

Introduction

Makina's design **objective** is to bring uniqueness to watch design categories with an understated approach and draw attention to Philippine watchmaking and design. The same thinking was applied in the development of Andras_I. Ignoring popular opinion, we intently designed our first rectangular watch as a stealth sports watch with a modern flare to fill a gap and stand out from a sea of art deco blocks and dress watches in the 3-handed rectangular watch category. **The idea** was to design a black sheep and deliver to people a bold alternative.

What we aim to achieve with Andras_I is only one part of our long term **mission** in making a societal impact in the Philippines, where the brand is from.

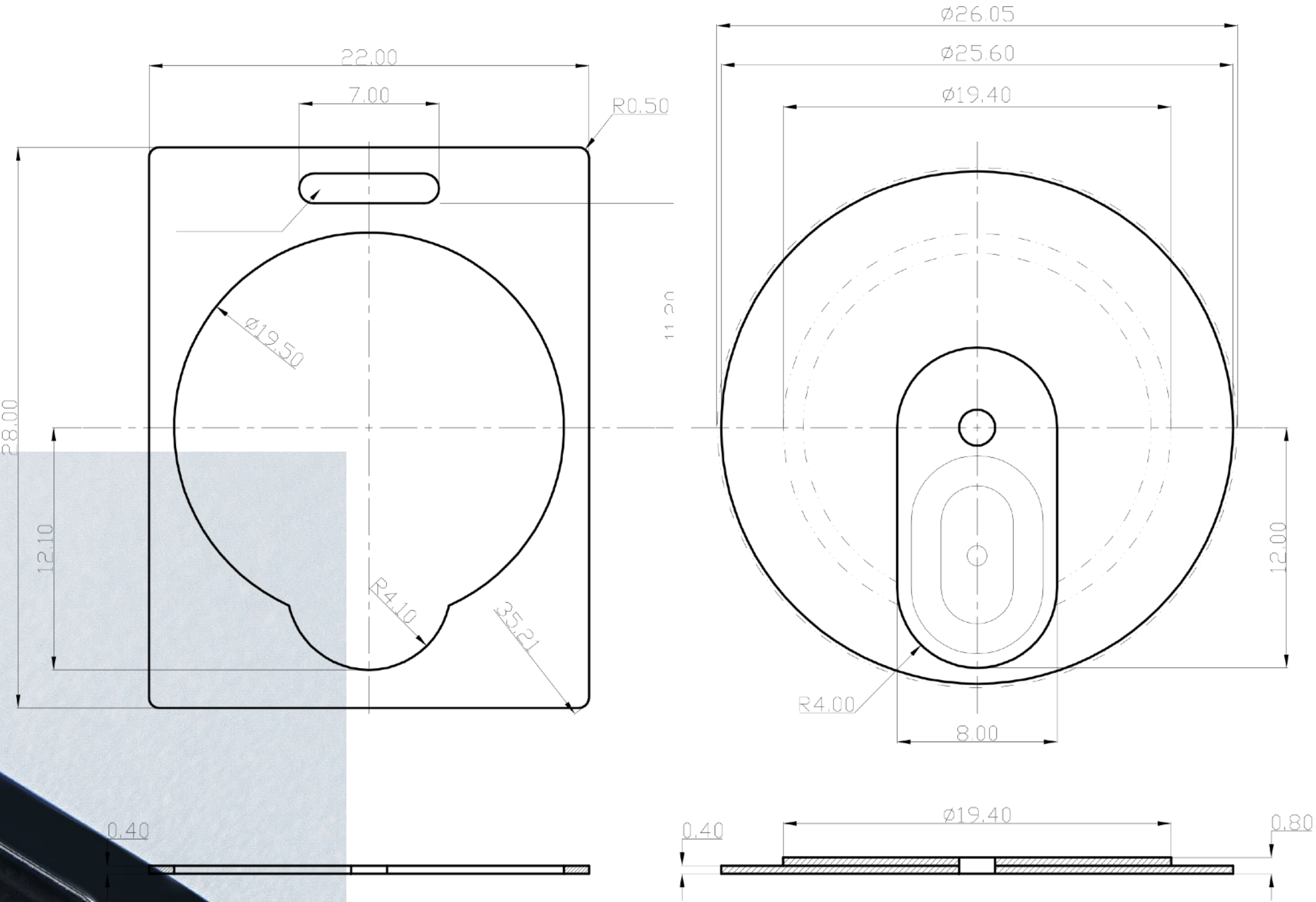
The challenge: Filipinos do not believe in their own products and think they should be made cheaper by default compared to other products from other countries. And that is because the Philippines is an underdog when it comes to design and quality products. We want to change this and build confidence in what it means to be "Filipino-made" by developing quality designs rarely seen from the Philippines.

Although the target is Filipinos, **our strategy** is to build timepieces that could attract international watch fans in the niche world of microbrands, branded with a strong Filipino name ("Makina" means machine in Tagalog). Because if other countries like a product, then Filipinos will too - a mindset that some Filipinos share.

We want Makina to be the example and inspire even more Filipinos to design products of the same caliber or higher in the Philippines.

Dial

Under the 3X AR coated sapphire crystal, is a multi-layered, 3-dimensional dial; a must-have for all Makina models. The middle layer displays crisp minute markers and hour markers that are made up of hand polished metallic indices which mirror the shape of its sword-like hands, painted blue for higher legibility under all lighting environments. The shape of the hands is consistent with all our models.

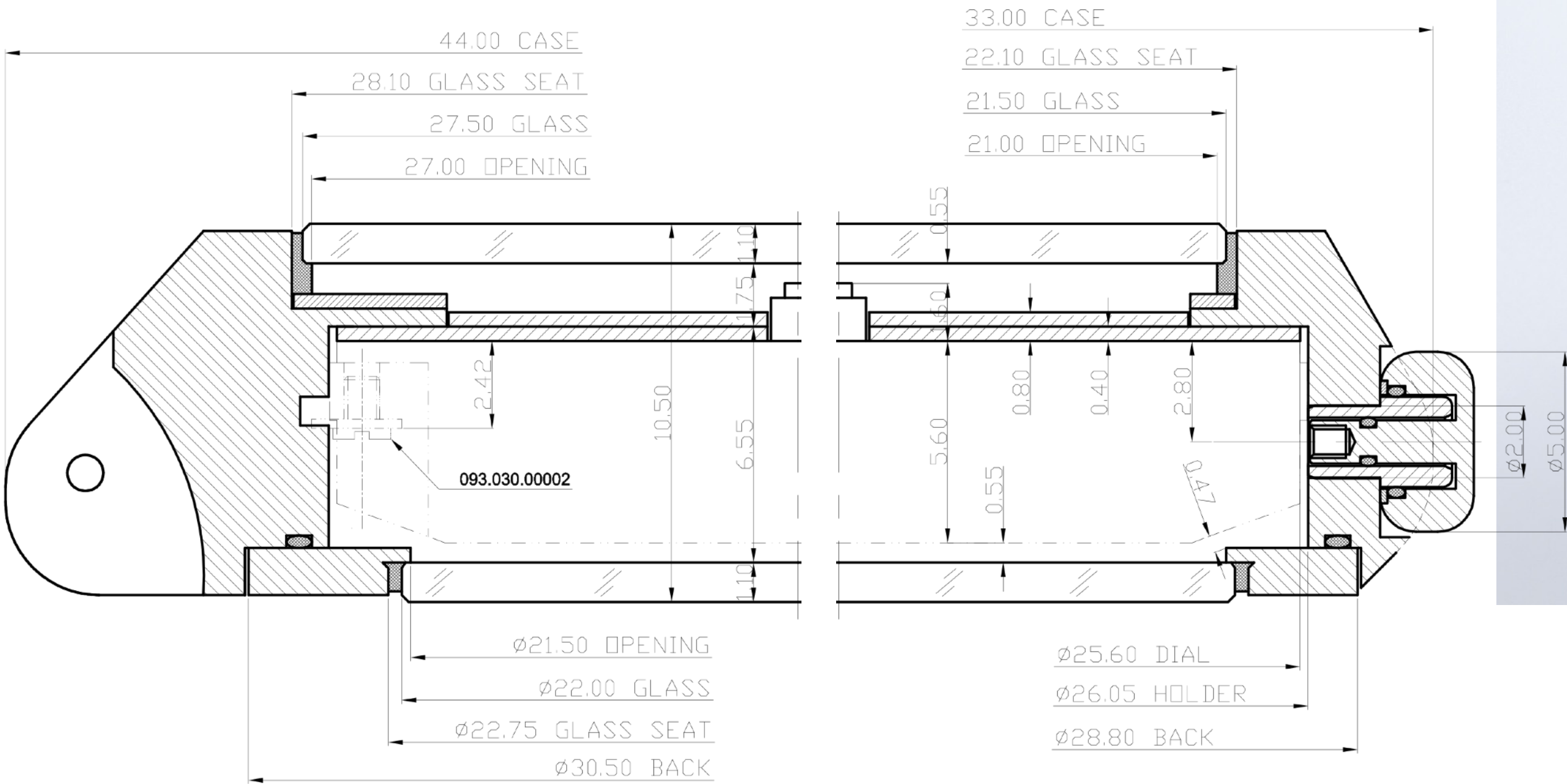
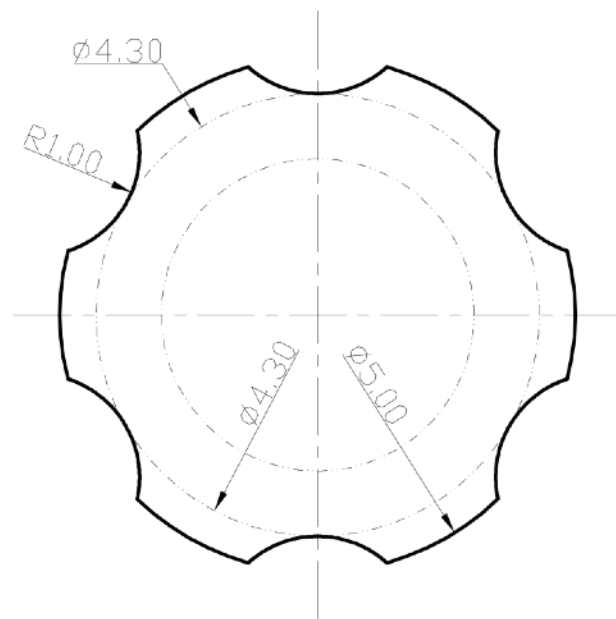


The bottom layer is carved inwards making room for the seconds markers displayed in an offset oval racetrack to give the timepiece a distinct face. The dial's round shapes in contrast with the case's angular shapes was intended to give an element of unpredictability to its overall design.

Case

Beyond a contemporary approach, we wanted a case design that looks captivating from all angles hence the angular shapes that make up its multifaceted design. It's PVD coated in stealth black for a bolder and a more imposing appearance. The 5 bar, surgical grade 316L stainless steel case has pronounced edges that are crisp and well defined without compromising comfort. It is finished with a combination of high gloss and hand brushed finishing for a more crafted and premium look.

The crown's shape is consistent with crowns found in our newer models and is simple, functional and a uniquely designed shape own-able to Makina.



Strap

The silicone strap that comes with a deployment clasp is comfortable, muscular and with depth echoing Andras_I's chiseled case and layered dial.

Case back

Like all of our timepieces, the back is uniquely flat for higher comfort. The case back is secured by 4 screws to ensure that the "M" emblem is always upright.

We use movements that are used in many luxury timepieces, Sellita SW 260-1 (38 hour power reserve) in Makina's brand color, gold, which is a color we incorporate into all our products.



Despite a very limited production budget, we wanted to marry thoughtful design with premium components and quality finish at an affordable price of **USD 725**.

For more information about Makina, please visit: WWW.MAKINAWATCHES.COM

Thank you.