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New York

PRESS RELEASE

RECREATION OF THE ICONIC TIMEPIECE ARBUTUS WALL STREET ICON AR2203

December 2022 – The iconic and timeless octagonal-shaped bezel watch has always been a popular and well-loved design by horologists. This distinctive shape was created by the greatest legend and notable Swiss watch designer of all time, who is known as the Picasso of watchmaking. He was the man who designed some of the most highly sought-after timepieces in the watch world for the finest watch brands. His designs carry immense value which represents innovation, revolution, style and precision. To commemorate a fellow and respectable watchmaker, Arbutus has released its version of the octagonal-shaped bezel timepiece - the **Arbutus Wall Street Icon AR2203**.



Similar to the design trait found in various luxury timepieces, the **Arbutus Wall Street Icon AR2203** features a dodecagon-shaped bezel, without the hefty price tag. The bezel is integrated into a 41mm eight-sided case structure that gives the timepiece a sharper and edgy look. The **Arbutus Wall Street Icon AR2203** face and case back are fitted with a sapphire lens, offering a view of this well-crafted and quality Japan Made automatic movement. Furthermore, the exposed dial conveys a sense of style and entices the onlooker's imagination.

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As with any Arbutus, the **Arbutus Wall Street Icon AR2203** embodies the excellence and character of Arbutus while upholding its exceptional craftsmanship and quality. Apart from this design element, the **Arbutus Wall Street Icon AR2203** collection is created for those who write their own story with power. The collection is named after Wall Street, a Financial District in New York City that symbolizes power and resilience. And Wall Street produces many successful people from all walks of life that never allow rejection to stop them from succeeding. Thus, Arbutus wants to offer its wearer a commanding timepiece that radiates power and confidence.



To define this timepiece further, it features a unique centre link lug design that not only elevates the look but also removes the gap between the watch and the strap for a seamless design. The brushed stainless steel case is also made thinner and less bulky. Additionally, the genuine leather strap is thick yet flexible and smooth enough that no break-in period is required, allowing the wearer ultimate comfort from day one.

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The **Arbutus Wall Street Icon AR2203** comes in 3 different colours - all provide a blend of a modern and timeless look that matches well with any suit or casual wear. Even with its luxurious design, the **Arbutus Wall Street Icon AR2203** is perfect for anyone seeking a budget-friendly timepiece while seeking extraordinary.



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AR2203TUUU

AR2203RBB: Grey/Black Double Layer Dial, Stainless Steel in IP RoseGold, Black Leather Strap

AR2203SWS: Grey/Silver White Double Layer Dial, Stainless Steel, Stainless Steel Bracelet

AR2203TUUU: Blue/Black Double Layer Dial, Stainless Steel, Blue Leather Strap

ABOUT ARBUTUS

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.