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PRESS RELEASE

Communiqué de press, Presseinformation

HAPPY SECOND

The happiest dance of a second!

At first glance, the dial of the "Happy Second" appears simply black. However, when viewed from a specific angle, it reveals ribbed lines that create a fascinating interplay of rectangles for the eye. The dial comes to life, forging an emotional connection. One is surprised by this initially invisible yet ever-present detail.



To evoke even more emotions, the hour display of the chronograph is designed at 6 o'clock in avant-garde colors. And as soon as the start/stop pusher at 2 o'clock is pressed, the watch springs to life, and the multi-colored seconds hand begins its joyful dance to the rhythm of 60 seconds.

The case of this model is a complete redesign. With a diameter of 42 mm and a height of just 12.40 mm, it is remarkably slim for a chronograph movement of caliber ETA 2894. The rounded design of the case and pusher gives the watch an elegant and modern aesthetic.

The front glass has also been innovatively developed. Unlike conventional domed sapphire glasses, this model features a cylindrical glass that provides an interesting contrast to the watch's flat appearance. The interplay of these elements creates an elegant look with deliberately placed color accents, resulting in a harmonious appearance and excellent fit on any wrist.



Inside ticks the coveted and precise chronograph ETA 2894, which has a total height of only 6.10 mm. It offers a stop function with a central seconds hand, a decentralized minute display at 9 o'clock, and an hour display at 6 o'clock. The rotor is intricately hand-engraved and refined, as with all Alexander Shorokhoff watches.

The soft calf leather strap, adorned with an artistic stainless steel detail and colored edges, seamlessly integrates into the overall design of the watch. Let the joyful second dance!



Technical Specifications Model "HAPPY SECOND" AS.HS-03:

Ref. Number: AS.HS-03

Price: 3,299 EUR

Movement: Automatic caliber 2894 ETA, hand-engraved and refined rotor, chronograph with central second, decentralized minute at 9 o'clock (30 min) and decentralized hour at 6 o'clock, date, power reserve of at least 44 hours when fully wound.

Functions: Hours, minutes, decentralized seconds at 3 o'clock, date, chronograph with central seconds, decentralized minute at 9 o'clock (30 min), and decentralized hour at 6 o'clock.

Case: Stainless steel with sapphire front glass and sapphire case back, 5 ATM, case back secured with 7 screws.

Diameter: 42.0 mm

Height: 10.30 mm without front glass and 12.40 mm with front glass

Glass: Sapphire glass on both sides, anti-reflective on the front

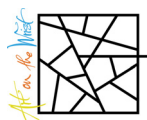
Dial: Black with special ribbed decoration in black

Hands: Hour and minute hands in steel color, central second hand multi-colored, decentralized second and minute hands in steel color, decentralized hour hand in orange

Strap: Calf leather strap with artistic steel detail

Lug Width: 20 mm

Limited Edition: 50 pieces



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