



*Age certainly doesn't come  
before beauty when it comes  
to the NOMOS brand...*

# NOMOS

**IF YOUR TASTES** favour a clean, modernist aesthetic, if your home is furnished with vintage items by Marcel Breuer and Alvar Aalto and you listen to Kraftwerk on a Dieter Rams-designed Braun hifi, if the purist styling and the industrialist architecture of the German Bauhaus movement is your thing, then a beautifully balanced, elegantly minimal wristwatch from the NOMOS Glashütte atelier will be right up your strazze.

The German watch-making company, based in Saxony and founded by Roland Schwertner, has been operational only since 1990 (it began trading just a few weeks after the fall of the Berlin Wall) but has already established itself as a bonafide manufacture, an innovator and a firm favourite with the architecture and industrial design community.

The marque's Deutscher Werkbund-inspired philosophy is impressive – stoically determined and pragmatically ambitious. According to local business law, in order to declare timepieces 'Glashütte watches' a company must produce at least 50% of a calibre's value on-site. But since its inception NOMOS watches have used only in-house movements, meaning that it does not need to buy any calibres from third parties. The result? For the past two years all new NOMOS calibres proudly bear the stamp 'NOMOS Glashütte Deutsche Uhrenwerke.'

After introducing its debut automatic model – the Tangomat – back in 2006, NOMOS Glashütte has very gradually and very carefully increased its head-turning portfolio of watches with new models such as the Ahoi and Metro, each one painstakingly designed with remarkable and handsome restraint. In 2014, the company decided to take its commitment to independence one stage further by unveiling its very own in-house escapement, which is now known as the NOMOS swing system.

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Now NOMOS launches the neomatik series (yes, that lower case font is intentional), a new range of eye-catching watches. Tangente, Orion, Ludwig, Metro, Ludwig and Minimatik are each available in two versions; either cyan blue accents on a white silver-plated dial, or with accents in neon orange on a Champagne-coloured dial. These versions are also nicknamed – rather fabulously we reckon – 'champagner.' The neomatiks, says NOMOS, are 'next generation' automatic watches, thin and capable of chronometer-level accuracy without requiring NOMOS to betray its established, and highly reasonable, price range.

The movement working within the neomatiks is the tenth in-house built NOMOS calibre, the DUW 3001 measuring just 3.2mm in height and under half the size of the other automatic calibres in watches of this price range. Three years in development using modern research and production methods, the white coats at NOMOS Glashütte (the same technicians responsible for the pace-setting NOMOS swing system) were able to halve tolerances and significantly improve the efficiency and precision of this calibre. “DUW 3001 stands for best quality craftsmanship and outstanding technology,” says NOMOS CEO Uwe Ahrendt. “And for a modern Glashütte.”

[nomos-glashuette.com](http://nomos-glashuette.com)