

Press Release



GoS Watches

Contact: Patrik Sjögren and Johan Gustafsson

Email info@goswatches.com

<http://www.goswatches.com>

December 13, 2009

FOR IMMEDIATE RELEASE

Blizzard and Aurora Two new watches from Gustafsson & Sjögren

The partnership between the bladesmith Johan Gustafsson and watchmaker Patrik Sjögren aims to provide truly unique watches with inspiration from the cold north of Scandinavia.

GoS proudly presents *Blizzard* and *Aurora*, two new designs based on an dramatic explosion Damascus steel pattern. Both dials are etched to enrich the contrasts but while the *Blizzard* is uncolored, the dial of *Aurora* has been given a lustrous green-orange color to resemble northern lights, Aurora Borealis. Traditional Lappish techniques has been used to make the reindeer strap of *Aurora*, which leather has been naturally tanned without any chemicals.

The watches are equipped with a beautifully finished Unitas/ETA 6498 pocket watch movement. The finishing has been done by the swiss company Soprod, that also have further improved the movement to chronometre grade standard with a screwed balance.



Aurora - GoS 009



Aurora - GoS 010

Specifications Blizzard - GoS 010:

- Case: 44mmx12mm
- Lug width: 22mm
- Glass: Flat sapphire glass (case back mineral)
- Movement: Swiss manual movement ETA 6498-1
 - Modifications by Soprod
 - Cote de Geneve finishing
 - chronometre grade adaptations, screwed balance
- Dial: Hand forged Damascus steel with a hand shaped chapter ring in grade-5 titanium
- Crown: Oversize in Damascus stainless steel with large gold fitted diamond
- Hands: polished steel finish
- Polished stainless steel mesh strap

Specifications Aurora - GoS 009:

- Case: 44mmx12mm
- Lug width: 22mm
- Glass: Flat sapphire glass (case back mineral)
- Movement: Swiss manual movement ETA 6498-1
 - Modifications by Soprod
 - Cote de Geneve finishing
 - chronometre grade adaptations, screwed balance
- Dial: Hand forged Damascus steel with grade-5 titanium index markers.
- Crown: Oversize in Damascus stainless steel with large gold fitted diamond
- Hands: Polished and blued
- Handcrafted and naturally tanned reindeer strap with traditional Lappish tin ornamentation



All GoS watch photos by Jocke

The amount of handcraft involved in the production of the GoS watches is very high. Many parts are made of hand forged steel including the dial, crown and in the automatic watches, the rotor. **This means that every GoS watch is truly one of a kind.** The watches are numbered according to the production sequence and are given a name that is inspired by the dial pattern.

GoS watches are available directly from GoS watches but limited edition series will be prepared for a selective number of watch resellers. These limited editions will have a design that is inspired by the shop locality or their requests which means that every GoS supplier will have a model that is unique for them.

GoS also offers uniquely customized handcrafted watches in addition to the available models.

Johan Gustafsson masters a broad range of Damascus and mosaic techniques. GoS customers can request watches with dials and rotors based on the patterns and colors shown in Johan Gustafsson's knife production. The name of the watch will also be possible for the customer to suggest.

The GoS watches are delivered in an exclusive wooden box together with a framed certificate with the watch name and specifications. Every certificate has a unique design based on the name of the watch and its color scheme.

Johan Gustafsson

Johan has always been fascinated by steel crafting and since he now lives in a beautiful and historically rich location in Norsholm, there's always a proximity to the heritage left behind by the Vikings. From his house by the water, Johan can even see the site where remnants from an ancient weapon forge were found.

During his long career as a bladesmith there has always been clear goals of creativity and constant improvement. All this experience and ambition is now infused in every single GoS watch.

The vast possibilities of Damascus steels are widely known. Using Swedish tool steels Johan is steadily finding new ways to forge new inspirational creations.

Patrik Sjögren

With a Ms. Sc. degree in Computer Science and Engineering and a particular expertise in computer security - Patrik has a sharp edge for minute details and an unshaken focus. For as long as he can remember his curiosity and mechanical talent has made him exceptionally good at problem-solving regarding his fascination toward mechanics.

Patrik graduated from the Swedish watchmaker school in 2007 and received a medal for high grades as one of the best in his class. He achieved both Swedish and Swiss Wostep watchmaker certificates and was also granted a scholarship resulting in a Breitling certificate.