



PRESS RELEASE

Arbutus Solara AR2505 Collection A Creative Reimagining of Time Around the Sun



July 2025 - Arbutus is excited to introduce the Arbutus Solara AR2505 Collection, a bold and refreshing take on automatic timepieces that merges inventive design with sophistication. With its playful twist on traditional time-telling, this new collection challenges traditional watches while showcasing the refined craftsmanship Arbutus is known for.

The defining feature of the Arbutus Solara AR2505 Collection lies in its unique display of time. Inspired by the Earth's rotation around the Sun, this design echoes the passage of time—much like the solar system, which lends its name to the collection. Instead of the conventional hour hand layout, it has been replaced by a sliding hour wheel that is revealed through an hour window set at the embossed central dial. This unexpected placement draws the eye and adds a new layer of interaction to reading the time, inspired by the orbiting planet as time goes on. Meanwhile, the minute is indicated by a modern-touch neon orange hand, which doesn't merely float above the dial. Instead, it glides beneath the gap between the raised central dial and the outer index ring, creating a fascinating interplay of depth and motion.

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This multi-layered dial structure combines a rhombus-embossed center with elevated indices that adds texture and architectural character to the design. The result is a dial that feels both dimensional and dynamic, turning each glance into an engaging visual experience and highlighting the innovative craftsmanship behind every detail.

At its core, the Arbutus Solara AR2505 is powered by a reliable Japan-made automatic movement with a 40-hour power reserve, built to support the intricacies of this dynamic display. Housed in a 41mm stainless steel case and shielded by a sapphire lens, the watch is both durable and elegant. It is also water-resistant up to 50 meters, making it suitable for everyday wear, and comes fitted with a genuine leather strap for lasting comfort and classic style.

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The Arbutus Solara AR2505 Collection is available in four distinct colorways, each chosen to amplify the unique design of the watch. The Arbutus Solara AR2505GUU features IP gold plating with a deep navy blue dial and matching strap, offering a regal, commanding look. The Arbutus Solara AR2505RGG combines IP rosegold plating with a rich olive green dial, creating a grounded yet modern aesthetic.

For a minimalist and versatile choice, the Arbutus Solara AR2505SWB features a polished stainless steel case paired with a silver dial and black leather strap. For those with refined taste, the Arbutus Solara AR2505RWF offers the same silver dial in a rose gold-plated case, complemented by a brown leather strap.

With the Arbutus Solara AR2505 Collection, Arbutus once again breaks convention, delivering an automatic watch that redefines how time is read—and how it's worn. It's a timepiece for those who value craftsmanship, innovation, and the joy of seeing time differently.

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AR2505SWB

Embossed silver dial, stainless steel case, black genuine leather strap



AR2505RWF

Embossed silver dial, stainless steel case in IP rose gold plating, brown genuine leather strap



AR2505RGG

Embossed green dial, stainless steel case in IP rose gold plating, green genuine leather strap



AR2505GUU

Embossed blue dial, stainless steel case in IP gold plating, blue genuine 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.