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LIVERPOOL AND MANCHESTER RAILWAY



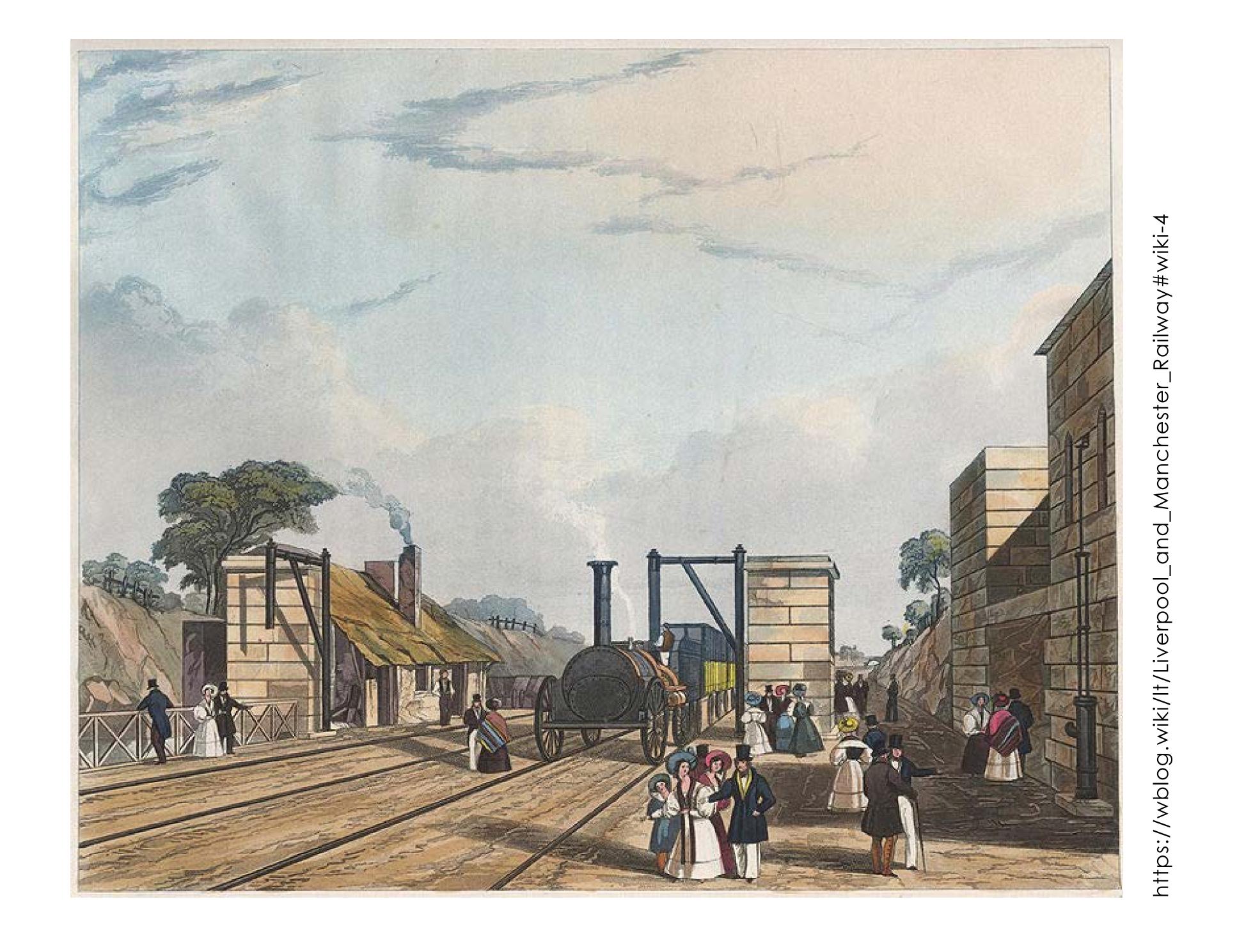


# THE INDUSTRIAL REVOLUTION (18-19TH CENT.) BECAME A LANDMARK EVENT IN THE LIFE OF SOCIETY AND LED TO INDUSTRIALIZATION

It was accompanied by urbanization, a rapid economic growth and increase in the life quality. That period of history was rich in undreamed-of discoveries and bold decisions that have inspired us to release the L&MR collection.







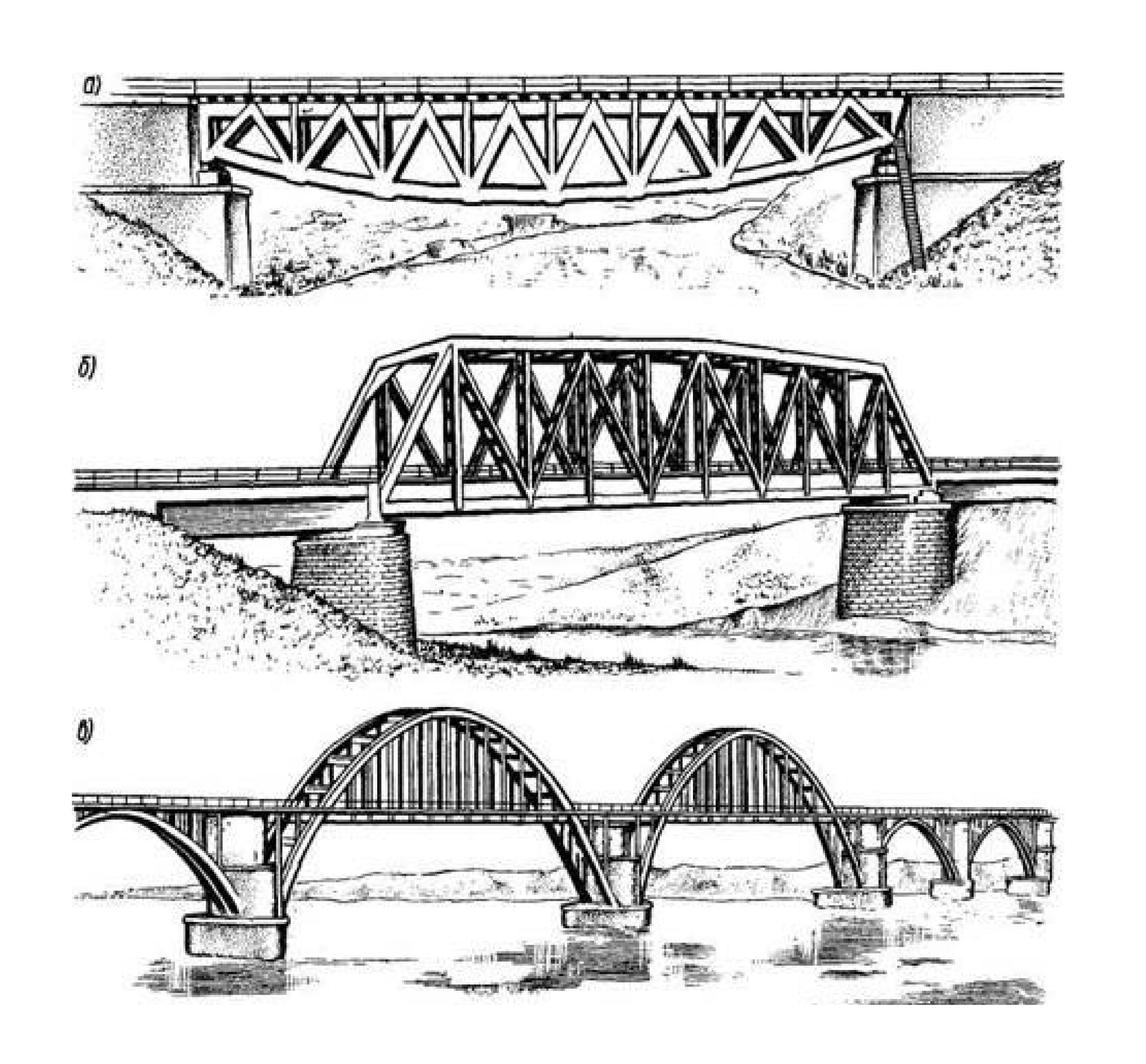
The concept was based on the world's first railway commission in the UK in 1830 (Liverpool and Manchester Railway, i.e. L&MR) which operated on steam engines exclusively and never used horse traction. Moreover, the trains ran strictly according to the schedule.



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The front edges of the watch case are stylized as rails while the lines on the dial symbolize railways.







The design of the side edges is inspired by that of girder bridges, which were often used for laying railway tracks.







The crown is hexagon-shaped in order to complement the design and collection's overall concept.





The watch dial is minimalist. The minute hand represents a modern interpretation of the old European station clocks.

## HIGHLIGHTED MARK AT MINUTE 27

refers to an interesting historical fact: the trains on the Liverpool-Manchester railway ran at thespeed of 27 km/h.









### THE COLLECTION INCLUDES THREE MODELS THAT DIFFER IN COLORS.

Each model is named after a type of the train that ran on that railway. Therefore, the model in white was named The Rocket, the model in black was named The Phoenix, and the nude model was named The Speedwell accordingly. The case back of each model is engraved with the corresponding train.







#### THE WATCH

case is made of stainless steel. Its water resistance is 30m, and the glass is sapphire. The mechanism is ronda 762 while the strap material is genuine leather.



A detailed topographic map with the route of the Liverpool-Manchester railway is depicted on the box.

### LEMR collection





