

Are you Swedish? Proudly presents...

New Release - VOID Watches V02: a watch that is lightyears ahead



VOID Watches is a new, independent boutique watch brand, born in 2008 and launched in the Benelux in 2009. Void is the single vision of Swedish designer David Ericsson. VOID Watches has a unique take on watch design using simple yet expressive shapes, giving our watches an almost architectural expression. Just like a great building is designed to fit its environment, all VOID Watches are made to sit perfectly on your wrist.

Half a year after launching the successful V01 in Benelux (<http://www.areyouswedish.com/void/index.html>), we are proud to introduce the new addition to our range, the V02. The V02 is the analogue extension of the V01 using the exact same geometry with a delicately proportioned half glass, half stainless steel front, but with a classic speedometer looking dial.

The V02 uses two 'compass needle' hands, the short hand representing the hours and the long the minutes as on any other watch. Each hand has one red and one white end where each color corresponds to the number with the matching color on the dial.

The design draws heavily on the Scandinavian design tradition using simple geometries and materials often found in architecture. The solid stainless steel case comes in four different colors/surfaces (black, brushed, polished and gold), the watch has a mineral glass crystal and the strap is made of genuine leather. The main objective has been to create a unique product using as simple geometries as possible and bring them to life by using honest, traditional materials. The movement is made in Japan.

The new watch, as well as the previous V01 collection, was quickly picked up by prestigious design magazines such as Dezeen:

<http://www.dezeen.com/2009/10/31/dezeens-top-ten-watches-and-clocks/>
<http://www.dezeen.com/2009/11/23/competition-five-void-watches-to-be-won/>

For more press, see <http://www.areyouswedish.com/void/press.html>.

VOID - In astronomy, voids are the empty spaces between filaments, the largest-scale structures in the Universe, that contain very few, or no, galaxies. Voids typically have a diameter of 40 to 500 million light years.

Price

The Void V02 watch costs € 149,--. Enclosed you find linesheets and order conditions

Void V01

Of course we also keep the great V01 styles in the collection (retailprice € 129,--).



Sales

For all further information and appointments, please do not hesitate to contact Are you Swedish?. We have a showroom in Amsterdam.

Are you Swedish? looks forward to hearing from you.

Med vänlig hälsning, kind regards,
Hanneke de Boer
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VOID

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