

Fit on the Wrist

RED COLLECTION



ALEXANDER SHOROKHOFF

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“The most perfect colour is red“

Johann Wolfgang von Goethe

RED

Art on the Wrist



AS.N.PT05-6

Automatic chronograph with stop function ref. AS.2030, hand engraved and refined; 49 jewels; power reserve 38 hours; stainless steel case, Ø 43,5 mm; height 13,65 mm; sapphire front and back glass; 5 atm water-resistance.

RED. PROVOCATION OR PERFECTION?

Colours hold an important position with the watches by "Alexander Shorokhoff". Red is a very special colour; a multi-layered colour arousing emotions, exuding warmth and love. It stands for beauty but also for power and strength. This strong colour can cause rage and make people furious. "The most perfect colour is red" are the words of Goethe in his theory of colours. The new created "Red"-collection by "Alexander Shorokhoff" underlines this statement.

In order to show the manifold facets of red, Mr. Shorokhov is working with different combinations, colour schemes and hues. His aim is not to provoke but to complete and perfect the overall picture.

For the new edition of the watch model "New Planet", where the red dial has been combined with a matching rubber strap, a bright red was chosen. However the watch does not appear aggressive or overloaded but rather elegant and noble.



AS.N.PT01-6

Mechanical chronograph ref. AS.3133, hand engraved and refined; 23 jewels; blued screws; power reserve 42 hours; Stainless steel case, Ø 43,5 mm; height 13,65 mm; sapphire front and back glass; 5 atm water-resistance.

The delicate applied red metal ring, embossed with the lettering "Alexander Shorokhoff", is absolutely eye-catching. Height: 1,6 mm.



RED. ELEGANT AND SPORTY

This watch proves that the red colour can be applied in a quiet discreet manner. It has been completed by an attractive and interesting detail.

The red ring of the sporty-elegant chronograph C01-4 from the "Avantgarde"-collection intensifies its elegance and shows that this powerful colour can also be very gentle.

The matching red second and the small minute hand complete the black, white and red colour combination. The red and yellow seams on the leather strap complete the avant-garde directness of the design while also emphasizing the casual appearance and a dynamic lifestyle.

This model is a mechanical chronograph ref. AS.3133 with hand engraved and refined movement including 23 jewels, screws of blued steel and a power reserve of 42 hour. The diameter is 43,5 mm, the height of 13,65 mm; and watertight up to 5 atm.



AS.C01-4R



AS.C01-3R



AS.C01-3RM

RED. DYNAMIC AND CREATIVE

For this watch a red ring was applied as well. This time, it is combined with dials and straps of different colours, leading to a completely new look. The rubber strap plays the main part, forming a harmonic unit with the red ring.

The highlight of this new creation is the embossed and coloured corporate slogan "Art on the Wrist". This remarkable detail makes the timepiece a recognisable and exceptional piece of art.

Also, the deployment buckle has no need to be hidden. As a matter of fact, it's a part that deserves more attention. Therefore it has been completely engraved to show the companies love for detail.

It is also optionally available with a high-quality Milanaise metal bracelet.

Mechanical chronograph ref. AS.3133 hand engraved and refined; 23 jewels; blued screws; power reserve 42 hours; stainless steel case, Ø 43,5 mm; height 13,65 mm; sapphire front and back glass; 5 atm water-resistance.



AS.C01-3R



AS.CR01-4R

Mechanical chrono-regulator: ref. AS.31679; Ø 43,5 mm; height 13,65 mm; Regulator: mechanical hand winding ref. AS.3104; Ø 43,5 mm; height 11,55 mm; both hand engraved and refined; blued screws; stainless steel case; sapphire front and back glass; 5 atm water-resistance.



AS.R01-2R

RED. VERSATILE AND INDIVIDUAL

The “Red-Collection” is highly versatile. Various straps can be exchanged to create a completely different look.

The Regulator series proves it: Suitable for every occasion, whether sporty –casual or classically elegant. “Alexander Shorokhoff” watches give you the chance to express your individuality.

A special feature is the new red leather strap matching all watches with the red inner ring. This beautiful strap of soft buckskin is exclusively handmade by a little German manufacturer. Only the best materials guarantee a perfect and comfortable fit on every wrist.

The fresh combinations, the avant-garde design as well as the unorthodox time indication, let the regulator and the chrono-regulator shine brighter than ever before.



The Chrono - Regulator with colour matching soft buck skin strap and pin buckle.



AS.LA01-25



AS.LA01-16

RED. NATURAL AND NOBLE

Most people tend to perceive red as a powerful and striking colour associating it with power, aggression, blood or even danger. Alexander Shorokhov as a designer wants to show the other side of this remarkable colour. With his new watch models he shows the world that red is beautiful, warm, lovely and elegant.

The ladies watch ref. AS.LA01-25 has a dial of natural MOP in a red tone, which would be better described as rose. The complex processing and the special material create a soft and calming effect that will enchant you immediately. Alexander Shorokhoff stands for high-quality material. Consequently, no admixture or ancillary colours are added to the dial. It is the natural red colour which makes this watch so beautiful. The design is completed by the iconic elements of the "Avantgarde"-line: the big ciphers 20, 40 and 60, and by the traditional shaped hands. Finally the perfectly matching ostrich leather strap completes this very special ladies watch.

The second watch ref. AS.LA01-16 is made

Automatic movement ref. AS.2824 hand engraved and refined; blued screws; power reserve 38 hours; stainless steel case Ø 39,0 mm; height 10,6 mm; sapphire front and back glass; 5 atm water-resistance.

in a more magnificent version. Here the designer accentuates the red colour, bringing the ladies wrist to the limelight. The dial is guilloché by a "sun beams" pattern. In order to intensify the emotional effect of the red colour, the dial is finally covered by a red see-through enamel coating. After assembling it with the case, the watch looks majestic and magnificent. A strap of genuine croco leather makes this elegant watch a top-quality product – a luxury watch with an exceptional touch of red



**RED.
WARM AND
POWERFUL**

At the manufactory Mr. Shorokhov experimented with different materials and components in order to create a warm and powerful facet of the red colour for his watches. Orange glass, a material not commonly used for watches, catches attention from the first second and radiates warmth, leaving viewers astonished.

The final detail that gives the watch its freshness of lively colours is the genuine agate at the winding crown.

AS.CA01-1GCR

Mechanical chronograph ref. AS.3133, hand engraved and refined; 23 jewels; blued screws; power reserve 42 hours; stainless steel case, Ø 43,5 mm; height 13,65 mm; sapphire front and back glass; 5 atm water-resistance.

“A good artist needs only three colours – black, white and red“, Titian once said. Alexander Shorokhov proves this through his vision of watch making.



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