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PRESS RELEASE

Communiqué de press, Presseinformation

SUMMER

The culmination of the fourth season with a magical 3D dial!

Alexander Shorokhoff watches are not always bold, loud, and extravagant; sometimes they can also be gentle, tender, and simply enchanting - like the new model "Summer". With this model, Alexander Shorokhoff completes the series of seasons, which includes the models "Winter", "Autumn", and "Spring".

At first glance, one is almost "flashed" by the magic embodied in the dial. And magic is truly the right word, as it's important to note the innovative manufacturing process of the dial. Both the small butterfly and the beautiful floral arrangement were crafted as appliqués using intricate 3D work. This creates a stunning depth and presence of the dial, truly unveiling the magic of the watch.



The background of the dial features a sunburst finish, while the center of the dial is lacquered. The light green and burgundy color palette accentuates the magic of the different dials. The blue hands perfectly complement the silver laser-cut in the center of the automatic watch.

The case is made of stainless steel with two sapphire crystals and measures 36 mm x 36 mm. The middle section is brushed, while the bezel and the back are polished. Additionally, the back features an intricately hand-engraved ring. The watch is water-resistant up to 3 ATM.



Inside the watch ticks an ETA automatic caliber 2000-1, featuring an etched, meticulously hand-finished and refined rotor, blued screws, 20 jewels, and a power reserve of approximately 40 hours.



The distinctive light green ostrich leather strap and the crocodile leather strap, perfectly matching the respective dial colors, give the new automatic watch an aesthetic touch of the highest level. With a limited edition of only 19-31 pieces and an excellent price-performance ratio, this magical model is a must-have for any watch enthusiast.

TECHNICAL SPECIFICATIONS MODEL "SUMMER":

Reference number: AS.AP.SOM1D

Price: 3,500 EUR

Caliber: Automatic Cal. 2000-1 ETA, hand-engraved and refined rotor, 20 jewels, power reserve of approximately 40 hours

Functions: Hours, minutes, central seconds with hacking feature

Case: Pillow-shaped stainless steel case set with diamonds, glass case back with a hand-engraved and refined insert ring, 3 atm

Diameter: 36 x 36 mm

Height: 8.55 mm

Glass: Sapphire crystal on both sides, anti-reflective on the front

Dial: Sunburst green with 3D appliqué

Hands: Blued stainless steel, seconds hand in steel color

Lugs: 22 mm

Strap: Light green calf leather strap with stainless steel pin buckle (or fold-over clasp for an additional charge)

Limitation: 19 pieces



Reference number: AS.AP.SOM2

Price: 2,595 EUR

Caliber: Automatic Cal. 2000-1 ETA, hand-engraved and refined rotor, 20 jewels, power reserve of approximately 40 hours

Functions: Hours, minutes, central seconds with hacking feature

Case: Pillow-shaped stainless steel case, glass case back with a hand-engraved and refined insert ring, 3 atm

Diameter: 36 x 36 mm

Height: 8.55 mm

Glass: Sapphire crystal on both sides, anti-reflective on the front

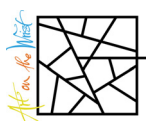
Dial: Sunburst – Bordeaux with 3D appliqué

Hands: Blued stainless steel, seconds hand in steel color

Lugs: 22 mm

Strap: Bordeaux/Fuchsia crocodile leather strap with stainless steel pin buckle (or fold-over clasp for an additional charge)

Limitation: 31 pieces



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