



Gustafsson & Sjögren Watches proudly presents – Winter Nights – a new series of watches that are produced in collaboration with PuristSPro. These are the first GoS watches to feature our own manually wound movement with a 4/5 bridge in solid handforged Damascus steel. The series is strictly limited to 10 pieces and available exclusively through PuristSPro on a pre-order subscription basis.

The partnership between the bladesmith Johan Gustafsson and watchmaker Patrik Sjögren aims to provide truly unique watches, created with inspiration from northern Scandinavia and the long Swedish tradition in metallurgy.

GoS draws inspiration from the Nordic nature or traditions and the Winter Nights is no exception as it is connected to both sources of inspiration. It is during those cold and clear winter nights that likelihood of seeing spectacular northern lights is the highest. The swirling patterns of Winter Nights dial can be perceived as the rapidly changing shapes within a nordic lights. The winter of 2012/2013 is believed to become very rich on northern lights due to the sun activities.

Winter Nights, "Vinternätter" in Swedish, is also the name of an ancient festival that was initially celebrated in pre-Christian Scandinavia. The festival marked the end of summer, the start of the winter, and the beginning of a new year. It was a harvest feast and also a time of honouring the ancestral spirits, the spirits of the land, and the powers of fruitfulness, wisdom, and death. The exact dates varied with the regional weather but it usually occurred during the month of October. This heathen tradition was later transformed into what is now the "All Hallows Eve" and "All Saints Day".



This picture is from a Winter Night at Kebnekaise, the highest Swedish mountain, or "fjäll" as we call our northern mountains.



The basic element of all watches from Gustafsson & Sjögren is the handforged patternwelded steel, also known as Damascus steel. Johan Gustafsson applies a true folded damascus steel technique on layers of high grade Swedish tool steels. We use 128 layers in most GoS dials as we have found it to give the best expression in for parts in this size. The dials of Winter Nights have a pattern that was invented by Johan Gustafsson 2010 and which we have named Wildflower. Wildflower is semi-symmetrical and has a definite center point, which makes it very suitable for watch dials. This pattern is our choice for the Winter Nights watches.

Every customer can customize the watch by selecting either a colored or uncolored dial and complementing the dial with hands and index ring in either white gold or 18K gold in the copper rich Swedish nuance.

Johan Gustafsson is an expert in extracting colors from the steel itself through a tempering process. This kind of coloring give a very dynamic appearance that changes depending on angle of light. This tempering, as well as Patrik's surface treatment of the bridge, also serve as an effective treatment against oxidation. The dials of the Winter Nights will have a more heavily etched surface than our previous GoS dials. This results in an effect where a tempered dial will show both colored sections and natural steel sections.

Every Winter Nights watch will have a similar expression but due to the nature of Damascus steel, it is not possible to create two identical patterns. This means that even though this series is limited to 10 pieces, every watch will be a unique piece. We will offer every customer the possibility to choose from two (or more) produced dials before the watch is assembled.

The following pages are photo montages based on the Nordic Season model which has the same case design as the Winter Nights. The pictures accurately describes how the Winter Nights watches will look like depending on the selected options.



GoS Winter Nights with an uncolored Wildflower damascus steel dial and hands in Swedish yellow gold.



GoS Winter Nights with a blue/purple tempered Wildflower damascus steel dial and hands in Swedish yellow gold.



GoS Winter Nights with an blue/purple tempered Wildflower damascus steel dial and hands in white gold.



GoS Winter Nights with an uncolored Wildflower damascus steel dial and hands in white gold.



The watch case of stainless Damascus steel is based on the previous distinctive GoS cases which accentuate the Damascus steel features by mirroring the pattern in the highgloss polished bezel and case back.



The GoS logo is engraved on the case side, which is then etched again to visualize that the steel pattern continues through the solid case in stainless damascus steel.



The damascus steel crown has a large diameter but fits tightly to the case to make the watch comfortable to wear (and wind) even though the case is 45mm in diameter. The etching and additional treatment of the grip area gives the crown a smooth feeling.



Plenty of details and contrasting finishing means lots of details to examine from every angle.



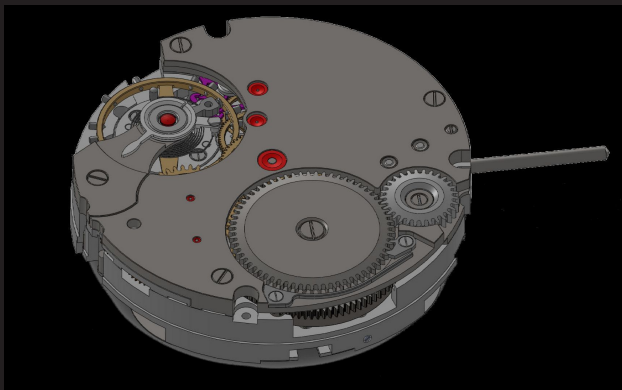
The stainless steel lugs are securely fastened using both a fitting piece design and and screws.



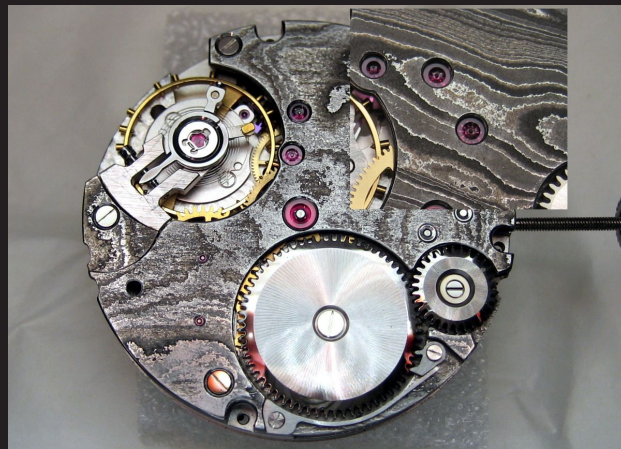
The damascus steel details are framed by the large bezel and and case back which are finished to a highgloss finish. The hands are finished by hand with a polished bevels and satinized surface.

The GoS movement is a collaboration between GoS and Martin Braun (of Antoine Martin/MHO) and is based on a new caliber of his. Our ambition is to show as much of the intricate damascus steel patterns as possible. With this goal in mind, we created a 4/5-bridge and a balance cock made from of one piece of solid handforged damascus steel. This movement combines Martin Braun's attention to details and long experience as a movement manufacturer with the craftsmanship and esthetics of the GoS team. The caliber includes Martin Braun's HPE innovation in the use of Silicium in the escape mechanism to not only extend the service intervals but also increase the overall effectiveness of the mechanism compared to a conventional design.

Patrik Sjögren applies his finishing to the movement parts in damascus steel with the goal to have a good balance between the raw damascus steel surface and the traditionally highgloss polished beveled edges. Finishing damascus steel is very labor intensive as every part is polished, beveled and etched multiple times to achieve the final result. The Damascus steel in the Winter Nights GoS movements is forged into the traditional woodgrain pattern, also known as the ladder pattern. This is one of the oldest known damascus steel patterns and is still considered to be one of the most beautiful and expressive patterns.



The GoS manual movement features a large 4/5 bridge. The bridge and the balance cock are made from the same piece of steel.



The movement prototype was made in a different steel pattern. The inset picture shows the pattern for Winter Nights.

The Winter Nights will be fitted with a strap in soft and velvety Nubuck leather. The natural-looking surface of the straps blends well with the Damascus steel finish. These GoS straps are handmade in Switzerland and are fitted with screwed lugs



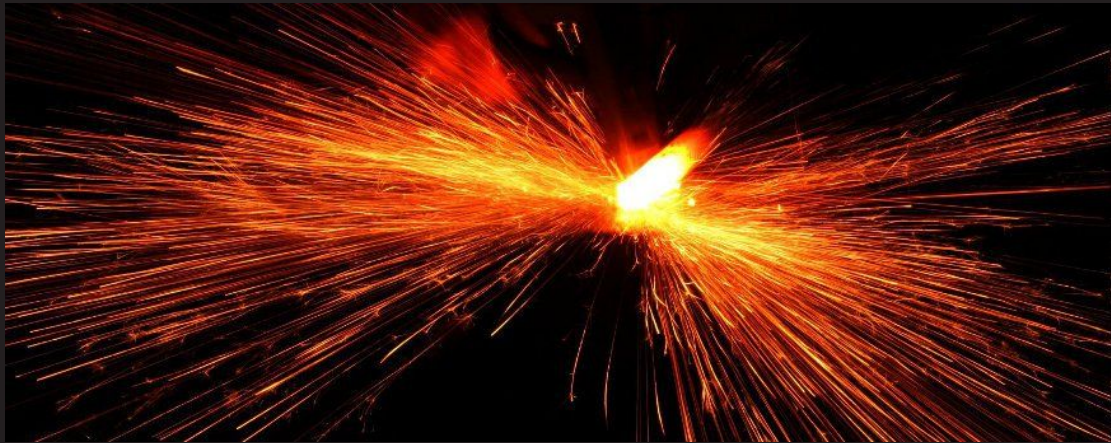
Every presentation box is individually crafted by a local artisan who regularly exhibits his traditional handcrafts both locally and nationally. This presentation box has been made to GoS specifications and holds the watch on a pillow within the box.

Metallurgy with an ancient history

Metalworking has a long history in Sweden: the Vikings were among the first to develop a patternwelding technique to make their swords superior to others. The processing techniques that were developed during this time in Scandinavia improved the quality of tools as well as iron work throughout the world. The main technique for making superior swords was hot forging of the sword material and quenching, to retain the martensitic (hardened) structure. It is said that the Vikings quenched forged swords in beer and read their fortunes from the lines and patterns that were formed. A sword was not just an instrument of war: it represented national as well as an individual pride, protection for one's kin, honour, and, above all, it was a symbol of heroism.

The hand-forged Damascus steel in GoS watches is forged by Johan Gustafsson. He uses modern Swedish tool steels, which are renowned for their superior qualities. Johan has reinvented the ancient techniques in his smithy and has developed new techniques and patterns that are his inimitable trademarks. He has a long career as a master bladesmith and knifemaker, and his work is renowned by collectors of knives and colleagues worldwide.

The majority of the damascus steel parts are made in 128-layered steel, which is then transformed into the specific patterns through different techniques. Needless to say, the process is very time consuming.



Handforging is a vital element in producing high quality Damascus steel patterns.



The picture above illustrates a section of a genuine Viking sword dated from the 10th century, which still is sharp enough to cut through paper.



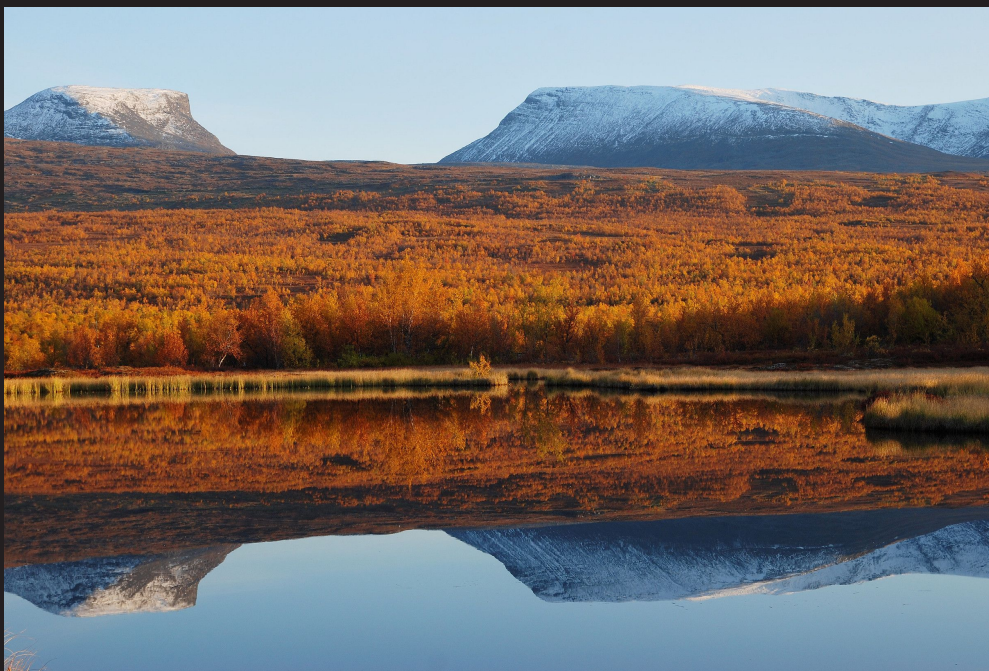
Johan Gustafsson has always been fascinated by steel crafting. Since he now lives in a beautiful and historically rich location in Norsholm, he is always in close proximity to the heritage left behind by the Vikings. From his house by the water, Johan can even see the site where remnants from an ancient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

Traditional Scandinavian handcraft

Johan Gustafsson and Patrik Sjögren share a deep passion for their craft and for the ancient Scandinavian craft tradition. Patrik and Johan also have similar design ideals and their teamwork is natural even though their respective crafts are very different in character. The Scandinavian craft tradition is manifest in all parts of the GoS concept, from the presentation boxes, the watch straps to the watch parts themselves. The watch straps are optionally available as traditional Sami reindeer straps manufactured to GoS specifications.

Designs inspired by Scandinavian history and nature

Scandinavian nature and history are key sources of inspiration when Patrik and Johan design the elements of GoS watches. One example of this is the series Nordic Seasons, which shows the contrasts of the seasons in Scandinavia with a colour scheme for each season. Another example is the Northern Lights, which was used as the inspiration for the Aurora watch.



A picture from Abisko in Swedish Lapland.

Unique combination of high-end watchmaking and hand-forged steel

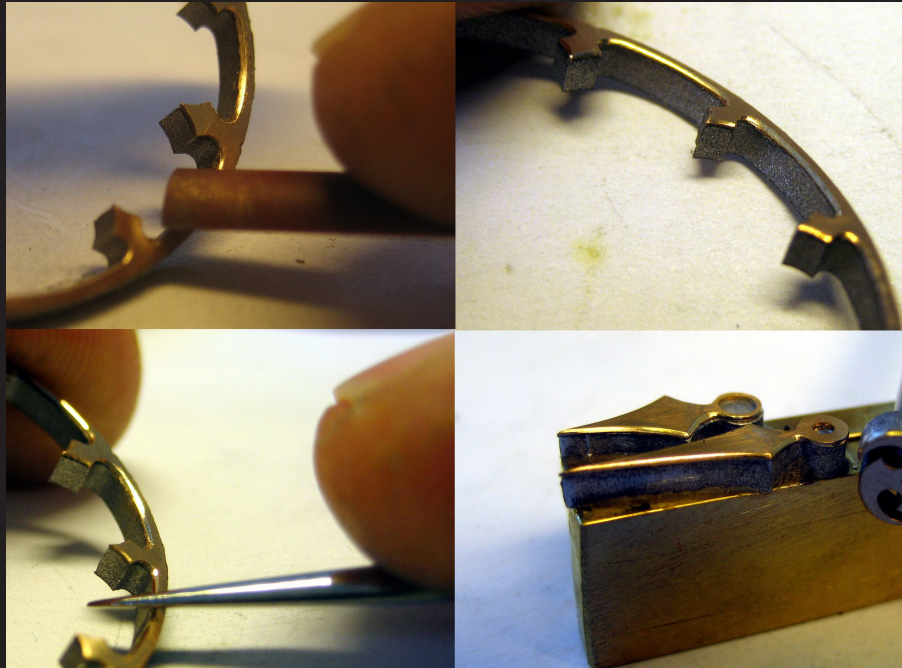
Patrik Sjögren is a skilled watchmaker and has received praise for the GoS watches from the most demanding watch aficionados. His work with GoS movements and their bridges in Damascus steel has received worldwide recognition. Patrik Sjögren manufactures not only the crowns, dials and dial components but also the watch hands and movement parts. Every part is then finished by Patrik to his own high specifications, which means that at least one working day is spent on finishing a set of watch hands alone. The finishing of one Damascus steel bridge takes at least one full week, as it is very labour intensive. The resulting combination of raw Damascus steel surfaces and high-gloss polished details is another unique feature of GoS watches.

GoS have produced watches with different movement modifications based on standard calibers from ETA. We have made custom rotors in damascus steel and also custom bridges for 6498, as shown in the Nordic Seasons. The GoS movement in Winter Nights will be our first own caliber and to our knowledge the first ever that is produces with damascus steel bridges.

The best suppliers are chosen for parts that are not manufactured in the GoS workshop. The cases for the Nordic Season and Winter Nights watches are manufactured by the best watch case maker in Germany using steel provided by GoS. Patrik Sjögren then refinish the damascus steel parts to make the pattern appear and to give it the lustrous shine.

Highly skilled local artisans develop wooden presentation boxes and display material to GoS specifications. The watch straps are handmade, e.g. the straps for the Nordic Season watches are handmade in thick but very soft Nubuck leather.





Patrik finishes the hands and index ring of the Nordic Season watches by hand. These pictures illustrates the first steps to bevel the edge and then initiate polishing.



It is very time consuming to finish the damascus steel bridges.



Every part is polished, beveled and etched multiple times to achieve the final result.



These pictures illustrate the phases that every damascus steel goes through during finishing and show the 6498-modification done for Nordic Seasons Autumn 1/5. The goal with the finishing is to get a good balance between the raw damascus steel surface and the highgloss polished beveled edges.

Specifications - GoS Winter Nights

Case: Stainless steel and stainless Damascus steel 45mm × 10.5mm (10atm)

Lug width: 22mm

Glass: Flat sapphire glass with AR coating and the GoS logo printed on the inside

Movement: GoS manufacture caliber

Dial: Hand-forged Damascus steel in Johan Gustafsson's Wildflower pattern

Index ring/rehaut: Solid gold, shaped and polished by hand

Hands: Solid gold, shaped and polished by hand

Crown: 9mm in fine-grained stainless Damascus steel, double gasket crown inset

Case finishing: Stainless Damascus steel, high-gloss polish with GoS logo engraved on case side

Case Engraving: "Winter Nights" "for PuristS"

Strap: Handcrafted strap in soft Nubuck leather, fitted with the GoS stainless steel buckle

Every customer selects either an colored or uncolored dial and white or yellow gold hands.

The Winter Nights (for PuristS) is strictly limited to 10 pieces.

GoS manufacture caliber

GoS caliber 1, a cooperation between Martin Braun and Patrik Sjögren.

Diameter: 36 mm diameter

Power reserve: 72 hours

BPH: 18.000 bph

Modern escapement: Silicon escape wheel and anchor

Additional features:

Power reserve indicator on back

Screwed glucydur balance wheel

All wheels in the movement polished according to Geneva seal hallmark

Cyclovente teeth on wheels

Every movement will be a unique piece as it is not possible to duplicate the handforged pattern



Producing a watch with parts in hand forged Damascus steel is very time consuming. This is all worthwhile considering how the final piece of art, which once started of as raw steel, now speaks with personality and rich details.



The etching of the damascus steel case is restricted to a minimum with the intention to not overpower the dial, which is the main attraction of every GoS watch. This is Nordic Seasons Spring 2/5.

GoS Watches – Every watch is a unique piece

There is nothing in the watch industry that compares to a GoS watch. The whole concept is unique and given the nature of the Damascus steel itself and the color tempering technique, it is not possible to create two identical GoS watches.

The core values of Gustafsson & Sjögren Watches

- Swedish tradition in metallurgy, dating back to the Vikings
- Passion for traditional Scandinavian handcraft
- Designs inspired by Scandinavian nature and history
- High-end watchmaking using hand-forged steel

This first edition of watches with the GoS Damascus steel caliber is available exclusively through PuristSPro.

Price: US\$19,000

GoS Winter Nights orders: info@puristspro.com

GoS Watch details/options: info@goswatches.com

GoS Web: www.goswatches.com

