

RED ARMY WATCHES

Acquirable Timepieces

Press Release

Introducing Giuliano Mazzuoli

1 August 2014, Singapore – *Giuliano Mazzuoli timepieces exude minimalistic elegance from capturing the essence of simplicity of the objects that inspire the watches' designs.* Newly arrived at Red Army Watches is the Giuliano Mazzuoli brand of watches. Designed in Italy and made in Switzerland, Giuliano Mazzuoli timepieces are inspired by the simplicity and functionality of the objects around us. Based in Florence, Giuliano Mazzuoli himself is a firm believer that simplicity is not designed but encountered. From this, clean yet beautiful pieces – distinctive with their round cases and lugless designs – such as the Manometro and the Trasmissione Meccanica were borne.

The Manometro is based on the manometer or the air pressure gauge commonly used for tires. The Manometro features a sturdy stainless steel watch case. Measuring 45.2mm in diameter and 14.8mm in thickness, the watch case is simple, rounded and highly-polished. The stately crown of the watch is found at the two o'clock position, distinct from most other watch designs. The watch dial is either ivory or black in colour for the models currently available here. Both models feature the number 12 and the second hand in red, while the hour and minute hands as well as the other numerals on the watch dial are in black. Powered by an automatic Swiss ETA movement, the Manometro is fitted with a thick, natural colour leather strap which is designed to fit nicely and comfortably on the wrist.

For the Trasmissione Meccanica, Giuliano Mazzuoli took the mechanical parts of the gearbox and transformed it into a timepiece. The stainless steel case of the watch is based on the gear itself, featuring the distinctive grooves that can be found on a gear. The watch dial is inspired by the disc of the clutch while the crown at the two o'clock position is akin to the spline shaft, responsible for transmitting the rotations of the engine to the gear shift. Studs on the dial serve as hour markers and the red hour and minute hands of the watch are similar to the ones found on the mechanic's compass. Housed within the Trasmissione Meccanica is an automatic Swiss ETA movement. Thick black leather straps with red stitching complete this Trasmissione Meccanica model.

Sought after simply for the pleasure of owning a well-designed and beautifully-crafted timepiece, Giuliano Mazzuoli Manometro and Trasmissione Meccanica are now on display and available for pre-order at Red Army Watches (Millenia Walk, Wisma Atria and red dot Traffic) and Krasnaya – The Watch Art Gallery (ION Orchard) outlets. Retail prices start from S\$4,598.

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About Giuliano Mazzuoli

Based in Florence, Italy, Giuliano Mazzuoli is the designer and inventor of the Giuliano Mazzuoli timepieces which are designed in Italy and made in Switzerland. He also designs pens and notebooks. The Mazzuoli family has a long history in Florence with Lisandro Mazzuoli being the watchmaker under the Pistelli family who was renowned for the construction of tower clocks and long case clocks back in the 1700s. Giuliano Mazzuoli watches are sought-after for their clean and functional designs.

About Red Army Watches Group

Non-conformist. Daring. Revolutionary. And probably the most radical, plain madness. Red Army Watches has been labelled in many ways, and the anti-establishment movement is what moulded us from the beginning. We took in a common product, a watch, and presented it in a different light, changing the traditional perception in terms of what a watch is and what options are there available for the discerning customers.

We are first and foremost a retailer with an exciting portfolio of non-mainstream brands qualified to fit into our Acquirable Timepieces brand assessment strategy. As of 2013, collectively we operate four outlets in Singapore, three in Malaysia, and three in Indonesia. We own and run three retail concepts namely Red Army Watches, Krasnaya-The Watch Art Gallery, and Instrumentum.

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Authorised dealers:

Red Army Watches

Millenia Walk #01-78

Wisma Atria #03-02

red dot Traffic #04-04

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Krasnaya – The Watch Art Gallery

ION Orchard #B3-03

Service centre:

red dot Traffic #04-04

e-shop:

www.redarmywatches.com



Instagram