

CVSTOS ANNOUNCES A NEW DESIGNER SERIES BY ERIC KUSTER

WORLD RENOWNED INTERIOR DESIGNER JOINS FORCES WITH THE GENEVA-BASED WATCH COMPANY TO ENDORSE AN EXCLUSIVE LIMITED EDITION SERIES

High-end Swiss watch manufacturer **CVSTOS** has established an association with **Dutch** designer **Eric Kuster** in order to produce exclusive timepieces able to embody his own personal concept of **metropolitan luxury**. A first limited edition comprised of **two series of 14 pieces each**, one based on the **Challenge Chrono II Power Reserve** and the other on the bigger version **Challenge Chrono II Power Reserve GT**, has been issued featuring **Eric Kuster's** preferred color combinations and patterns – both on the case/dial and on the dedicated strap.

*“I am proud of this association with such a prestigious watch brand as **CVSTOS**”, stated **Eric Kuster**. “In my line of work, craftsmanship is key; from every textile to each piece of furniture and each artwork to every color combination, every project is bespoke. And the same applies to **CVSTOS**. Just like in any good interior design, we set out to create a timepiece whose combinations would be able to provide its wearer a multi-sensorial experience. We managed to achieve just that. Olive green is my favorite color and was the starting point, presenting the right contrast to the orange details that represent my Dutch background and complementing the camouflage theme. In the end we created a watch for both my clients and **CVSTOS'** clients; we conceived a truly bespoke timepiece following the same procedures as we do with our clients when we work in their interiors”, said the award-winning designer.*

Eric Kuster has been a leading designer whose company excels at executing total turnkey and bespoke concepts for residential, commercial and yacht interiors. His inimitable style manages to grasp the perfect balance between classic and contemporary, European and International – and has supervised residential projects from Curaçao to London and commercial projects from **Amsterdam's** legendary **Jimmy Woo** club to **Barcelona's Camp Nou** stadium, besides having many famous names among his clients.

A first series of **Eric Kuster** signature timepieces have been issued by **CVSTOS** featuring the Dutch designer's chromatic cues – with 14 pieces on the regular size, plus another 14 on the bigger GT case. The number 14 is magical for **Eric Kuster** and can be found throughout his work and especially on exclusive partnerships the Dutch designer has established with other prestigious brands, such as **Mercedes-Benz** and **Samsung**.

CHALLENGE CHRONO II POWER RESERVE ERIC KUSTER

The construction of the **Challenge Chrono II Power Reserve Eric Kuster Limited Edition** case is quite complex, with lateral brancards featuring a striking anodized green that combines with black and contrasts with orange highlights that evoke the color of **Holland**'s royal family. Oddly enough, the exclusive textile bracelet presented the most difficulties: only after months of testing several samples in various materials and camouflage patterns was achieved a final solution that could evoke the desired pattern and texture while remaining resistant to daily wear and tear.

*"The **Challenge Chrono II Power Reserve** from our regular collection served as the ideal base for the project", states **Antonio Terranova** – the co-founder and chief designer of the brand who worked closely with **Eric Kuster**. "It is a model that represents perfectly the **CVSTOS** spirit and values, since it features an edgy modern design and our emblematic tonneau shape; we opted for the brancard-type version, as the multi-part construction would give us more chances of implementing the required color combinations. We made sure that individual elements were as impeccable as the whole, just like on every **Eric Kuster** creation".*

Water resistant to 100 meters, the **Challenge Chrono II Power Reserve 'Eric Kuster'** has a polished and satin-finished steel case with Ergal and titanium parts complemented with rubber inserts; the open-worked dial reflects a contemporary interpretation of mechanical watchmaking and highlights the upper side of the **CVSTOS 577** automatic calibre, an integrated chronograph movement featuring date and power reserve indications.

*"We wanted to embody the essence of the **Eric Kuster** concept, and we found the right mix. We talked for hours, there was an explosion of ideas and in the end we could put them into a great watch where you can find both our DNA", adds **Antonio Terranova**. The brancard lateral parts are made of Ergal, a special alloy of aluminum and magnesium that is further anodized; the core of the case is made of grade 5 titanium treated with black plasma (DLC); the movement is also treated with black plasma for that dark sophisticated look and is powered by a rotor made of titanium and tungsten 88; the convex sapphire glass is highly complicated to manufacture and features a special anti-reflexion treatment. And, most important, only 14 pieces are issued on every single iteration. We started with the chronograph but are planning to move into more complicated creations next".*

On the see-through sapphire back, the roman figure XIV states the total number of pieces on the series; 14 is also **Eric Kuster**'s fetish number – the same numeral made famous by legendary football playmaker and coach **Johan Crujff**, a Dutch national hero and worldwide soccer superstar.

*"The association between **CVSTOS** and **Eric Kuster** is a great match", says **CVSTOS** co-founder **Sassoun Sirmakes**. "Just like us, **Eric Kuster** has a perfect understanding of what contemporary and sustainable luxury is about. The project represented quite a challenge, because we work in different fields. But in the end what we share is the process of development for our costumers. Our strength is to*

customize the watch for our clients, no matter what the final cost is. It is a highly rewarding venture and we are looking forward to more collaborations with him in the near future”.

METROPOLITAN LUXURY

Eric Kuster's own label lives under the marque of **Metropolitan Luxury**. There could not be two words better suited to sit side-by-side and describe the award-winning Dutch designer's inimitable style. Since establishing his brand in 1999, **Eric Kuster** has become a world-renowned interior designer who counts many famous names among his clients. He also creates exclusive interior design products, from furniture and fabrics to luxury home accessories and fragrances under his **Metropolitan Luxury** label. And shares his extensive knowledge of design via his bi-annual magazine, **Entourage**, and numerous books, including the latest 'Eric Kuster Interior Design'. All this establishes **Eric Kuster**: the holistic lifestyle guru, known for producing beautiful objects and textiles, alongside pure interior design and beyond.

THE TIME KEEPER

Named after the Latin word for Guardian (or Custodian), **CVSTOS** was founded in 2005 by CEO **Sassoun Sirmakes** and Chief Designer **Antonio Terranova** to represent a new way of preserving time while being always one step ahead of time, focusing on a distinctive cutting edge approach to high-end watchmaking. **Sassoun Sirmakes**, born in 1983 (Geneva), has since his childhood been immersed in high watchmaking, as the son of **Franck Muller Watchland Group** co-owner and chairman **Vartan Sirmakes**; he dominates every aspect of the watchmaking industry and from early on was set to create his own independent brand. **Antonio Terranova** provided the look that has been defining **CVSTOS** since the inception of the brand; born in 1967 in the very heart of the Swiss watchmaking industry (La Chaux-de-Fonds), he has embraced watch design and worked for several top-notch brands – until moving on to fulfil the dream of launching his own company with **Sassoun Sirmakes**, inspired by the innovative aerospace and automotive industries.