

## **PRESS RELEASE**

April 2018

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### **C'est FORMidable**

**The new FORM Damen from Junghans**



With its clear lines, the minimalist fashion style focuses on the essentials. An elegant look is achieved through concise tailoring – frequently purist, always discreetly avantgarde.

Junghans has now brought this zeitgeist to the wrist with its new gem. The FORM Damen makes a clear design statement, adhering consistently to the creative principles of the FORM line. An insinuation of depth is achieved by the concave doming of the dial and the embossed minute track – details that underscore the geometric design.

Unadorned and with an impression of lightness, the FORM Damen is a watch for every occasion. The interchangeable straps make it a colourful eye-catcher. Whether worn with a business outfit of blazer and pencil skirt or casually with a white shirt, jeans and sneakers – it can be combined with any look.

The FORM Damen from Junghans – good style, très chic.





### **The Junghans FORM range**

Inspired by the urban zeitgeist, Uhrenfabrik Junghans has created a new range that follows its own principles. The extensive experience of the Junghans designers creates the basis for the simple, modern design of the FORM: clear lines and consistent design elements characterise the style of this timepieces. The classic side view and geometric interplay between concave dial and convex case shape - also ensuring pleasant wearing comfort - are the key design elements of this line. The dials are distinguished by their remarkable three dimensionality and depth effect. The Junghans FORM – designed for a modern, urbane lifestyle.

## FORM Damen Features



047/4851.44



047/4852.00



047/4853.00

- Movement:** J645.36 quartz movement
- Case:** Stainless steel Ø 34.1 mm, height 7.0 mm,  
flat sapphire crystal with anti-reflection coating
- Dial:** Concave dial with embossed square minute track and  
matt silver-plated finish
- Hands:** Hands with environmentally-friendly Super Luminova  
luminous substance
- Strap:** Milanaise bracelet in stainless steel with safety buckle  
Leather strap with stainless steel buckle  
Interchangeable straps in the latest trend colours  
Distinctive feature of leather straps: Quick release  
for fast and simple strap change
- Water resistance:** Up to 5 bar





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**Junghans – The German watch**

Junghans was founded in the Black Forest town of Schramberg in 1861. Over 150 years of expertise in precision and design is reflected in memorable milestones: In 1903 Junghans was the largest watch manufacturer in the world, with over 3,000 employees. The development of precision movements made the company the largest German manufacturer of chronometers in 1951 and the third largest worldwide in 1956. In 1972 Junghans was the official timekeeper of the Olympic Games in Munich, setting new standards in timekeeping. After an eventful and turbulent company history, the Schramberg entrepreneurs Dr. Hans-Jochem and Hannes Steim became the new owners of the venerable company in 2009. Each watch is produced in Schramberg with great attention to detail, technological expertise and high standards of design and quality. The collection comprises charismatic timepieces: The Meister watches, which have been produced since the 1930s, reflect the history and present of the company. In 1956 Max Bill designed watches that have become absolute classics. Distinguished by the Bauhaus philosophy, they are still produced today in nearly unchanged form. Junghans set new standards in 1990 with the invention of the radio-controlled wristwatch – a technology that is still used today, in combination with environmentally-friendly solar power. A wide variety of technology as unique as the watches bearing the star.