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PRESS RELEASE

ARBUTUS EXCLUSIVE MOVEMENT AR915 SERIES

SINGAPORE, JULY 2016 – Watch aficionados and horologists place the highest value on the quality of movements in their watch collections. Watch brands which produce exclusive movements are often seen as possessing a far stronger commitment to the art of mechanical watch-making than others, able to offer more distinctive designs with a high level of exclusivity.

Specialty mechanical watch-maker, Arbutus, has unveiled its proudest achievement to-date – its own exclusive mechanical movement pioneered in the new **Arbutus Exclusive Movement AR915 Series of watches**.

Based on standards of 28,800rpm, 29 jewels and a lasting power of 40 hours, the **Arbutus Exclusive Movement AR915** features a power reserve indicator at 6 o'clock and big-date complication, both functioning mechanically by self-winding, beating at a mean daily rate of +/- 20 seconds per day.

The new **Arbutus Exclusive Movement AR915 Series of watches** therefore marks a significant milestone in Arbutus' young but remarkable watch-making history, starting in 1998 with the production of its first mechanical watch and subsequent success due to the high quality of the make and precision of its movements combined with accessibility in pricing.

The **Arbutus Exclusive Movement AR915 Series of watches** are offered at highly accessible pricings for those who truly appreciate the art of watch-making. The Series also marks the first time Arbutus is offering the big-date complication.



AR915RWF
S\$575.00 (before GST)/
S\$615.25 (incl GST)



AR915SWS
S\$575.00 (before GST)/
S\$615.25 (incl GST)

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The power reserve indicator is a captivating complication for those with a keen interest in the workings of mechanical watches. The big-date complication holds much respect in the annals of watch-making for its virtuosity in shifting two date-discs in one and ten digits at the appropriate time.

Currently the **Arbutus Exclusive Movement AR915 Series** is available in two models – rose gold-IP casing with dark brown croc-embossed leather strap in AR915RWF, and a full stainless steel bracelet model in AR915SWS. Both models sport prominent blue hour, minute and second hands.

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ABOUT ARBUTUS

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 edgy chic of the young cosmopolitan city dweller who is cool and technologically-savvy, yet truly unique in character with a taste for modern creativity and the unconventional. 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.

Arbutus watches can also be purchased online at Crystal Time’s official e-commerce store, Timepiece Atelier: www.timepieceatelier.com

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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