

# ARBUS.<sup>®</sup>

New York

## PRESS RELEASE

### Meshing of Time Zones

**SINGAPORE, APRIL 2020** - As the world advances by the minute, society is constantly living in a globalised world where time zones become blurred. Be it travelling for a holiday or getting on that conference call between Tokyo or New York, having a watch that has the dual-time function be useful in many ways. Having a timepiece that not just serves its function but also aesthetically pleasing to switch easy from the city travel to the boardroom is a bonus. A good timepiece is an expression of one's style and elegance. Arbutus prides itself in producing quality mechanical watches modified with watch parts from Switzerland. While focusing on inner mechanisms of the watches, Arbutus does not compromise on the designs and aesthetics of the watches for fashion-oriented watch enthusiasts. With that, Arbutus has launched the latest collection of **Arbutus Dual-time Automatic timepiece - AR1905**.



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The **Arbutus Dual-time Automatic timepiece - AR1905** key feature is its dual time automatic movement feature that is housed in a 44mm stainless steel case. The second time zone is featured in a small sub-dial found on the 9 O'clock so that the wearer can easily distinguish the time between two cities. The watch also features a day and night indicator to allow the wearer to distinguish the time zones more easily. What is impressive is that the **Arbutus Dual-time Automatic timepiece - AR1905** is able to provide up to 40 hours of power reserve despite providing many features for a compact automatic movement. In order to enhance the aesthetics of the watch and Arbutus chose to showcase the design of the watch in a 'skeleton' manner. This allows the wearer to admire the beauty of the automatic movement, working in unison for each beat of the watch.



The **AR1905** watches come in Silver White Dial, Silver White Dial in IP rose gold, as well as Black Dial and paired with either a Brown or Black Calf Leather strap. The watches are retailing from \$500 to \$557, making it an accessible piece for an everyday man to own.

Basketball star Kobe Bryant once said, "Everyone looks at your watch and it represents who you are, your values and your personal style." The **AR1905** would be the best representative of any man as it is overall a simple, clean yet classy design to be decked on the wrist.

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AR1905RWF  
\*\$520/\$556.40



AR1905SBF  
\*\$500/\$535.00



AR1905SWU  
\*\$500/\$535.00

- **AR1905 RWF:** Silver White Dial in IP Rose Gold, Stainless Steel, Brown Calf Leather Strap
- **AR1905 SBF:** Black Dial, Stainless Steel, Brown Calf Leather Strap
- **AR1905 SWU:** Silver White Dial, Stainless Steel, Black Calf Leather Strap

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### **ABOUT ARBUS**

In the frenetic, exhilarating fast pace of the modern city where technology rules our daily lives, art provides that edge of vibrancy that stirs our creativity and redefines our personality. Specialty mechanical watchmaker, Arbutus, stands out in the modern marketplace as an artisanal timepiece with pure mechanical self-winding movements featuring complications such as calendar functions, small seconds sub-dials and moon phases – a striking wearable piece of art that reflects the edgy chic of the young cosmopolitan city dweller who is cool and technologically-savvy, yet truly unique in character with a taste for modern creativity and the unconventional. This perfect harmony of the “art” of traditional watchmaking combined with modern styling comes only from a pure watch brand that knows and understands consumers' needs - Arbutus.

### **AVAILABILITY**

Arbutus watches are available at leading department stores (Crystal Time Pavilion at VivoCity #01-K30, TANGS at Tang Plaza, Robinsons The Heeren and OG Orchard Point) and authorised watch retailers.

Crystal Time is the exclusive watch distributor for Arbutus.

For further information and the list of authorised retailers, please call Crystal Time (S) Pte Ltd at +65 6747 8888, visit the website [www.timepieceatelier.com/arbutus](http://www.timepieceatelier.com/arbutus), Arbutus Singapore Facebook page at [www.facebook.com/ArbutusSingapore](https://www.facebook.com/ArbutusSingapore), or Arbutus Singapore Instagram page at [https://www.instagram.com/arbutus\\_sg](https://www.instagram.com/arbutus_sg).