HOME: THE STORY OF A BEGINNING

Founded by Swiss brothers Jak and Eddy Dousse and their Canadian friend Steve Harris, hOme is a lifestyle accessory brand concentrating on fine Swiss watchmaking. Anchored in the boardsports lifestyle with extended views on fashion, hOme believes in telling stories through the products they make.

Their own story, like many others before, starts with a simple idea:

Fribourg, Switzerland.
"It all started at the local skateshop, a long time ago. We would meet up there every day after school. There was a couch and a VCR, we'd watch videos and talk about new tricks. It felt good, reassuring. It inspired comfort. A hOme away from home.

This inspired us to try and re-create that feeling one day, and find a way to share it with our friends. So we did, two brothers and a couple of t-shirts. That was 12 years ago, we were kids.

We grew up: snowboarding, skateboarding, graphic design, travels, new friends and life's experiences became ingredients. A third brother joined us in Canada while time kept feeding that simple idea: **to offer a piece of hOme to everyone**, even when your journey leads you to strange places.

This is a story about travelling in order to experience the meaning of the place we each choose to call hOme. It is a story about time and space, about small things and big ideas, and how going places effects you, even if it's just down the street."

Jak, Steve & Eddy have always been fascinated by true craftsmen, and their obsession for details finally led them to watchmaking. Passion often leads to frustration, they used it as fuel to keep going. Now you can join them.

The door is open, welcome hOme.

FOR MORE INFO
www.whereishome.com

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THE STORY OF HOME IN 3 STEPS

A. THE IDEA (1998)

→ two brothers & their friends
→ a skateshop with a TV & a comfy sofa
→ somewhere one feels good, a comforting thought

B. THE LAB (2003)

→ hOme as subject matter for creativity
→ meaning emphasized through travels
→ start of international networking

C. THE BRAND (2008)

→ from spontaneity to research & analysis
→ finding the right medium
→ creating substance & brand environnement

FOUNDING MEMBERS – QUICK BIO

JACQUES DOUSSE

→ swiss
→ 34 years old
→ avid skater / snowboarder for 20 years
→ graphic designer (écal graduate)
→ creative director

STEVE WJ HARRIS

→ canadian
→ 36 years old
→ passionate snowboarder since the begining of the 90's
→ extensive marketing experience in snowboarding industry
→ owner of The Circle in Whistler, BC
→ visionary

EDDY DOUSSE

→ swiss
→ 31 years old
→ ex-professional snowboarder
→ UNIL graduate
→ management & strategy

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THE EXTENDED FAMILY

Having always been inspired by the people around them, hOme is gathering those individuals capable of inspiring others because of who they are, what they do, and how they live their lives. They represent the brand because everything about them shines uniqueness.

From athletes to artists, there is more than meets the eye.

GIGI RÜF
One of the most recognised and respected snowboarder in the world, he is mostly known for his creativity on snow.
Now a father of two and family man despite his extensive travel schedule, he is a very intriguing character and an endless source of ideas.

MARK SOLLORS
Probably one of the few people we know that always see his glass half full. Always putting the most fun in everything he does around the world, he has recently been voted Rookie of the Year at the Transworld Snowboarding Awards. Buy him a beer and you'll be stoked.

TRAVIS RICE
Travis is known for being one of the most progressive riders in the world.
And his love of exploration, of constantly pushing the boundaries, has spilled over into many and varied pursuits.
He owns and currates A Symbol gallery, a vehicle for visual artists and connoisseurs of surf, skate, snow lifestyle (*asymbolgallery.com*). He created Supernatural, a premier snowboarding event focused on big mountain freestyle.
He sails a boat like a pirate and comes to the aid of damsels in distress. Legend.

ROBJN TAYLOR
Spend one day with Robjn and he will open your eyes to a different world. Constantly thinking outside of the box and following his own path of good humour, good friends and good times, he mainly expresses himself in his numerous – sometimes award-winning – short movies that will put a smile (and a question mark) on your face.

PATRICK ARMBRUSTER
Long ago he decided to leave Switzerland to become a photographer, which eventually turned into film making and made him a recognized globe-trotter. Always travelling in style, Brusti now spends his life between a river in the center of Zürich and a secret hiding spot in the heart of Brasil, catch him if you can.

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C-CLASS



ALL BLACK/cyan
◊ matte finish
№ F11WA001U



ARCTIC WHITE/cyan
◊ polished finish
№ F11WA002U



CAPPUCINO/tan
◊ matte finish
№ F11WA003U



CLASSIC BLACK/tan
◊ matte finish
№ F11WA004U



Purest simplicity – here is what we quested with our C-Class.
It is representing our vision of a classic watch: the result of many conversations about what is defining timelessness and the way of bringing some personality in it.

C

SPECIFICS

- → ø 44mm
- → 3-hand swiss quartz movement
- → 3-piece construction stainless steel case
- → PVD color finish (select models)
- → 8mm acid-etched crown
- → super-luminova coated hours and minutes hands
- → contrast color seconds hands
- → sapphire-coated hardened mineral crystal
- → acid-etched case back, individually numbered
- → rubber-touch leather strap with stainless steel buckle & contrast color inner layer
- → Water resistant - 5atm (50m/150f)
- → Conceived, hand assembled and proofed in beautiful Switzerland

SWISS MADE

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G-CLASS



ARCTIC WHITE/cyan
◊ polished finish
№ F11WB011U



PIRATE BLACK/ burnt orange
◊ brushed satin finish
№ F11WB012U



EXCALIBUR GREY/cyan
◊ polished finish
№ F11WB013U



TRUE RED/grey
◊ brushed satin finish
№ F11WB014U



Inspired by our travels and the Swiss railway stations, we looked for a way to express a certain graphical depth: The G-Class and its double-plated dial is able to express precise color codes, which can be extended to its strap and buckle. The watch design of the G-Class goes hand in hand with a strong graphical expression without losing its readability.

G

SPECIFICS

SWISS MADE

- → 38mm x 50mm
- → 3-hand swiss quartz movement with date
- → 2-piece construction stainless steel case
- → PVD color finish (select models)
- → double-plated dial with die cut indexes
- → 6mm acid-etched crown
- → super-luminova coated hours and minutes hands
- → contrast color seconds hands
- → sapphire-coated hardened mineral crystal
- → acid-etched case back, individually numbered
- → genuine perforated leather strap with custom stainless steel buckle & contrast color inner layer
- → Water resistant - 5atm (50m/150f)
- → Conceived, hand assembled and proofed in beautiful Switzerland

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R-CLASS



CLASSIC SILVER
◊ mat finish
№ F11WC021U



AFTER DARK BLACK
◊ brushed satin finish
№ F11WC022U



EXCALIBUR GREY/cyan
◊ polished finish
№ F11WC023U



CLASSIC MIRROR
◊ polished finish
№ F11WC024U



At first glance a big straightforward sports watch, but with a twist: Because we love it, and because it emphasizes the fact that time repeats itself, we used the font Replica to illustrate the dial of this big model. Straightforward with a twist, we trust you will know when lunchtime comes.

R

SPECIFICS

SWISS MADE

- → ø 47.5mm
- → 3-hand swiss quartz movement
- → sapphire-coated hardened mineral crystal
- → 2-piece premium grade stainless steel case
- → PVD color finish (select models)
- → acid-etched case back, individually numbered
- → 8mm acid-etched crown
- → super-luminova coated hours and minutes hands
- → contrast color seconds hands
- → custom stainless steel solid band
- → double locking clasp with custom stainless steel buckle
- → Water resistant - 5atm (50m/150f)
- → Conceived, hand assembled and proofed in beautiful Switzerland

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ONE MORE THING...

Every watch we ever saw, every blog post we ever read, every favourite piece of clothing we ever lost is somewhere in the watches we make.
What do penguins have to do with that?
Legend has it they found our original timepieces, long ago when Switzerland was mostly just one big glacier.

But honestly, we have no idea.
Time will probably tell...

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