

WELCOME HOME

VOL. II





TIME FLIES...

"O time, suspend your flight! and you, happy hours,
suspend your race:
let us savor the fleet delights
*of our fairest days!" **

HOME

* *Alphonse de Lamartine, Chief Penguin Officer*

01:00:03

WATCHES

We concentrate on Swiss Made watches,
because we believe in the difference it makes.
We believe there is a know-how right here
in Switzerland that we can be proud of,
and that it would be silly not to take advantage of it.

What's the difference for you?
Well, watches that last, but also products
you can take care of over time, replacing those parts
that have lived their lives and keep rocking that one piece
that has acquired some of your memories...

We've said it before, and we mean it – spending so much time
on a product is only worth it if it is going to last.

By the way, this applies to a lot of other things too...

Welcome hOme.

SWISS MADE

IT GOES BEYOND THE PIECES, IT'S THE WHOLE PROCESS OF ASSEMBLY, FINISHING & QUALITY CONTROL THAT IS TAKING PLACE IN BEAUTIFUL SWITZERLAND THAT MAKES A SWISS MADE WATCH SPECIAL:

→ BECAUSE THAT IS WHO WE ARE AND WHERE WE COME FROM.
→ BECAUSE QUALITY IS A STEP TOWARDS SUSTAINABILITY.
→ BECAUSE YOU DESERVE A 2-YEAR WARRANTY, AND THINGS LIKE EASILY CHANGEABLE BANDS AND BATTERIES ANYWHERE IN THE WORLD.

01:00:05





A-CLASS

Thanks to the beauty of Anodized Aluminum, we can finally play with colors on a metal watch without any limitations. The result is a simple, modern and colorful timepiece. The combinations are subtle, so you'll have to look to the side to tell the difference, and this is what we love about them.
Proudly equipped with a double-locking clasp and a soft rubber band, purists and minimalists should find what they are looking for with the A-Class.





A-CLASS

A SPECIFICS

- ø 35x42mm
- 3-hand swiss quartz movement
- 2-piece construction anodized Aluminum
- 6mm pvd coated acid-etched crown
- silkscreened crystal
- contrast color seconds hands
- sapphire-coated hardened mineral crystal
- acid-etched stainless steel case back
- rubber strap with stainless steel double locking clasp
- Water resistant - 5atm (50m/150f)
- Conceived, hand assembled and tested in beautiful Switzerland

SWISS MADE

ANODIZED GOLD
◊ matte finish
№ F12WD033U

ANODIZED SILVER
◊ matte finish
№ F12WD032U

CYAN
◊ matte finish
№ F12WD031U

ORANGE
◊ matte finish
№ F12WD034U

VIOLET
◊ matte finish
№ F12WD035U

ALL NEW





C-CLASS

The Classic in our own terms, the result of many conversations about what defines timelessness, and how to give it our personal touch. Design should always look effortless, no matter *how many hours* were spent in the process. Make good use of the ones displayed here – once they are yours, nothing could be more precious...





C-CLASS

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 tested in beautiful Switzerland

SWISS MADE



01:00:13





NEW



NEW



C-CLASS

DUO BLACK/white
◊ matte finish
№ F12WA005U

CLASSIC NAVY/tan
◊ polished finish
№ F12WA006U

C

COLORWAYS

SWISS MADE









ALL BLACK/cyan
◊ matte finish
№ F11WA001U

ARCTIC WHITE/cyan
◊ polished finish
№ F11WA002U

CAPPUCINO/tan
◊ matte finish
№ F11WA003U

CLASSIC BLACK/tan
◊ matte finish
№ F11WA004U










01:00:17



G-CLASS

Inspired by our travels and the Swiss railway stations, we tried to combine these influences into one unconventional piece that would exhibit a certain graphical depth. Thanks to its double-plated dial we can express precise color codes, which you will see mirrored on its band and buckle. Finally we've added a date-movement, in order to make sure you really never miss that train...

G-CLASS

G

SPECIFICS

- 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 tested in beautiful Switzerland

SWISS MADE



the G-CLASS
ALL BLACK



№ F12WB015U

DARKER
than the
ACE OF SPADES



Darker than the ace of spades *indeed*, this particular version of the G-Class was found through mysterious ways. We'd heard of black ice before, but never of a place where ice melted into ink. The black liquid leaked far enough, and a trail was discovered... We have a feeling this watch wants to write its own story.



01:00:23







G-CLASS

NEW



NEW



ACE OF SPADES
BLACK/white
◊ brushed satin finish
№ F12WB015U

BRUSHED GOLD/black
◊ brushed satin finish
№ F12WB016U

G

COLORWAYS



SWISS MADE

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

00.00.24





R-CLASS

The sun goes up, the sun goes down...every single day, only you can make a difference. Because it emphasizes the fact that time repeats itself, we used the font Replica to illustrate the dial of this big timepiece. Mixing angular lines with soft round curves, both the watch and the font share similar aesthetics. Straightforward with a twist, we trust you will know when lunchtime comes.



R-CLASS

R

SPECIFICS

- → 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 tested in beautiful Switzerland

SWISS MADE







CLASSIC SILVER
◊ mat finish
№ F11WC021U

AFTER DARK BLACK
◊ brushed satin finish
№ F11WC022U

EXCALIBUR GREY/cyan
◊ polished finish
№ F11WC023U

CLASSIC MIRROR
◊ polished finish
№ F11WC024U

GOLD RUSH
◊ polished finish
№ F12WC025U

01:00:29



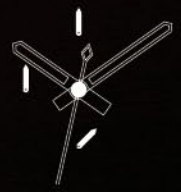


R-CLASS CHRONO

Knowing what time it is, or keeping track of it are two different things, extra skills (or tools) are needed.
This is why we went one step further with the Chrono version of the R-Class - actually two steps since it also comes with a date movement, for those of us who seem to never have that information on hand...











ICE/black, orange
◊ polished finish
№ F12WE041U

ASH/orange, white
◊ brushed satin finish
№ F12WE042U

ALL NEW



R-CLASS CHRONO

R CHRONO SPECIFICS

- ø 47.5mm
- 6-hand swiss quartz chronograph movement with date
- 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 tested in beautiful Switzerland

SWISS MADE

01:00:33



ACCESSORIES

These are the things you can carry with you anywhwere, anytime. They round off your outfit, and make you feel special every day, even if only you can tell the difference. We are starting to think there is probably more than the devil in those carefully chosen details...

01:00:35

BELTS

Pick a belt, pick a story. And don't be afraid to switch them up, every day





PATTERN BELT

2-pack

→ *Solid knife-cut PU with a graphic touch, don't hide it.*

№ F11BB021U



TIE BELT

4-pack

→ *Easier than wearing one, a tie for your waist combined with soft leather.*

№ F11BC031U



COLOREDGE BELT

3-pack

→ *Full grain leather belt, with just enough color to make you stand out. An intriguing classic.*

№ F11BA011U



HATS

The Hat Magician strikes again! Only he knows how these came to by made, and all we know is that if you want to go there, you'll have to travel north, and keep going... until something happens.

01:00:39



A. WINTERBY

№ F12HS007A | F12HS007B | F12HS007C | F12HS007F





B. '74 CLASSIC

№ F12HS002U, 4 pack asst colors



C. CHAUNCY

№ F12HS016A | F12HS016B | F12HS016C | F12HS016D | F12HS016E





D. HARRINGTON

№ F12HS010U, 4 pack asst colors



E. SUPER POM

№ F12HS005A



F. RIBEAUTIFUL

№ F11HS018A | F11HS018E



G. COLTON

№ F12HS021A | F12HS021B | F12HS021C | F12HS021D



A. DIAMOND STRIPE-M

BLACK/cyan, white - № F12TA001M
WHITE/cyan - № F12TA002M

B. CLOCKWISE-M

BLACK/gold, white - № F12TB003M

C. INGRID-M

CHARCOAL/light grey - № F12TC005M
CYAN/skyway blue - № F12TC006M

D. RAIN-M

CHARCOAL/white, black - № F12TD007M
GREEN/white, dark grey - № F12TD008M

E. TOTEM II-M

RED/blood red - № F12TE009M
WHITE/light grey - № F12TE010M

F. BICYCLE-M

BLACK/white - № F11TB004M

G. PIRATE-F

BLACK/white - № F12TF011F
CHARCOAL/white - № F12TF012F
WHITE/grey - № F12TF013F

H. AIRMAIL-F

CYAN/white, skyway blue - № F12TG014F
WHITE/dark grey, light grey - № F12TG015F
BLACK/light grey, grey - № F12TG016F

I. RAIN-F

BLACK/white, dark grey - № F12TH017F
RED/white, dark grey - № F12TH018F
GREEN/white, dark grey - № F12TH019F

J. MIGRATION-F

BLACK/cyan - № F11TF011F

TEES

From the small ones to the big ones, our tees keep track of our stories, passing them on through time, much like carriers of our own memories and history. We owe them a lot, perhaps everything – because they were there first, and started it all.

01:00:40

MEN →



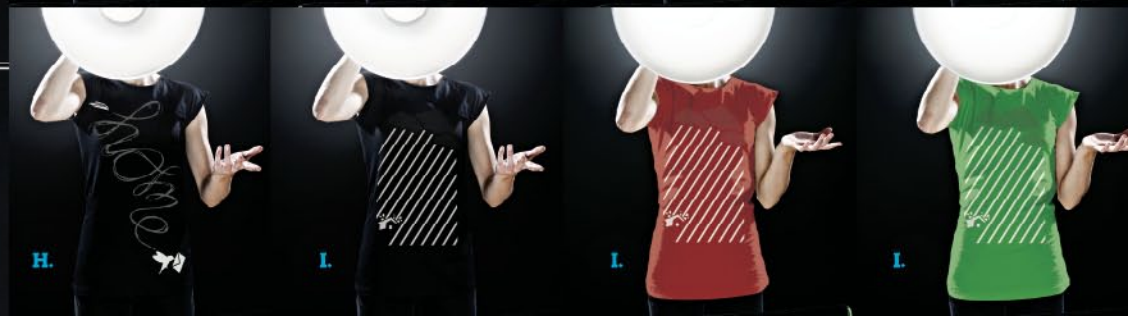




WOMEN →







THANK YOU

IT'S BEEN A FULL YEAR OF THIS PARTICULAR ADVENTURE, YET MOST OF YOU HAVE BEEN HERE WITH US FOR MUCH LONGER... TO EACH AND EVERY SINGLE ONE OF YOU, WE THANK YOU FOR YOUR TIME, SO PRECIOUS TO ALL OF US. PAST, PRESENT, FUTURE, WE REALLY ONLY EXIST BECAUSE YOU CARE.

THANKS TO YOU, THE JOURNEY CONTINUES... WELCOME HOME.

EDDY, STEVE, JAK



SEND A MESSAGE,
INGRID WILL ANSWER. *ingrid@whereishome.com*

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