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Watches and Easter Bunnies: Two German Traditions



Glashütte and the Easter Bunny

What does Glashütte's watch industry and German Easter Bunny chocolates have in common? NOMOS Glashütte has looked for and found the answer—and, of course, watches to compliment the Easter celebration.

GLASHÜTTE, EASTER 2022. The intersection is twofold: Both origin and age connect Glashütte's watch industry with Germany's popular chocolate Easter Bunny. Both traditions originated in the middle of the 19th century, and both are typically German. Glashütte's watch industry was born in 1845, a time when the first Easter Bunny-shaped chocolates adorned shop windows in towns. Unlike today, the chocolate bunnies at the time were not hollow, but solid; they weighed several kilograms. They had become affordable because a growing number of sugar factories were being established in Germany in the 19th century, producing beet sugar at low cost. Since then, the chocolate bunny has existed in Germany to celebrate Easter, and some other countries have also adopted this tradition.

And time marches on. In 2022, the NOMOS Glashütte manufactory is offering something much better than chocolate bunnies and candy for Easter: Colorful watch classics made of stainless steel and sapphire crystal glass. They are bold, yet complement any fashion and every piece of clothing. They bring joy, for a lifetime. Their sleek mechanical movements—whether automatic or manually wound—are made in the 175-year old Glashütte watchmaking tradition, and secured in cases made of stainless steel and sapphire crystal glass.

Dear Journalists,

We have put together an entire Glashütte Easter basket for you below—and of course there are even more watches, images and information. Feel free to get in touch with us. And if you're in the mood to go on an Easter egg hunt yourself, take a look at the map and try to locate Glashütte.

We would be glad to invite you for a visit.

Happy Easter!

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Medieninhalte



The Easter Bunny is long gone, but the main thing is that the watch is here. Tetra Fidelio is a NOMOS model that is suitable in every respect for decorating Easter baskets in 2022. And it not only keeps an eye on colorful eggs, but also chases away the winter gloom.



"De ovis paschalibus—About Easter Eggs" was the title of a dissertation published 1682 in Heidelberg which also contained the first ever mention of an Easter Bunny. This watch, the Tetra Ode to Joy, loves purple eggs. This year, it's being delivered by the Easter Bunny.



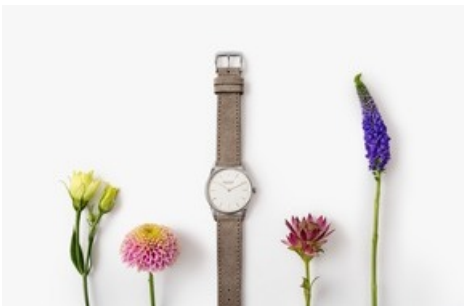
Wouldn't it be a joy to find this watch under your pillow early on Easter Sunday? Or tying together a bouquet of daffodils at the breakfast table? The Tangente neomatik champagne.



Not quite as sweet, but much more beautiful and enduring than chocolate Easter Bunnies, and a piece of art on the wrist: The "Haute Horlogerie" Lux Zikade by NOMOS Glashütte: A watch in rose gold.



1845 was the year that watchmaking was founded in Glashütte. Recently, the "Glashütte" designation of origin is now strictly protected by law—only watches made according to the strict rules of the town's watchmaking tradition are permitted to wear the name like a piece of jewelry. One such gem is the Club Campus future orange for young watch-wearers.



Who still believes in the Easter Bunny? This flower of a watch from NOMOS Glashütte probably doesn't, seeing as it's all grown up. The Orion Duo does away with the seconds, and only features two hands. Hence the name "Duo"—and the particularly attractive price.



In the mid-19th century, the production of affordable chocolate Easter Bunnies and Easter eggs became possible in Germany. At the same time, since 1845, the first watches were made in Glashütte. Watches that would soon take the world by storm. Seen here: The Tetra Fidelio.

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