hOme // TXT
Fribourg, Switzerland – June 2012

HELLO & WELCOME HOME!

"hOme", A FRESH LIFESTYLE BRAND CENTERED ON SWISS MADE PIECES, INTRODUCES ITSELF:

The story of hOme starts – like many others – with a simple idea:
"It was 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 dream about new tricks. It felt good, reassuring; a hOme away from home.

From that starting point we imagined opening our own shop one day. We would call it hOme, and share this atmosphere with our friends. We were too young of course, but we had to do something. So we did, two brothers and a couple of t-shirts. That was 12 years ago, in a small swiss town, we were kids."



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Ironically, they never did open a shop, but instead started to grow a brand with the help of their canadian friend Steve Harris. Over time their passion for craftmanship and details in product design naturally led them to the know-how closest to them: watchmaking.
Their first collection comprises of 12 "Swiss Made" models, divided in 3 different lines: C-Class, G-Class & R-Class.
The prices of these lifestyle pieces will range from EUR 249.- to EUR 399.-.

hOme is a story about travelling in order to experience the meaning of the place we each choose to call hOme.
With their various watches & accessories (t-shirts, beanies or wallets), Jak, Eddy & Steve have found a way to express their passion for details & craftmanship, bringing in their love of storytelling as well. To them, carrying a message goes hand-in-hand with quality design. Making use of the universality of the word "hOme", they want to spark an emotional response in their customers, always careful to leave room for a healthy dose of second degree humour (which the watch-making industry maybe lacks a little).

A YOUNG BRAND WITH A LOT OF SUPPORT ALREADY

There are indeed quite a few key personalities from the lifestyle and action sports worlds involved with hOme watches: amongst others the former VP of Swatch Klaus Peter Mager, world-famous snowboarder Gigi Rüf and the co-founder of Absinthe Films (Europe's leading production company in snowboarding) Patrick Armbruster.

Their credibility has recently been brought up a notch with the addition of action sports superstar Travis Rice, main character in the movie "The Art of Flight", which set a new standard in the industry and opened doors to a much broader audience. It is quite clear that with Travis Rice, an incredible athlete and inspiring visionary has joind the hOme family.
More to come in the near future...

MORE INFORMATION:
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