

PRESS RELEASE - 05.08.2026

CVSTOS Genève Announces Strategic Collaboration with Arman Tsarukyan

Introducing the upcoming ARMAN EDITION. A limited co-creation born from performance, precision and victory.

CVSTOS Genève is proud to announce its strategic collaboration with Arman Tsarukyan, one of the most compelling figures in modern mixed martial arts and a confirmed Main Ambassador within the brand's new global sports direction.

This partnership marks an important chapter in the evolution of CVSTOS Genève: a renewed focus on sport, victory, performance and individuals who move against the grain. The new global marketing direction places CVSTOS within the world of elite athletes, champions and unconventional personalities. People defined not only by success, but by discipline, resilience and the ability to perform when the moment demands it. This direction is built around the symbolic strength of the "V" in CVSTOS, connected to ideas such as Victory, Values, Versus & Velocity.

At the center of this new direction stands Arman Tsarukyan.

Known for his control, speed and precision in one of the most unpredictable environments in sport, Tsarukyan embodies the exact values CVSTOS seeks to express: intensity, timing, courage and absolute focus under pressure. In combat sports, one moment can decide everything. A shift in position, a strike, a decision and the fight changes completely. This mindset forms the foundation of the collaboration between Arman Tsarukyan and CVSTOS Genève.

A TRUE CO-CREATION

The collaboration is not limited to representation. Arman Tsarukyan has been actively involved in the creative and development process of his own timepiece: the upcoming ARMAN EDITION.

During his visit to Switzerland, Arman was welcomed into the world of CVSTOS from the inside. He visited the brand's production facilities in Prévessin-Moëns, the watchmaker atelier in downtown Geneva and the CVSTOS showrooms, gaining a complete understanding of the Maison's creative, technical and watchmaking environment.

Together with Sassoun Sirmakes and Antonio Terranova, Arman took part in design discussions, reviewed 3D concepts and contributed to the development of the final direction of the watch. The result is not a watch simply carrying his name, but a timepiece created through direct exchange, shaped by CVSTOS know-how and Arman's personal identity.

THE ARMAN EDITION

The first ARMAN EDITION is scheduled for delivery in September 2026 and will be limited to 100 pieces worldwide. **Available to Pre-Order through the official CVSTOS.com website on August 12th 2026.**

For this edition, CVSTOS introduces a decisive material statement: a white ceramic case, selected for the first time in the brand's 20-year history as the defining case material of a CVSTOS creation. This clean and powerful material direction is paired with 5N rose gold "Golden Hour" components, creating a strong visual contrast between purity, warmth and performance.

The watch reflects two dimensions of Arman Tsarukyan's world: the discipline and precision of elite combat sports, and the refined lifestyle he represents beyond the Octagon. Followed by millions across social media, Arman moves within an international environment shaped by travel, exclusivity, luxury and a strong sense for quality. The ARMAN EDITION brings these worlds together in one limited creation.

-VICTORY COMES WITH TIME-

For CVSTOS Genève, the partnership with Arman Tsarukyan is a natural expression of the brand's new strategic message: Victory comes with time.

The collaboration builds a bridge between Swiss neo-avant-garde watchmaking and the mindset of an elite fighter. Both worlds demand preparation, timing, technical mastery and the ability to deliver under pressure. The public may see only the final moment, but true performance is built long before that moment arrives.

This is the spirit behind the ARMAN EDITION.

AVAILABILITY

The ARMAN EDITION will be produced in a strictly limited series of 100 pieces worldwide.

Availability will be controlled and intentionally selective. Orders will be handled exclusively through the official order process, allowing CVSTOS Genève to manage demand directly and preserve the exclusivity of the edition.

Further product details, official visuals and launch materials will follow ahead of the release.

About CVSTOS Genève

Founded in Geneva, CVSTOS Genève stands for a modern, technical and architectural vision of Swiss watchmaking. The Maison combines high-performance materials, open-worked construction, bold case architecture and a neo-avant-garde design language.

CVSTOS does not follow the traditional codes of luxury watchmaking. It challenges them creating timepieces for individuals who value performance, precision, independence and character.

PRESS CONTACT

International PR

MOUSSE JAQUIER

mousse@moussejaquier.com

+ 393662257336