It’s About Time

The emotion evoked by classic cars can matched only by those feelings of passion that are conjured in the appreciation of fine timepieces.  Therefore, it should come as no surprise that ICON Founder and Lead Designer, Jonathan Ward, is a passionate vintage wristwatch collector. Modern mechanical timepieces have also been a source of inspiration for ICON, as novel practices, new designs and engineering feats, and improved quality execution have kept the industry alive and thriving in the digital age.

With these passions firmly established in a designer’s mind, Jonathan years ago began the development process of the next logical step for his brand: **ICON Watches**. Over the course of the last several years, the project has yielded a finished product that typifies the ICON brand ethos: to be at once classic and modern; traditional yet distinctly unique, and built with the finest materials available.

Over the years, Jonathan has repurposed and designed many unique vehicles to global acclaim. His inspiration has always been the continuity of vintage automotive design juxtaposed by the highest-quality modern engineering and luxury materials. This significant understanding and expertise led him to apply his unique perspective to the design of timepieces.

After countless hours of research & development, we are proud to announce the first ICON timepiece - ***The Duesey*.**

Unlike the countless contemporary watches claiming automotive design inspiration, *The Duesey* is not based on a mass-produced pre-existing watch fitted with an ICON logo. This is a passionately developed project with the resulting timepiece developed entirely from scratch, from the singular perspective of one man.

Countless sketches, models, samples and hundreds of hours of consideration led to its creation. Every aesthetic element of its design, from bezel to buckle, is unique to *The Duesey*, and crafted specifically for this one project.

Designed and modelled entirely by Jonathan, and manufactured in Bienne with Swiss production partners, this unique timepiece is limited to 50 examples. Featuring a unique combination of materials, a vintage-inspired Jump Hour display, the design and rarity is on par with Jonathan’s famous ICON custom vehicles.

Looking forward, ICON Watches will move the needle on automotive/horological pairings far beyond the traditional auto- themed watches that clutter the market. By drawing from a deeper well of automotive knowledge and design inspiration, ICON Watches is free of the constraints of tradition, big brand bureaucracy, or restrictive branding collaborations. Future ICON timepieces will use Jonathans’ favorite transportation design elements from the 1920s-1970s as the founding perspective for each timepiece created.

Available exclusively from ICON, at iconwatchcompany.com

Delivery expected in Q1, 2018

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The Duesey – Specifications & Pricing

Case body

Ø42mm

Sandblasted titanium grade 2

Tube for the crown in titanium grade 5

Case back

Ø33.40mm

Sandblasted titanium grade 2

Markings by deep acid etching

Limited Edition XX/50 Number Etching

Pressed on Sanfil I-ring

Bezel

Ø42mm

Snap-on system

Polished titanium grade 5

With one NBR O-ring for water-resistance

Bezel crystal

Ø37.60mm

Double domed sapphire crystal with antireflective coating on each side.

ICON logo by silver metallization.

Pressed on Hytrel I-ring for water-resistance

Case back crystal

Ø25.10mm

Flat sapphire

Crown

Ø6.50mm

Polished titanium grade 5

Lizard and circle engraved by deep etching (matte finish)

With 2 NBR O-rings for water-resistance

Movement

Dubois-Depraz automatic14400 module + ETA 2892A2 TOP base movement

Luxe version (top of bridges = perlage + snail finish; rhodium plated)

Functions

Jumping hours by disc + seconds by disc, both with custom-designed fonts/layout

Custom-made oscillating weight in tungsten alloy, rhodium plated + markings with yellow gold plating + brass applied lizard made by stamping, yellow gold finish

Dial

Polished genuine onyx stone

2 frames in polished brass with titanium-like coating

Water-resistance

5 bar = 50m

Strap

Genuine alligator leather

Turned edges, no stitching

Black calf leather lining with soft (rubber-like) touch

Length : 75mm x 120mm

Width : 22mm at the case ; 20mm at the buckle

Thickness: 3.5mm at the case ; 2mm at the buckle

7 rectangular holes

Tongue buckle

Unique design, all sandblasted titanium grade 2

MSRP

$11,500