

Press Release



GoS Watches

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FOR IMMEDIATE RELEASE

Stockholm - a new GoS model

The partnership between the bladesmith Johan Gustafsson and watchmaker Patrik Sjögren aims to provide truly unique watches with inspiration from the cold north of Scandinavia.

GoS proudly presents the new model *Stockholm*, which has been designed in corporation with the owners of the exclusive watch store Fredmans Ur, the GoS retailer in Stockholm. The production of Stockholm is limited to five watches of which four pieces with a mother of pearl dial and a single piece with a dial in blue Lapis Lazuli. The dials in natural materials highlight the rich details within the handforged Damascus steel. Johan Gustafsson has achieved a very fine grained steel, which pattern is made visible through careful and time consuming hand finishing techniques.

The movement in the Stockholm model is the hand wound Alpina 592R from the 1950s, a NOS movement that has been thoroughly serviced and adjusted before the assembly in the GoS workshop. The Alpina movement beautifully display the characteristics and overall quality of watch movements from that era and has been kept in the original finishing. The deep beveling and the bridge shapes perfectly match the designs and shapes of the Damascus steel parts.

The Stockholm watch is the first model to be delivered in the new GoS presentation box. The boxes are individually crafted by Sture Nyberg, a local woodcraft artisan who is well known for his work which he regularly exhibit. The box is crafted in an ancient technique called "svep" in Swedish and is so specific to the Baltic region that it does not have an English name. The material is thin birch wood that is moisturized and bent over a round template. Birch root is then used to lock the shape with a seam.



Stockholm 1/4 - GoS 023



Stockholm 1/4 - GoS 023



GoS Presentation Box

Specifications Stockholm

- Case: 42mmx10mm
- Lug width: 22mm
- Glass: Flat sapphire glass
- Movement: Swiss manual movement Alpina 592R
- Dial: Mother of pearl for 4pcs 1/4-4/4, One piece 1/1 has a dial in blue Lapis Lazuli with small gold pyrites
- Hands: Spear shape in hand forged Damascus steel
- Index ring, rehaut: Fileworked and polished in hand forged Damascus steel
- Crown: 8mm in finegrained Damascus stainless steel
- Case finishing: All highgloss polished with Gustafsson & Sjögren logo on case side.
- Strap: Handcrafted in Louisiana Alligator.
- Presentation box: Individually crafted box in svepask technique.

Fredmans Ur

Fredmans Ur is the the official GoS retailer in Stockholm, Sweden. Fredmans Ur has established a reputation of being a very good representative for high-end brands that are not available in other watch boutiques in Stockholm. The location of Fredmans Ur is absolutely perfect as it is situated in the most exclusive parts of Stockholm with other luxurious shops as close neighbors.

Reservation list

We have already received expressions of interest for the new Stockholm model and have therefore prepared a reservation list. This list enables customers to reserve Stockholm watches before they are finished and the list will be managed by Fredmans Ur who also have GoS watches on display. The production of the Stockholm watches will proceed during Q2 2011 for delivery mainly during the end of Q2 and early Q3.

Planned production:

Stockholm 1/4 - GoS 023 MOP dial
Stockholm 2/4 - GoS 024 MOP dial
Stockholm 3/4 - GoS 025 MOP dial
Stockholm 4/4 - GoS 026 MOP dial
Stockholm 1/1 - GoS 027 Blue Lapis Lazuli dial

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Handmade in Sweden

Damascus steel is an ancient technique of forging steel, originally used to create blades for swords. But not just any blades, blades of legendary sharpness and strength. Gustafsson & Sjögren, GoS Watches, came up with an inventive way of using this forging technique to create beautiful handmade watch dials and other watch parts.

The process of hand forging Damascus steel results in every forged piece containing patterns with a different character and personality. This means that every GoS watch is truly one of a kind and a piece of art.

GoS also offers uniquely customized handcrafted watches in addition to the existing models. Customers can request patterns and colors based on the broad range of Damascus techniques shown in Johan Gustafsson's knife production.

JOHAN GUSTAFSSON Johan has always been fascinated by steel crafting. Since he now lives at a beautiful and historically rich location in Norsholm, he is always in close proximity to the heritage left behind by the Vikings. From his house by the water, Johan can even see the site where remnants from an ancient weapon forge were found.

KNIVES During his long career as a knifemaker he has always been driven by his creativity and desire to continuously improve. All this experience and ambition is now infused in every single GoS watch.

PATRIK SJÖGREN Patrik graduated from the Swedish watchmaker school in 2007 having received an award for high grades and as one of the best of his class. Having achieved both Swedish and Swiss Wostep watchmaker certificates, he was also granted a scholarship resulting in a Breitling certificate.

WATCHMAKER/ENGINEER With a Masters degree in Computer Science and Engineering and a particular expertise in computer security - Patrik has a sharp edge for minute details and an unshaken focus. For as long as he can remember his curiosity and mechanical talent has made him exceptionally good at problem-solving.