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Second Forum NOMOS Glashütte: “Relevant and surprising!”



The Second Forum NOMOS Glashütte

An enthusiastic response to the industry meetup—new watches and a plethora of topics at the heart of traditional German watchmaking at Glashütte

GLASHÜTTE, OCTOBER 2021. “Relevant and surprising. A resounding success,” is how a visitor summed up the event on its final evening. On Tuesday, the second Forum NOMOS Glashütte ended. For the organizer, it was an all-around success. Press, bloggers and retailers, overall about 100 attendees and NOMOS representatives, were highly appreciative of this new form of engagement.

Launched in Fall 2020 and now held at Glashütte for the second time, the forum’s intention is to evolve into an industry meetup. More than simply an occasion to present watches and information about new caliber technologies, it aims to answer questions about what the watchmaking world of the future will be like. This year’s questions include: What is important in retail? What role does digitization play in the world of mechanical watches? How does the online shop help brick-and-mortar stores? How does the buyer of tomorrow find them? How much do strong brands matter?

The special guest was the internationally acclaimed designer Werner Aisslinger. He talked about design projects at his studios in Germany and Asia, as well as what design and production must accomplish for the customers of tomorrow. NOMOS Glashütte is a “local hero”, he said. “A company that does everything right: manufacturing regionally for the world, sustainably and with a long tradition.” The designer presented his NOMOS Autobahn model in three new colors as a limited “Director’s Cut” Edition.

From now on the Forum NOMOS Glashütte will take place yearly. “Davos has been home to the World Economic Forum since 1991,” remarked NOMOS CEO Uwe Ahrendt. “Perhaps not quite as ambitious, Glashütte now has a forum as well.”

Do new watches, design, research and development, brands—or simply 175 years of the Glashütte watchmaking industry interest you? Get in touch. We look forward to introducing you to our world.

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Medieninhalte



Local and global, online and onsite: The second Forum NOMOS Glashütte not only presents new watches, but also has answers on ways to connect worlds.



Hot topics at the second Forum NOMOS Glashütte: A9, A3, A7 (from the left) are the limited edition watches of NOMOS Autobahn. All three represent the favorite Autobahns of their designer, Werner Aisslinger. Limited to 175 watches for each model worldwide on the occasion of the 175th anniversary of Glashütte watchmaking.

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