

12.07.2022 – 12:56 Uhr

## Maximalism is back: A watch edition in a class of its own



### Maximalism returns

Confidently colorful, square, and prominent: The NOMOS Glashütte manufactory, usually known for its minimalist watches, now presents a limited edition in a class of its own.

GLASHÜTTE, JULY 2022. Until recently, fashion invoked minimalism—quality fabrics, simple cuts, no frills. And jewelry also subscribed to this philosophy: delicate chains, the tiniest of jewels, a slight hint, almost invisible. But what about the world of watches?

Mechanical watches with handcrafted calibers are lifetime investments, not seasonal goods. For them, subtlety and timelessness have always been at the top of the list. But now that fashion trends are once again clearly focusing on expressive silhouettes, watches can also dare to be more.

NOMOS Glashütte hits the ground running this summer with a limited edition in a class of its own: Models based on the well-known NOMOS classic, Tetra, now larger and thrillingly colorful. Haute couture instead of off-the-rack. Highly visible, yet pleasing to the eyes. Because sometimes, more is simply more. Four square watches in shining off white, red, blue and black, each distinct with contrasting hands and numerals, manage to unite not only worlds but world views. Minimalism in a maximalist style. A work of art!

Tetra has long since written (design) history with its classic, smaller original form. The crisp colors accompanied by a new size show no less aesthetic potential, and are striking to the point of being unconventional. The four watches in off white, red, blue and black are non-conformist—they celebrate personalities. They allude to summer holidays at a seaside resort. Perhaps also to the famous portraits of Pablo Picasso, to fashion with Breton-inspired stripes, of Jean Paul Gaultier, Chanel, Florence Tétier. In any case, they inspire. To mark 175 years of Glashütte watchmaking, NOMOS Glashütte has produced 175 of each model. And there's more in the way of technology, too: The watches run on the company's own DUW 3001 automatic movement. Available now at selected retailers and at [nomos-glashuette.com](https://nomos-glashuette.com).

Certainly, maximalism is now also a major topic among your readers. Watches for personalities are sure to interest you. We have more information and images—and would be glad to hear from you.

Sincerely,  
Oliver Nyikos

NOMOS Glashütte  
PR department

+49 35053 404-481

[pr@glashuette.com](mailto:pr@glashuette.com)

[Imprint](#)

## Medieninhalte



*Haute couture for the wrist: Tetra neomatik in black and off white. Not only is the new NOMOS watch made in Glashütte. It is also more prominent. Because sometimes, more is simply more.*



*Black and strikingly beautiful: Tetra neomatik in black. Only 175 of each of these special watches exist worldwide. All four versions tick with a particularly flat and modern automatic caliber, the in-house NOMOS neomatik DUW 3001 movement.*



*Haute couture instead of off-the-rack: Tetra neomatik in red. The new NOMOS watch is prominent and pleasantly eye-catching. Why? Because sometimes, more is simply more.*



*Tetra neomatik in off white: NOMOS Glashütte hits the ground running this summer with a limited edition in a class of its own. Models based on the well-known NOMOS classic, Tetra, now larger and thrillingly colorful. Even the model in (almost) white stands out—thanks to the enamel-like, glossy dial and the elements in red and blue.*



*The square as the perfect shape for the art of timekeeping: The best combination of two ideal shapes is a circle in a square. The hands make their rounds in the square case, and most wrists are perfectly flattered by this combination: Shown here is the Tetra neomatik in blue from NOMOS Glashütte.*

Diese Meldung kann unter <https://www.presseportal.de/en/pm/74432/5271175> abgerufen werden.