



a timepiece of Scandinavia

## GoS Watches - Press Release

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### Bifrost - the sacred rainbow bridge

*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.*

GoS proudly presents - Bifrost Isblå - the first model in our new Bifrost collection that features Johan Gustafsson's newly developed "high contrast" stainless damascus steel.

Bifrost is the poetic 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.

Isblå is the first model to be featured in the Bifrost collection and captures the blue nuances that can be found in thick ice. Every watch is a unique piece and is numbered in sequence and every Bifrost model is limited to 25pcs and will be followed by further color themed models.



*Bifrost - Isblå*



*Bifrost - Isblå*

GoS Watches are very excited about the "high contrast" stainless damascus steel which Johan Gustafsson invented and refined the creation process during the autumn of 2013. This material gives us another edge on our previous models with the ability to have a more defined pattern on the cases and other details. 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.



*Bifrost rotor in "high contrast" stainless damascus steel*

The Bifrost collection use the new steel in both the case and the rotor, which is shaped as the GoS triskele symbol. The design of the case and case back is such that the weight of the rotor will be hidden, showing only the movement and the triskele damascus steel rotor. 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 symbols. One of the most famous of these symbols is the interlicked triple horn that symbolise the god Oden (and his drinking habits).



***Viking age stone carving featuring different triskele symbols***

One unique feature of the GoS cases is the larger diameter of the case back and bezels, which we use to highlight the curved surface of the damascus steel case core as the steel pattern is mirrored in the high gloss, polished finish.

The hands of the Bifrost Isblå are made in solid white gold and have the GoS sword shape that premiered in the Stockholm model. All hands and index rings are hand finished with polished bevels.

The Bifrost Isblå comes with a strap in soft, black nubuck. The matte surface of the straps blends well with the damascus steel finish of the case. These handmade GoS straps are fitted with screwed lugs and are paired with a stainless steel GoS buckle.

**Bifrost Isblå No2-No8 will be available for delivery in June 2014, at an estimated retail price of US\$12,600.**

### ***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/renderings available on request**

**All Bifrost Isblå renderings by W P Rayner |Time + Motion**