



GoS Watches - Press Release

Baselworld 2018 preview

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Väring – a Viking warrior

The Byzantine Emperor founded the Varangian guard around the end of the 10th century to serve as elite troops and his own personal body guards. The guard members were Vikings and the origins of the name Varangian is from the Norse name Väring and the word Vár, which means Fidelity. During the same period, a man destined to be a local Viking leader was born in a village that later grew to become Linköping, the home town of GoS watches. His name was Väring and this year it is 1000 years since he returned back home with his ship and crew after having supported King Knut in his claim for the throne of England during 1015-1016.

GoS honor Väring and Swedish Vikings by creating our first Bronze watch. Bronze was the most common metal to be used and mastered by Vikings. Steel was mainly for weapons while Bronze was preferred for most other items, both decorative and functional. The case of GoS Väring has a center ring in Stainless damascus steel while **all** other parts are made of Bronze. The shape and overall design of the case is recognizable from previous GoS models but with new viking-inspired details added. Some of the changes are subtle, like the lug shape which has been altered to better resemble the bow ornaments of viking ships. Others are immediately identifiable as viking elements such as the viking loop knot patterns on the lugs, for example.



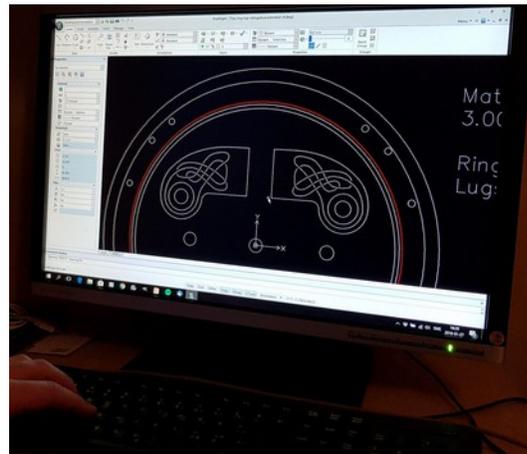
GoS Väring – a Viking warrior watch in all bronze and damascus steel

The chapter ring and hands are also made of Bronze and share the same finishing elements with rich contrasts between pre-patinized slightly darkened surfaces and polished chamfers. GoS has always aimed to create rich

contrasts in our Damascus steel finishing and bring this to the Bronze finishing too. The hands for the Väring watch features the familiar viking spear outline but will premiere a newly developed surface finishing that makes the surface appear to be curved, just like spear heads. It is inspired by the traditional Swiss Côtes de Genève but done in a new way.



GoS bronze hands and chapter ring with highgloss polished bevels



Patrik Sjögren works on design and construction of Väring case parts

GoS watches are presented in walnut wood boxes, handcrafted by the local sculptor and artisan Kanevad.



The presentation box for Väring is adorned with a viking knot pattern also seen in the lugs of the watch

Väring and his crew join Prince Knut's fleet

Prince Knut of Denmark needed brave and skilled men to help him claim the throne of England after the death of his father in 1014. His brother Harald, who was then King of Denmark assisted his brother in gathering a fleet of Vikings. The news of Prince Knut's plans quickly spread throughout southern Scandinavia and the local Viking leader in Kareby and his younger brother decided to join as allies. Väring gathered a crew of the bravest men in the region to sail towards Denmark and join the large fleet during spring of 1015.

The fleet set sails for England with an estimated 200 longships and was described by Queen Emma of Normandy to have "so many kinds of shields, that you could have believed that troops of all nations were present. ... Gold shone on the prows, silver also flashed on the variously shaped ships".

The force was to engage in many hard battles of which practically all were fought against the eldest son of King Ethelred II, Edmund Ironside. Knut was able to conquer England bit by bit and claimed the throne in 1016 after King Ethelred died in April 1016 and his son was finally defeated in Essex, in October of the same year.

After two years, King Knut felt sufficiently in control of his new kingdom to the extent of being able to pay off all but 40 ships of his fleet with their share of the Danegeld. Danegeld was a tribute vikings collected and King Knut had a total of almost 30 tons of silver coins minted during his first two year in England. Some of Väring's men stayed in England to join the King's elite troops while Väring returned back home with his share of the Danegeld. His younger brother was however one of the many Vikings who died in the battles. Väring honored him by having a large stone carved and erected on a hill upriver from his home.



"Väring raised this stone in memory of Tjälve, his brother, the warrior who served with Cnut"

This stone is now a part of the foundation of the church in Landeryd on the outskirts of Linköping. This church dates back to 1753 but remnants of a wooden church on the same location has been dated to late 11th Century. The local saying is that Väring sponsored the original wooden church.



Patrik Sjögren next to Väring's stone

Specification – GoS Våring – limited to 12 pieces

Watch series - Våring

- Case: 43.5mmx10.5mm (5ATM) made in Stainless Damascus steel case ring and Bronze (CuSn8) case back and bezel. The bronze parts have a satinized finish that is lightly patinated while the chamfers are high gloss polished.
- Lug width: 22mm
- Glass: Flat sapphire glass with double sided AR coating, extra hard on outside
- Movement: GoS02 caliber based on Technotime TT718 and manufactured to COSC specifications. The movement has a center second hand and ticks at 4Hz (28,800) with a 120 hour power reserve. It has a classic finishing with deep polished beveled edges and satinized top
- Dial: 192 layered steel monochrome Damascus steel with a pools pattern. Tempered coloring of dial available as an option and every clients gets to choose their dial from a minimum of two alternatives
- Index ring/rehaut: Solid Bronze, handfinished patinated surfaces and polished chamfers. The bottom layer of the index ring is white/green luminescent and provide raking light on the damascus steel dial
- Hands: Solid bronze, handfinished with pre-patinized surfaces and polished chamfers
- Crown: 8.5mm in finegrained stainless damascus stainless steel, fileworked edge, double gasket crown inset
- Case finishing: Stainless damascus steel, high gloss polished with GoS logo engraved on case side. Bronze parts satinized and patinized to slightly darken the Bronze. All chamfers handpolished to a highgloss Bronze surface that will patinate with use
- Strap: Handcrafted Moose leather fitted with stainless steel GoS buckle
- Every watch engraved with its production number 1-12/12
- Five-year guarantee
- Delivered in handcrafted presentation box in Walnut, made by Kanevad wood artists in Linköping and engraved with viking knot patterns.



GoS02 – Technotime TT718