



# CVSTOS

CREATING REVOLUTIONARY TIMEPIECES THAT FUSE INNOVATION AND TRADITIONAL WATCHMAKING, CVSTOS IS TAKING THE WORLD BY STORM.

The CVSTOS mission is simple: to leave the rest of the world behind. It is this mission that has kept the luxury watchmaking company one step ahead; not only in time, but also in front of its competitors. Its focus on creating innovative and revolutionary watches, whilst staying true to the age-old glamour of timepieces, has seen a dramatic increase in market demand since launching a mere five years ago.

Breaking into the market of Swiss haute horlogerie is no easy feat. Nonetheless, CVSTOS, and its high-tech approach to exclusive watchmaking, has taken the world by storm. CVSTOS has successfully fused the notions of creative design with cleverly pioneered management and has created a revolutionary style that is quickly becoming one of the best horological statements in the world today.

Known to many as the avant-garde benchmark in high-end watchmaking, CVSTOS prides itself on anticipating trends before they happen. Derived from the Latin word for "guardian", the name CVSTOS represents the team of driving forces behind the brand, who constantly seek to restore, create and evoke one-of-a-kind timepieces that will last forever. The CVSTOS technique encapsulates a perfect balance between traditional watchmaking and state-of-the-art innovation; they are progressive but at the same time are held in the highest esteem in terms of practicality.





Earlier this year, CVSTOS successfully launched a new line: the Challenge Twin-Time and the Challenge-R Twin-Time. Famed for their acuity, both watches are blessed with the inventive inclusion of a second time zone, together with an immediate large date function. They are likened more to a piece of art, as opposed to being simply a timepiece, and are arranged in such a way that two pierced disks meet together underneath the 12 o'clock apex.

A brand of this stature and success can only be the result of hard work, creativity and determination and it is these qualities that the co-founders of CVSTOS boast. Sassoun Sirmakes and Antonio Terranova have been avid watch enthusiasts since early childhood; a match made in haute horlogerie heaven. Sirmakes' sharp business-minded vision is complemented by Terranova's design skills and technical knowledge.

At the raw age of 23 years, Swiss-Armenian Sirmakes has always been captivated by the world of sophisticated watchmaking. Considering that the second set of words he ever learned was "tick-tock", and the fact that his father was the co-owner and chairman of the Franck Muller Watchland Group, it is almost inevitable that Sirmakes' future lay in the prosperous dynasty of watchmaking. In his first three years out of high school, he worked for his father's company, helping restructure the then small gemsetting department. It was here that his organisational and managerial capabilities were nurtured and enhanced, preparing Sirmakes for his future role as CEO and co-founder of CVSTOS.

Antonio Terranova was born in La Chaux-de-Fonds, the heart of the Swiss watchmaking industry, and has always been enthralled by the world of horology. Qualified as a micro-technical specialist, his sharp design eye and attention to detail, together with his years of experience in the industry (including time spent working for TAG-Heuer), has made Terranova a well-equipped co-owner and Chief Designer for CVSTOS.

Recent years have seen CVSTOS continue with its innovative mission, to "leave the rest of the world behind." In 2006 they formed an alliance with Forex on-line trading leader ACM and Genera's distinguished Ferrari agent, Modena Cars, and won the title of European Champion of the

Ferrari Challenge F430. To celebrate both the achievement on the track and the coalition of three companies renowned for their professional craftsmanship, earlier this year CVSTOS launched a tribute watch: the Challenge Chrono. The watch, which remains true to the CVSTOS aesthetic, is decorated with red tinted aluminium rings around the grade 5 push-pieces. It also features an instant date change, a power reserve indicator and an exclusive design screw-down crown, which, like all CVSTOS timepieces, guarantees up to 100 meters water-resistance.

As the curator of an innovative era of watchmaking that focuses on the future, the CVSTOS series is nothing short of eclectic. With its range varying from an automatic movement with twin time zone and instantaneous calendar through to an exceptional Minute Repeater Tourbillon Sport, the future forecast for this brand is simple - success.

#### BOX BRIEF

**EXCLUSIVE** ■ The watches come complete with various technology functions that are exclusive to the CVSTOS brand - including the polished titanium grade 5 screws which contain an elite CVSTOS pattern and the rotors which feature an exclusive CVSTOS TUNGSTEN 88 & TITANIUM TECHNOLOGY alloy

**TREND** ■ The outcome of an original concept, CVSTOS timepieces are completely dedicated to trendsetters across the world

**ELITE** ■ Renowned Brazilian footballers Lucimar Ferreira da Silva, (Lucio) and José Roberto da Silva Júnior (Zé Roberto) are two of the many famed sportsmen who wear a CVSTOS watch

**REVOLUTIONARY** ■ Several centuries after the dawning of watchmaking, CVSTOS is contributing to the discovery of a new dimension of technically perfected watches. As a leading pioneer, CVSTOS is pursuing its constant growth by doing today what others will do tomorrow

**INGENIOUS** ■ Creativity is seen at its best as the CVSTOS designers have brilliantly managed to maintain the recognizable CVSTOS identity between the various shapes of the cases: the Challenge Twin-Time (tonneau shaped) and the Challenge-R Twin Time (round shaped)