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PRESS RELEASE

ARBUTUS WALL STREET ICON AR2204

April 2023 - For over three decades, specialized mechanical watchmaker, Arbutus, is known for their extraordinary craftsmanship and innovative designs while remaining affordable. From timeless to iconic luxury watch designs, Arbutus recognizes the appeal that iconic designs bring to the table. Arbutus believes that those iconic luxury designs should be easily accessible to fans, as well as affordable.



That said, Arbutus has released its version of this symbolic design - the new **Arbutus Wall Street Icon AR2204**, a collection that's set to make its mark. First introduced last year, Arbutus launched the Wall Street Icon collection with a skeletonized dial fitted with a dodecagon-shaped bezel. The design is inspired by the iconic octagonal shaped-bezel, a well-known design trait in luxury timepieces and a highly sought-after design by horologists.



This year, the new **Wall Street Icon AR2204** adhered more closely to a traditional watch style that showcases a covered dial. Even without the skeletonized dial, the new **Wall Street Icon AR2204** is still an eye-catching timepiece, featuring a classic yet stunning textured dial that creates movement as you shift your wrist. On top of that, the dial is framed with luminescent coated baton hour markers and hands, followed by a white day-date display which helps to achieve higher legibility and serves its functionality well.

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Admiring it from every angle, the **Wall Street Icon AR2204** features a 41mm by 49.5mm stainless steel tonneau-shaped case, combined harmoniously with a dodecagon-shaped bezel and a round dial display. To achieve a seamless and integrated look, the timepiece is fitted with a brushed stainless steel bracelet or a genuine leather strap. These well-thought design elements are key qualities in defining a modern luxurious timepiece.



In addition to the design, the caseback comprises a sapphire glass window, showcasing the intricate motions of the Miyota 8205 automatic movement within this exquisite timepiece - a high quality and reliable Japanese movement built to provide up to 40 hours of automatic power reserve.

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Specially crafted, the **Wall Street Icon AR2204** is launching a total of 4 models to appeal to different tastes and preferences. The dials vary in color, such as light salmon, midnight blue, forest green, and crisp white. Available in refined rose gold or vibrant silver - all colorway easily goes well with any outfit be it casual or professional settings, while portraying a sophisticated masculinity character and maintaining its affordability.

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AR2204RWF

White Dial, Stainless Steel with IP RoseGold Case, Brown Leather Strap



AR2204SFS

Light Salmon Dial, Stainless Steel Case, Stainless Steel Bracelet



AR2204SUS

Midnight Blue Dial, Stainless Steel Case, Stainless Steel Bracelet



AR2204SGS

Forest Green Dial, Stainless Steel Case, Stainless Steel Bracelet

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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.