

04.08.2022 – 15:54 Uhr

Distinctive red twelve: Glashütte emergency aid model



Glashütte emergency aid model

With world hunger increasing by the day, a situation that is being aggravated by the war in Ukraine, a watch from NOMOS Glashütte is here to lend a helping hand by making a generous contribution—while inspiring others to do the same.

GLASHÜTTE, AUGUST 2022. Adversity is growing. Already 800 million people worldwide are starving. A combination of various crises have exacerbated an already difficult situation in many regions of the world: local conflicts, the pandemic, droughts and crop failures, the death of livestock, and now the war in Ukraine. The latter is also causing food prices for countries in the global south to soar to almost incalculable levels. "In one week alone, we admitted almost 1,000 children to our outpatient therapeutic feeding program. Thirty per cent of them were suffering from severe acute malnutrition," reports Bakri Abubakr, Doctors Without Borders' program manager in Somalia.

You can support by getting directly involved—for example, as a doctor, nurse or logistician with Doctors Without Borders. With a donation. Or with a truly unique emergency aid model: Tangente 38 – 50 ans de Médecins Sans Frontières from NOMOS Glashütte. A wristwatch based on the brand's most popular model, Tangente. It has the classic and very harmonious diameter of 38 millimeters. It is limited. 100 euros per unit sold goes directly and without deductions to the Nobel Prize winning organization, Doctors Without Borders, and yet the watch costs no more than the standard model. The dial bears the red twelve, which indicates emergency aid: red has also been the color of Doctors Without Borders for half a century.

With this timepiece from NOMOS Glashütte, everyone can provide emergency aid for a better future, and model it too: The red twelve is also intended to raise aid awareness, encouraging even more people to provide support. Helping has quite possibly never been more important than now and with this watch: The limited model is a classic for life and provides for better times ahead. For the wearer, but going beyond that for others—for people in need.

Do you want more information for your audience? Would you like images? A watch to photograph? Feel free to contact us—we're here for you.

Sincerely,
Oliver Nyikos

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Medieninhalte



The red twelve close up: with this classic yet strikingly distinct Tangente from NOMOS Glashütte, now everyone can provide emergency aid—and show it too. The red twelve is also intended to raise emergency aid awareness, encouraging even more people to support Doctors Without Borders.



Adversity is growing. Already 800 million people worldwide are starving. This watch from NOMOS Glashütte supports people in need: Tangente 38 - 50 ans de Médecins Sans Frontières, limited to 2,021 units worldwide and characterized by a red twelve.



Distinctive red twelve: watches that give support. Tangente 38 - 50 ans de Médecins Sans Frontières is an “emergency aid model”, as 100 euros for every watch sold goes directly and without deductions to Doctors Without Borders Germany (Registered charity number: VR 21575 B). Photo: Vincent Lions



Combating adversity together: For ten years NOMOS Glashütte has been collaborating with Doctors Without Borders, making classic watches for the benefit of people who are in need. Watches that also remind us hourly how lucky we are. Photo: Jens Østergaard



The iconic NOMOS twelve in striking red: the mark of watches that lend a hand. And, red has been the color of Doctors Without Borders for half a century.



Making watches for a better world: NOMOS Glashütte produces watches that provide emergency aid—for everyone to see: the red twelve is intended to raise more emergency aid awareness, encouraging other people to provide support.



With this classic yet strikingly distinct Tangente from NOMOS Glashütte, now everyone can provide emergency aid—with 100 euros from the sale of each watch going directly to people in need. And the watch shows it, too: The red twelve, the symbol of emergency aid, to inspire others.

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