

PRESS RELEASE

Communiqué de press, Presseinformation

KARANDASH

The avant-garde movement on your wrist!

The avant-garde movement, born from the art and literature of the early 20th century, stands for one thing above all: a courage to experiment, a delight in breaking with tradition, and an unmistakable sense of individuality. It forms the perfect intersection of watchmaking, design, and personal expression – and with the new hand-wound model *Karandash*, Alexander Shorokhoff brings this avant-garde spirit directly to the wrist. Anyone who wears it showcases not only style, but also a bold appreciation for creativity and uniqueness.



This watch practically demands attention: the elongated yellow hands with red tips and circular cut-outs almost steal the show from every other design element. On the dial, they take center stage while still harmonizing beautifully with every surrounding detail. The green subdial at the 9 o'clock position becomes a colorful display for the small seconds, while the blue subdial opposite showcases the date in an elegant open-worked design.

The yellow minute track ring and the recessed dial add depth, while the outer ring – adorned with the names of artists who shaped the avant-garde – is slightly elevated, giving the entire piece the presence of a small work of art. The hour appliqués with orange accents and the distinctive “60” share the same color tone as the 43.5 mm stainless-steel case – harmonious down to the last detail.



A look inside reveals the refined hand-wound movement 3105.AS, visible through the sapphire caseback. Hand engravings, rose-gold plating, hand-polished and blued screws, and cloud-finished wheels turn every glance at the movement into a moment of luxury.

The black calfskin strap with green decorative stitching picks up the green of the dial and completes the artwork to perfection. Limited to only 50 pieces, *Karandash* is intentionally different – a rare expression of creativity, a piece of art for the wrist that stands out, inspires, and amazes.

Technical Specifications – Model “KARANDASH”

Reference number: AS.KRDSH-1 / Price: €1,750

Caliber: 3105.AS hand-wound movement, partially hand-engraved and refined, with blued screws, 17 jewels, approx. 42-hour power reserve

Functions: Hours, minutes, small seconds at 9 o'clock, date

Case: Stainless steel, brushed and polished, 5 atm

Diameter: 43.5 mm / **Height:** 11.5 mm

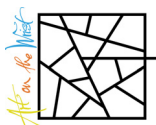
Glass: Anti-reflective sapphire front crystal, sapphire caseback

Dial: Black with colored elements

Hands: Hour and minute hands lacquered in yellow with red tips; small seconds hand lacquered in green
Lug width: 22 mm

Strap: Black calfskin with green contrast stitching on the side

Limited edition: 50 pieces



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