



BESPOKE WATCH PROJECTS

FOR IMMEDIATE RELEASE

Handcrafted Dials Channel a Bit of Modernism with Fine Art Technique

Bespoke Watch Projects to unveil its expanded line of in-house engraved dials at the Windup Watch Fair in New York City.

September 6, 2019 - The Oakland, California-based watch company will be offering a range of new designs, materials, and options to its line of handcrafted "Intaglio" dials. The brand has now expanded the collection into a full selection of premium metals including engraved brass, sterling silver, copper, and gold alloy. The result is a dial that feels equally precious yet rugged—akin to that of a well-loved vintage timepiece. Each dial is made to order, or can be fully customized as a small edition run. The new editions will be presented at **Windup Watch Fair** in New York City (Oct. 25-27), the largest curated watch event in North America. More information can be found at: <https://windupwatchfair.com>

A Unique Timepiece Built for Each Owner

The Intaglio dials can be incorporated into one of three new case options: the 36mm Midsize Edition, 38mm Heritage Diver, and 40mm Classic Edition. All cases feature a AR-coated sapphire crystal, screw-down crown, and hand-brushed finish. Produced in small runs and batches, the dials are painted or patinaed, engraved, and hand-finished in their California studio. Due to the range of manual processes and techniques, each dial and resulting timepiece is a unique and distinctive heirloom.

“The Intaglio Edition is a very personal project to me—celebrating the marriage of vintage horology, modernist-informed design, and traditional etching techniques.”

—John Beck McConnico

About Bespoke Watch Projects

Inspired by horological tradition, driven by collaboration, and fueled by modern design, Bespoke Watch Projects creates limited production mechanical timepieces. Designed and assembled by hand in Oakland, California, the brand was founded in 2013 by designer, visual artist, and horologist John Beck McConnico. Having a background in creative direction, design, and fine art, John culls from his experience in creating products and campaigns for brands such as Apple, Sony, and NBC—as well as two decades of watch collecting, painting, and mixed media art. The brand has become known for its unique merging of heritage-inspired details and modern design influences, producing timepieces that are equal parts functional tool, art piece, and personal heirloom.





Intaglio Edition | Specs + Pricing



36mm Midsize Edition

- 316L Stainless Steel Case, 36mm x 44mm x 12mm, 20mm lugs
- Flat Sapphire Crystal with Interior UV Coating
- Exhibition Display Back
- Threaded Screwdown Crown
- Hand-Finished Engraved Dial in Brass, Copper, Sterling Silver, or Gold Alloy (made-to-order)
- A Selection of Handsets are Available
- Choice of Vintage-Style Strap (5 color options)
- Powered by a 25-jewel automatic Swiss movement
- Water Resistance Rating to 10 ATM

MSRP: **\$800**

Windup Pricing: \$680 (15% off)



38mm Heritage Diver

- 316L Stainless Steel Case, 38mm x 46mm x 12.6mm, 20mm lugs
- Flat Sapphire Crystal with Interior UV Coating
- Exhibition Display Back
- Threaded Screwdown Crown
- Hand-Finished Engraved Dial in Brass, Copper, Sterling Silver, or Gold Alloy (made-to-order)
- A Selection of Handsets are Available
- Choice of Vintage-Style Strap (5 color options)
- Powered by a 25-jewel automatic Swiss movement
- Water Resistance Rating to 15 ATM

MSRP: **\$875**

Windup Pricing: \$740 (15% off)



40mm Classic Edition

- 316L Stainless Steel Case, 40mm x 48mm x 12.7mm, 20mm lugs
- Flat Sapphire Crystal with Interior UV Coating
- Engraved Stainless Steel Back
- Threaded Screwdown Crown
- Hand-Finished Engraved Dial in Brass, Copper, Sterling Silver, or Gold Alloy (made-to-order)
- A Selection of Handsets are Available
- Choice of Vintage-Style Strap or Stainless Steel Bracelet (+\$75)
- Powered by a 25-jewel automatic Swiss movement
- Water Resistance Rating to 10 ATM

MSRP: **\$850**

Windup Pricing: \$722 (15% off)



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Photography & Media

A full set of Photography can be accessed online:

http://bit.ly/bespoke_intaglio

Contact Information

John Beck McConnico

Bespoke Watch Projects

5111 Telegraph Avenue, Suite 219

Oakland, California 94609

United States

Email: time@bespokewatchprojects.com

Instagram: [@BespokeWatchProjects](https://www.instagram.com/BespokeWatchProjects)

Web: <http://BespokeWatchProjects.com>

Event Information

Windup Watch Fair

October 25–27, 2019

75 9th Avenue, Chelsea Market

New York City

Friday, Oct. 25: 11 am–6 pm

Saturday, Oct. 26: 11 am–7 pm

Sunday, Oct. 27: 11 am–5 pm

<http://windupwatchfair.com>



Windup Specials

1. All items will be offered at **event pricing** (15% off MSRP)
2. A selection of **Intaglio Edition** options will also be available within our Online Watch Builder at the start of the event:
<http://bespokewatchprojects.com/BUILD>