

PRESS RELEASE

ARBUTUS SKELETON PAIR WATCHES

BARE ESSENTIALS OF WATCH-MAKING ARTISTRY

SINGAPORE, APRIL 2016 – Skeleton watches express the heart and soul of the art of mechanical watch-making like no other, showcasing all but the bare essentials of a watch's inner mechanisms – the rotor, intertwining bridges, gears, and wheels in motion.

Specialty mechanical watch-maker, Arbutus, takes pride in its “skeletonisation” artistry, offering a wide range of skeleton watches that appeal to young, sophisticated men and women alike, with an eye for mechanical watch craftsmanship.

Arbutus therefore introduces **Arbutus Skeleton pair watches**, sized and styled to the specific requirements of both men and women. The dials of the Arbutus Men's Skeleton AR911 Series of watches are sized at 43.5mm in diameter with classic stainless steel or rose gold-IP casings and indices, and paired with traditional black or dark chocolate leather straps.

The dials of the Arbutus Ladies Skeleton AR910 Series are sized at 38mm in diameter, suitable for ladies' smaller wrist, but sizable enough for a full view of the inner mechanisms in motion. The leather straps come in the same classic colours of black and dark chocolate as the men's models, but also offer more feminine colour options (pastel pink, cherry red and chestnut) for fashion conscious women.



AR911RBB (men's)
43.5mm diameter
S\$450.00 (before GST)
/ S\$481.50 (after GST)



AR910RBB (ladies)
38mm diameter
S\$450.00 (before GST)
/ S\$481.50 (after GST)



AR911SWB (men's)
43.5mm diameter
S\$415.00 (before GST)
/ S\$444.05 (after GST)



AR910SWB (ladies)
38mm diameter
S\$415.00 (before GST)
/ S\$444.05 (after GST)

ARBUTUS®

New York



AR911RWF
43.5mm diameter
S\$450.00 (before GST)
/ S\$481.50 (after GST)



AR910RWP
38mm diameter
S\$450.00 (before GST)
/ S\$481.50 (after GST)



AR910SWR
38mm diameter
S\$415.00 (before GST)
/ S\$444.05 (after GST)



AR911SFF
43.5mm diameter
S\$415.00 (before GST)
/ S\$444.05 (after GST)



AR910SFW
38mm diameter
S\$415.00 (before GST)
/ S\$444.05 (after GST)



ABOUT ARBUTUS

In the exhilarating fast pace of the modern city where technology rules our daily lives, art provides that edge of vibrancy that stirs our creativity and redefines our personality.

Specialty mechanical watchmaker, Arbutus, stands out in the modern marketplace as an artisanal timepiece with pure mechanical self-winding movements featuring complications such as calendar functions, small seconds sub-dials and moon phases – a striking wearable piece of art that reflects the taste of the young cosmopolitan city dweller who values modern creativity.

This perfect harmony of the “art” of traditional watchmaking combined with modern styling comes only from a pure watch brand that knows and understands consumers' needs - Arbutus.

AVAILABILITY

Arbutus watches are available at leading department stores (TANGS at Tang Plaza, TANGS at VivoCity, Robinsons The Heeren, OG Orchard Point, Mohd Mustafa & Samsuddin at Serangoon Plaza) and authorised watch retailers.

For further information and the list of authorised retailers, please call Crystal Time (S) Pte Ltd at +65 6747 8888, visit the website at www.crystaltime.com.sg.

Arbutus Singapore social media:

Facebook: www.facebook.com/ArbutusSingapore.

Instagram: www.instagram.com/arbutus_sg

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