



a timepiece of Scandinavia

GoS Watches - Press Release

Contact: Patrik Sjögren and Johan Gustafsson

Email info@goswatches.com

<http://www.goswatches.com>

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Bifrost - the first GoS dress watch

The partnership between master blade smith Johan Gustafsson and watchmaker Patrik Sjögren was forged to provide truly unique watches, inspired by the beauty of northern Scandinavia and the ancient Swedish tradition of metallurgy.

This year's BaselWorld saw the debut of our new Bifrost collection, and the main attraction was a prototype of the Isblå (ice blue). Production of the Isblå is now well underway and the first pieces have been delivered. We are delighted with the positive response we have received for the design and new features in this collection.

The Bifrost collection is the first GoS dress watch and what we believe to be the first ever damascus steel watch of its size. This is one of most expressive dress watches available, and owing to its more modest size it looks great on a woman's wrist as well.

One of the major design differences between the Bifrost and our previous models is in the bezel. We chose to emphasize the pattern of the dial and present a more refined case. The sunray burst of the steel bezel draws the focus towards the dial where the index ring has been redesigned to give the dial more space to shine.



Bifrost - Isblå

The Bifrost Isblá embodies the blue nuances that are captured in thick . As with all GoS watches, every Bifrost Isblá is a unique piece, and individually numbered. The initial Bifrost Isblá models will be limited to 25pcs, with further versions based on additional color themes to follow, including bi-color gold/damascus steel versions.



Bifrost - Isblá - Damascus steel crown

The Bifrost collection represents the first GoS model to feature Johan Gustafsson's newly developed "high contrast" stainless Damascus steel. The case features this fantastic new material, as does the rotor which is shaped like the GoS triskele symbol. The design of the case and case back is such that the weight of the rotor is hidden, showing only the movement and the triskele shaped Damascus steel rotor.



Bifrost rotor in "high contrast" stainless Damascus steel

Johan Gustafsson invented and refined the process to make his "high contrast" stainless damascus steel during the autumn of 2013. This material allows us to create even more intricately defined patterns, providing a true step forward over our previous models. There are only a handful of bladesmiths who have succeeded in making pattern-welded stainless steel. However, Johan has taken it to the level where he is now able to create the same kind of dense and expressive patterns in his new stainless damascus steel as when he is working in carbon based steel.

The hands of the Bifrost Isblå are formed from solid white gold, bearing the same the GoS sword shape that premiered in the Stockholm model. All hands and index rings are hand finished with polished bevels and a "satinized" top.

The Bifrost Isblå's strap is crafted from soft, black nubuck. The matte surface of the strap blends well with the damascus steel finish of the case. These handmade GoS straps are paired with a stainless steel GoS buckle, and are secured by screws to the case's lugs.

Background - Bifrost and GoS triskele

Bifrost is the name of the sacred rainbow bridge in Norse mythology. The rainbow bridge was thought to connect the earth (Midgård) and the realm of the gods (Asgård). GoS tempered damascus steel dials require natural light to generate their dynamic colors, much in the same way that a rainbow appears only when light shines through the moist air.

The GoS triskele is a triple blade shape with a design that is loosely based on triskele symbols that are common in ancient Nordic and Celtic culture. One of the most famous of these symbols is the interlocked triple horn that symbolise the god Oden (and his drinking habits).



Viking age stone carving featuring different triskele symbols

Specifications - GoS Bifrost - Isblå

Watch series - Bifrost

- Case: Stainless steel and stainless "high contrast" damascus steel 42.5mmx9.5mm (5ATM)
- Lug width: 22mm
- Glass: Flat sapphire glass with AR coating
- Movement: Swiss automatic - Soprod A10
- Movement refinement: Finished with circular Geneva stripes and specified to chronometre grade.
- Movement customization: GoS symbol damascus steel rotor
- Dial: Solid damascus steel tempered to an ice blue nuance
- Index ring/rehaut: Solid 18K white gold
- Hands: Solid 18K white gold shaped and polished by hand
- Crown: 8mm in finegrained stainless damascus stainless steel, double gasket crown inset
- Case finishing: "High contrast" stainless damascus steel, high gloss polished with GoS logo engraved on case side.
- Case back finished with circular grains
- Strap: Handcrafted soft nubuck leather, fitted with GoS stainless steel buckle
- Every watch engraved with its production number
- Limitation: 25pieces
- Two year guarantee

Presentation Box

- Individually crafted box in svepask technique of birch wood
- Colored with natural pigments mixed in linseed oil
- Covered with high grade natural wax and polished to a deep finish

High resolution photos available on request. All Bifrost photos by Björn Dahlgren.