



Signs of Viking Past

## GoS Watches - Press Release

### Immediate release

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### GoS Skadi - the Norse goddess of Winter

The latest model from GoS combines black damascus steel with red gold and glacier-blue luminous Mother of Pearl to illustrate the landscape ruled by *Skadi* - the Winter Goddess in Norse Mythology. *Skadi* is pronounced Skah-dee and she personifies strength, courage, and endurance. Her most mentioned attributes are her bow and skis as she is very skilled at using them both to hunt and to engage in battle.

Hands and movement components are made from Johan Gustafsson's damascus steel which have been featured in previous GoS models but are now re-introduced in *Skadi* with further refinement. The engraving on both case lugs and movement is done by master knifemaker Anders Hedlund, who also does the outstanding engraving work on *Sarek Trollius*. GoS introduce another master craftsman to the GoS collective as master goldsmith Peter deWit cast the 18k gold parts for the case and has his jewel fitters apply the premium quality blue sapphires in all indexes and the handsculpted damascus steel crown.



*Skadi – 18k Gold and black damascus steel with blue sapphire highlights*

GoS developed the black damascus steel during 2018 and it was first introduced in the collaboration with Singer Reimagined and the unique piece Track1 Black Damascus for *OnlyWatch 2019*. A damascus steel pattern normally loose most of its contrasts within the pattern if the material is coated. However, the industry strength PVD coating that GoS is developed in Sweden and has superb qualities that enhance the contrasts. The black polished elements of the pattern welded steel are indeed deep black but also sparkle with light reflections.

The dial is made from white Mother of Pearl, which is both colored and backlit through clever use of modern Swiss Super-Luminova. This technique was developed by Patrik Sjögren during 2018 and was first introduced in Sarek Glacier during Baselworld 2019.

The icy blue glow has a close resemblance to the light reflections in a snowy landscape during a moonlit night.

The dials consists of three layers; a brass base dial, a thin mother-of-pearl disc and the hand-applied SuperLuminova in between.



*Skadi – Glacier blue Mother of Pearl dial with an ice blue glow*

The collaboration with Master knifemaker Anders Hedlund continues as he engraves both the sides of the lugs with a viking knot pattern and the damascus steel bridges of the movement. The movement bridges are manufactured from one solid piece of Johan Gustafsson's artistic damascus steel.

The finishing is done by Patrik Sjögren who has continued to further refine and develop the finishing of the damascus steel movement since they were first introduced by GoS in 2012. The goal is to achieve a maximum contrast of the damascus steel pattern and to combine that with high gloss polished bevels.

Anders suggested to draw inspiration from Viking shield decoration and to fill the engraving with gold for maximum contrast to the damascus steel. The gold-filled line is framed by a recessed bevels. These bevels are also high gloss polished. The final finishing step reveals the pattern also on all highgloss polished bevels and illustrate how the damascus steel pattern continue through the material.

During 2018, Anders Hedlund received "Best in Show" award at the Solvang Invitational custom Knife show and also received the "Wooden Sword award" presented by the book "Knives 2018". That award is widely regarded as an acknowledgment of being the worlds best knifemaker.



*The damascus steel bridges with a gold filled viking shield engraving*



*Skadi side view - closeup on the lustrous engraving and the crown with an inset blue Sapphire*

### **Skadi as described in Snorri Sturluson's Prose Edda, written in Iceland during the early 13th century**

*Snorri Sturluson explains that Skadi's father was killed by the gods after stealing the golden apples of Idun. The items were reclaimed, and the gods returned to Asgard thinking all is well. Unfortunately for them, Skadi isn't the sort of daughter to sit quietly and let her father's death go unavenged. She girds herself in armor, takes up arms, and storms Asgard itself to face the gods responsible for her father's death.*

*The gods are a little nervous when they see Skadi, so they attempt to work out a deal with her. A common Norse practice as a blood price - the family of one who was slain would be paid money to compensate them for their loss. The gods offer Skadi a blood price of gold in exchange for her father's death.*

*She explained that she was in possession of all the gold she ever needed. When her grandfather Olvaldi had died, he left much gold to his sons and one of them was her own father and now she had this gold. Instead, Skadi wanted to have a husband from among the gods.*

*Still intimidated by her warlike stance, the gods agree to her demands. However, they tell Skadi that she must choose her husband without seeing his face: all she will be allowed to see are his feet.*

*So she did...*



*Skadi Hunting in the Mountains (1901) by H. L. M.*

## **Premium tapered strap and Swiss made deployant buckle in 18k gold**

GoS watch straps are normally made from moose leather sourced by GoS but the strap selected for Skadi No.1 is a glossy black Alligator. However, we offer alternatives to further personalize the watch with straps in different leather qualities and stitching. The Swiss made deployant buckle is in solid 18k gold and the supplier's patented and elegant snap lock mechanism has been proven to be flawless by major premium watch brands.

### **Specification - GoS Skadi – Limited to 5pcs**

- Case: 44.5mmx10.5mm (5ATM)
- Lug width: 22mm
- Glass: Flat sapphire glass with double sided AR coating, extra hard on outside
- Movement: Soprod Chronometre grade 6498 with screwed balance. Bridges made from one solid piece of damascus steel handforged by Johan Gustafsson.
- Dial: Three-layered dial with premium white mother-of-pearl on top and a thick layer of Swiss Super-LumiNova below for the best available afterglow and colored luminescence. The luminescent material is enclosed by a thin rhodinated brass plate with hand-soldered dial feet. The dials have a EU design protection and are manufactured and assembled by hand in the GoS workshop.
- bezel: Black damascus steel made from stainless damascus steel.
- Index ring/rehaut: Two layers combining previous GoS design with inspiration from viking bracelets. The upper ring and the GoS logo are gold plated.
- Hands: GoS spear shape in Johan Gustafsson's handforged damascus steel – manufactured and finished by Patrik Sjögren. The hands have a high contrast finishing on the upper surface and handpolished bevels.
- Crown: GoS design in handsculpted stainless damascus steel with a large goldfitted blue sapphire 7.5mm in diameter and with double gaskets.
- Case: Case ring in black damascus steel made from stainless damascus steel provided by Swedish masters from Damasteel and reworked by GoS. Industry-strength PVD coating by ionbond Sweden, in Linköping. Case back, glass ring and lugs from 18k gold – all handmade in Linköping Sweden.
- Strap: Handcrafted and tapered 22-20mm strap in premium glossy Alligator leather, fitted with premium GoS 20mm Swiss made folding buckle 18k gold.
- Limited edition to 5pcs and every watch is engraved X/5 to indicate number in sequence.
- Five year guarantee
- Delivered in presentation box in Swedish Walnut, handcrafted by Kanevad workshop in old Linköping

The retail price of Skadi is US\$42.000+ applicable taxes. Further bespoke elements such as different strap materials or colors on request. The photos show No.1/5, which is sold while the other four are produced on order with estimated delivery in September (2pcs) and December 2020 (2pcs).