



BREMOIR

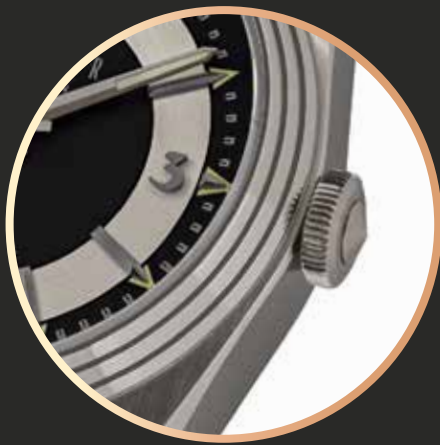
TIME WORTH REMEMBERING

BREMOIR

LEXINGTON

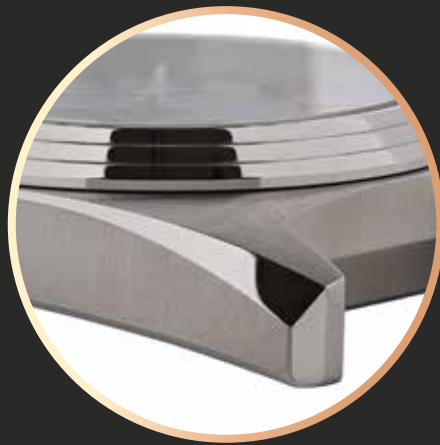
BREMOIR's design ethos is informed by of the Age of Art Deco. Our first wristwatch, the Lexington, is inspired by the Chrysler Building in New York City.

This aesthetic resonates one hundred years later, because it shares our modern appreciation of geometric shapes, tasteful colours and simple yet sophisticated design.



STEPPED BEZEL

The gorgeous stepped bezel climbs upwards like a sky-scraper. Polished, stainless steel reflects light in a magical way and contrasts beautifully against the mostly brushed finishing of the rest of the case.



POLISHED & BRUSHED STEEL CASE

The Lexington's balance of glamor and sporty steel finishes means it can easily be dressed up with leather straps or dressed down with nylon or rubber straps.



STRAP FIXTURE

The straight line engineered between the lugs allows the end of the strap to be positioned completely flush against the case for a more seamless look.



THE DIAL

The chapter ring and sector-dial layout creates a very distinctive, period correct aesthetic. A contrast between the chapter ring and the rest of the matte finished dial is created with metallic paint in either brushed stainless steel or copper.

NUMERALS

The applied numerals are derived from those on the Chrysler Building's entrances. They give a pleasing and subtle depth to the dial without adding unnecessary, elaborate design details.

HOUR MARKERS

These are inspired by the Chrysler Building's entrance doors and its spire's triangles. Like the numerals, they are applied and polished, rather than painted, reflecting little shards of light to the wearer, and contrasting with the matte finish dial.



MINUTE MARKERS

Avoiding the common dash or railroad styles, BREMOIR instead uses the gorgeous metalwork of the Chrysler Building as inspiration, with the minute markers shaped like doorways.



SUPER-LUMINOVA®

The triangular ends of the hour markers are surrounded with Swiss Super - Luminoval®, reflecting the Chrysler Building's luminescence in the iconic NYC night-time skyline.





THE MOVEMENT

The Lexington is powered by the automatic, Swiss Made STP 1-11 caliber (no date) movement. Unlike battery-powered quartz watches, the Lexington ingeniously leverages simple engineering principles and gravity to power itself. Through the wearer's everyday movements, a central rotor spins and winds the mainspring. The mainspring then releases this stored energy which powers the movement's gears, ultimately moving the hands of the watch.

TIME IS PRECIOUS. MAKE YOURS COUNT.

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