

*Art on the Wrist*



**ALEXANDER SHOROKHOFF**

UHRENMANUFAKTUR  
GERMANY

*Art on the Wrist*

Art on the wrist: Independent conveyance of perception, inspiration and emotions via unique and creative expression in form of a watch. To us, a watch is not only a timepiece – it is a window into our soul where creativity comes true.



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## ALEXANDER SHOROKHOV

Alexander Shorokhov was born in Moscow in 1960. He studied architecture and is a trained civil engineer, which is where his flair for forms and colors and his aptitude for extraordinary design originated.

In accordance with an arrangement between German federal chancellor Kohl and Russian president Gorbatshev, he came to Germany in 1991 as one of Russia's best managers in order to further his education at the ministry of economics in Hessen.

Just one year later, he established a pan-European straight sale and distribution market of watches of the Russian brand "Poljot" before establishing his first in-house watch brand "Poljot International" in 1994.

In 2003, the designer and watchmaker was able to deliver and patent the watch brand that carries his name: "Alexander Shorokhoff". The double "ff" at the end of his last name emphasizes his Russian roots and the brand's historic background, which he is very proud of.

Alexander Shorokhov is a world citizen. He travels the world and draws his inspiration from the many countries and cultures he visits. However, his greatest source of inspiration is his Russian roots, based on a rich and deeply pronounced millennial art and cultural history.





## THE MANUFACTORY

Our globally operating company headquarters for mechanical watches – the “Alexander Shorokhoff” watch manufacture is located in the heart of Alzenau, a small idyllic town in Bavaria.

We are a family-operated manufacture with great demand upon quality, handcrafted art and extraordinary design. We take the incentive to stand out from the competition and create watches that not only serve as timepieces but as “art on the wrist”, very seriously. It’s exactly what distinguishes us.

The manufacture of high-quality watches is no easy task. It is extremely complicated and requires great expertise. Together with our highly qualified workers, we develop and create marvelous and exceptional watches that combine cutting-edge design with highest quality, as well as fine and elaborate hand engravings.

We set and pursue this goal with the highest standard of quality and the awareness of our corporate philosophy in mind.

On the way to becoming a finished product, every model passes through various stations, starting with engraving to refinement up to calibration and assembly.



We completely revise every movement, bring it up to date, and give it the distinction of “Made in Germany”.

We embellish bridges, refine surfaces, finely polish levers, guilloché gears and blue screws.

After a thorough quality inspection of all components specified, the watch is assembled. Subsequently, all watches undergo an inspection lasting several days.

We acquire components like case, dial and hands from renowned suppliers without exception.



Every master watchmaker is responsible for his watch from start to finish, because at "Alexander Shorokhoff" watch manufacture, we expect precise assembly and perfect craftsmanship.

At the end, the respective master watchmaker certifies and signs off all watches with details about gait deviation, amplitude and water resistance.

Every certificate contains the numbering of the watch, which can also be found on the case.



We also have the possibility to manufacture individual, custom-made products, since individual steps are performed in-house and the collaboration with renowned and selected partners enables us to produce small series as well.

Our creations present not only a delight to consumers, but also to an international jury. Tendered by the German Design Council at the end of October 2016, we were able to accept the great distinction of the well-known "German Design Award", with the title "Special Mention 2017" for our model "Winter".

The German Design Award is an internationally respected accolade that strengthens the reputation of designers and businesses. It distinguishes high-quality and creative products and projects that are groundbreaking and different in their own way.



Special projects create a special identity.

Through the collaboration with creative public figures, we were able to introduce our products to a worldwide audience.

German jazz musician Barbara Dennerlein is an ambassador of the "Alexander Shorokhoff" brand, particularly of the "Miss Avantgarde"-model and the award-winning ladies' watch "Barbara", designed in her honor.

Niclas Huschenbeth, who won the grandmaster title in chess in 2011, loves our "Regulator R01" model. Both, chess and watchmaking require a high level of precision and intelligence, but also a strong character. It binds them together.

Also the Australian boxer and fourfold lightweight world champion Kostya Tszyu, as well as Paul Potts, British tenor and winner of "Britain's Got Talent", are enthused by our watches and feel confident that as long as you know your goal, it is worth fighting for.

It is now time for you to enjoy the multifaceted world of "Alexander Shorokhoff" watches. Let us enchant and inspire you.

Alexander Shorokhov and Team





# Heritage

The Heritage collection is dedicated to the Russian art and cultural heritage of the 19th century. It combines classic design with exceptionally creative forms and colors, but also with traditional engravings, skeletonization, enameling and methods of refinement that are designed inimitably and elaborately.



## *Fedor Dostoevsky*

*His turbulent life inspired him to write memorable novels*

Critical feuilletons refer to Fedor Dostoevsky as the most important and prominent psychologist of 19th century world literature.

His life story is a dramatic change between celebrated highlights and bitter defeats.

He spent his childhood and teenage years as a noble family heir in Moscow. After his mother's death, he was sent to St. Petersburg and started attending college for civil engineering. During his studies, he wrote his debut novel "Poor People" which gave him rise to fame overnight.

He joined a group of young intellectuals critical of society, who took a discerning look at literary and political issues. However, this so called "Petrashevski-Circle" was unlawful at the time.

Dostoevsky was arrested for subversive activities and sentenced to death.

Amnesty was only attained after the firing squad was already in position. For four years, he lived under the worst conditions in constant fear for his life.

After his release, the Russian police continuously spied on him. Despite all these restrictions, he founded the magazine "The Time", which was banned by censors only shortly after due to its critical contents.

He traveled abroad. Passing through Milan, Florence, Dresden and Prague, his restless journey led him back to St. Petersburg, where he worked as an editor for a conservative magazine. By then, he wasn't living in existential fear anymore, but his epilepsy bothered him. He was forced to return to Germany to undergo convalescence treatment.

Meanwhile, he was mentioned in the same breath as Tolstoy. He was asked to give a speech at the inauguration of a "Pushkin"-monument.

The audience was captivated. Dostoevsky relished his success and delivered additional public readings.



But as so often in his life, success is followed by defeat. He is so consumed and exhausted by a dispute with his sister over his heritage that he dies soon after. In spite of all misfortunes, Dostoevsky contributed greatly to world literature.

"Brothers Karamosov", "The Player", "The Idiot" are only some examples. With his "Dostoevsky"- watch collection, Alexander Shorokhov desires to erect a very personal memorial in his honor.

## *Dedicated to Fedor Dostoevsky*

Above all, the great philosopher and writer's passion for games and his unusual life is what inspired Alexander Shorokhov in the design of the collection.

All models in this series have a modern case design with a classic appeal and softly rounded edges.

Two different movements are used for this watch series: The manual winding caliber "3105.AS" and the automatic winding movement "9060.Soprod".

Both movements are disassembled and refurbished at the "Alexander-Shorokhoff" watch manufacture. The bridges are engraved, gears are polished or guilloché and screws are blued.

Last but not least, all components are carefully reassembled and appear in their perfectly crafted beauty.

Next to the "12" is a perfectly fitting flexible strap lug for the croc leather band, that is supposed to be reminiscent of the bygone era of the 19th century. This is also where the crown is situated, which ensures a harmonious-symmetrical ensemble.





Particular attention rests on the back of the watch. The intricately engraved card game symbols, as well as the roulette ring, conforms perfectly to the theme and harmoniously rounds off the model's overall appearance.



AS.FD1



AS.FD2



AS.FD3

Movement: Caliber 3105.AS, manual winding, hand-engraved, blued screws, small second at 6h, power reserve approx. 42 hours;  
 Case: Stainless steel, 43 x 43 mm, winding crown and flexible strap lug at 12h, 3 atm water-resistant;  
 Glasses: Anti-reflective sapphire glass on front and sapphire glass back;  
 Dial: Guilloché dial;  
 Features: Genuine crocodile leather strap in black or brown;

## *Automatic Edition*



The automatic model is featured by the „Black Jack“-Game.

In the four corners of the watch face, the four card symbols – spades, diamonds, hearts and clubs – are placed. After a certain time, the outcome of the game can be seen at the power reserve indicator.

The classic version with roulette numbers on the watch face is also available in the automatic version.

The power reserve is displayed at 3 o'clock, while the display of the date is located at 6 o'clock. To make this model even more interesting, the design matches the titles of Dostoevsky's novels. In this way, a harmoniously balanced overall image of the watch face is generated.

Also the movement doesn't need to hide: hand-engraved, refined and equipped with blued screws, it is a real eye-catcher.



The case of the backside is provided with a roulette ring as well. The elaborately hand-engraved rotor of the automatic watch is available in two designs. The first version is skeletonized, the second one is equipped with stylized ornaments of the 19th century.



AS.FD11



AS.FD12



AS.FD13



AS.FD21



AS.FD22



AS.FD23

Movement: Caliber 9060. Soprod, automatic, rotor hand-engraved and gold-plated, blued screws, power reserve approx. 47 hours at 3h, weekday at 6h, calendar at 12h;

Case: Stainless steel, 43 x 43 mm, winding crown and flexible strap lug at 12h, 3 atm water-resistant;

Glasses: Anti-reflective sapphire glass on front and sapphire glass back;

Dial: Guilloché dial;

Features: Genuine crocodile leather strap in black or brown;

Movement: Caliber 9060. Soprod, automatic, rotor hand-engraved and gold-plated, blued screws, power reserve approx. 47 hours at 3h, weekday at 6h, calendar at 12h;

Case: Stainless steel, 43 x 43 mm, winding crown and flexible strap lug at 12h, 3 atm water-resistant;

Glasses: Anti-reflective sapphire glass on front and sapphire glass back;

Dial: Guilloché dial;

Features: Genuine crocodile leather strap in black or brown;



Engravers at the “Alexander Shorokhoff” watch manufacture created two top-of-the-range models for enthusiasts of unique watches. One of them presents itself with a completely skeletonized manual winding movement, the other one with a three-dimensional automatic winding movement.

An engraver needs up to 10 days to manufacture such fine skeletonization or engraving. In doing so, they not only re-create the movement, but basically also the dial with a great sense for esthetics.

The manual winding movement is finely skeletonized and the automatic winding movement is made three-dimensional using a burin. Only 25 pieces of each of these unique watches were manufactured.





AS.FD.S1



AS.FD.S2



AS.FD.S4-W



AS.FD.S3-W

**Movement:** Caliber 3105. AS, manual winding, completely skeletonized, hand-engraved, gold-plated and rhodium-plated, blued screws, small second at 6h, power reserve approx. 42 hours;  
**Case:** Stainless steel, 43 x 43 mm, winding crown and flexible strap lug at 12h, 3 atm water-resistant;  
**Glasses:** Anti-reflective sapphire glass on front and sapphire glass back;  
**Dial:** Completely hand-skeletonized, rose gold-plated or rhodium-plated;  
**Features:** Genuine crocodile leather strap in black, limited edition of 25 pieces per dial;

**Movement:** Caliber 3105. AS, manual winding, skeletonized, hand-engraved, gold-plated and rhodium-plated, blued screws, small second at 6h, power reserve approx. 42 hours;  
**Case:** Stainless steel, 43 x 43 mm, winding crown and flexible strap lug at 12h, 3 atm water-resistant;  
**Glasses:** Anti-reflective sapphire glass on front and sapphire glass back;  
**Dial:** Hand-skeletonized and hand-engraved, rose gold-plated or rhodium-plated, including white insert scale;  
**Features:** Genuine crocodile leather strap in black, limited edition of 25 pieces per dial;



AS.FD.D1A



AS.FD.D2A



AS.FD.D3A



AS.FD.D4A

**Movement:** Caliber 9060. Soprod, automatic, rotor hand-engraved and gold-plated, blued screws, power reserve approx. 42 hours at 3h, weekday at 6h, calendar at 12h;  
**Case:** Stainless steel, 43 x 43 mm, winding crown and flexible strap lug at 12h, 3 atm water-resistant;  
**Glasses:** Anti-reflective sapphire glass on front and sapphire glass back;  
**Dial:** 3D hand-engraved, rose gold-plated or rhodium-plated;  
**Features:** Genuine crocodile leather strap in black, limited edition of 25 pieces per dial;

**Movement:** Caliber 9060. Soprod, automatic, rotor hand-engraved and gold-plated, blued screws, power reserve approx. 47 hours at 3h, weekday at 6h, calendar at 12h;  
**Case:** Stainless steel, 43 x 43 mm, winding crown and flexible strap lug at 12h, 3 atm water-resistant;  
**Glasses:** Anti-reflective sapphire glass on front and sapphire glass back;  
**Dial:** 3D hand-engraved, rose gold-plated or rhodium-plated, including white insert scale;  
**Features:** Genuine crocodile leather strap in black, limited edition of 25 pieces per dial;



## *Chronograph*

Now, a chronograph is also part of the “family” of “Dostoevsky” watches.

The case has the same harmonious form as the manual winding movement models. However, the little feet are now manufactured separately and after brushing, soldered into the intended holes. Thereby, the center part of the watch can be brushed more easily. A brilliant lever construct at the push button allows them to be attached to the case vertically.

The roulette on the bottom of the case and on the dial, reminds of compulsive gambling similarly to other Dostoevsky watches. It’s a theme Dostoevsky analyzed so well in his novels and portrayed with philosophical profoundness.



AS.FD41



AS.FD42

- Movement: Caliber 7750SORM-3H Soprod, automatic chronograph, completely hand-engraved and refined, blued screws, small second at 9h, stop function and calendar, power reserve approx. 50 hours;
- Case: Stainless steel, 43 x 43 mm, 3 atm water-resistant;
- Glasses: Anti-reflective sapphire glass on front and sapphire glass back;
- Dial: Guilloché dial;
- Features: Genuine crocodile leather strap in black or brown;



AS.FD31

**Movement:** Caliber 3133. AS, manual winding chronograph, hand-engraved, gold-plated and rhodium-plated, blued screws, small second at 9h, stop function and calendar, power reserve approx. 42 hours;

**Case:** Stainless steel, 43 x 43 mm, 3 atm water-resistant;

**Glasses:** Anti-reflective sapphire glass on front and sapphire glass back;

**Dial:** Guilloched dial;

**Features:** Genuine crocodile leather strap in black or brown;



AS.FD32



AS.FD51



AS.FD52

**Movement:** Caliber 14069DD based on 2892-A2.ETA, automatic, hand-engraved rotor, blued screws, small second at 6h, power reserve approx. 44 hours;

**Case:** Stainless steel, 43 x 43 mm, winding crown and flexible strap lug at 12h, 3 atm water-resistant;

**Glasses:** Anti-reflective sapphire glass on front and sapphire glass back;

**Dial:** Guilloched dial;

**Features:** Genuine crocodile leather strap in black or brown;



## Alexander Pushkin

*A linguistic genius and visionary*

His father was a descendant of one of the oldest noble families in Russia. His mother was the granddaughter of an African man, living in the court of Peter the Great. Evidently, little Sascha got the best of both continents and cultures. In his works, he combines fluency and profundity in a unique manner.

Some of the most popular poets at the time were frequent guests at Pushkin's childhood home. Already as a child he had access to an extensive library. Despite these elitist privileges, he remained down-to-earth and humble. His foster mother made sure of that. She lovingly taught him about fairy tales, carols and wisdoms of the Russian people.

As a young man, Pushkin entered a Lyceum in "Tsar's Village", which is now named after him. He published his first poems. After graduating from college, he was accepted into the "Council of Foreign Affairs".

Besides a whole range of poems, the freethinker wrote political-ly objectionable epigrams, was penalized and transferred to the Southern Federal District.

From there, he continued to travel to places that would inspire his literary work. In the course of this, he wrote about the life of aristocrats with the same ingenious effortlessness as about the worries of the small people. In his work, readers get to know a passionate, sarcastic and self-deprecating author who is preoccupied with the never-ending questions of life.

Even one and a half centuries ago, Pushkin was able to express his thoughts so clearly and vividly, that even today, people are fascinated and follow up on it.

His death was just as spectacular as his life. To defend his wife's honor, Pushkin challenged Frenchman d'Anthès, a yeoman of the guard, to a duel. It turned out to be fatal for him.

To Alexander Shorokov, he is alive as never before. The beauty of his speech and the clarity of his thought inspired him to design a watch collection.





## *Dedicated to Alexander Pushkin*

The first ladies watch from "AS" was manufactured in honor of Alexander Pushkin. It is not a coincidence. Pushkin was a brilliant master of subtle and poetic expressions, which helped him become a favorite with the ladies and society in general.

The delicate skeletonization of the movement, the hand engravings, the fine guilloché of the dial, as well as the masterfully crafted diamond setting on top of the bezel and at the inner ring of the dial, should convey a feeling for sensitivity, charm, and the tenderness in Pushkin's poetry.

On the back of the watch, the design of a hand-engraved, exceptionally decorative ring was accomplished in a very elegant style.

To give the watch a personal touch, the ring can be engraved with the name or a personal note of the customer.

The watch is limited to 25 pieces.

AS.AP3S-RGGD



In any case, all "Alexander Pushkin" models feature elegant dials in modern, but classic style.

They are equipped with hand-engraved manual winding or automatic winding movements, feature sapphire glass on both sides and a ring for a hand engraving at the bottom of the case.



AS.AP-B2



AS.AP-B2D



AS.AP-B2RGG



AS.AP-FB1-W



AS.AP-FB1-W-D



AS.AP-FB2-W

**Movement:** Caliber 2000-1 ETA, automatic, with hand-engraved silver plate on the rotor, blued screws, calendar, power reserve approx. 45 hours;

**Case:** 18 carat rose gold or stainless steel, optionally with diamonds, 36 x 36 mm, 3 atm water-resistant;

**Glasses:** Anti-reflective sapphire glass on front and sapphire glass back;

**Dial:** Guilloché dial with genuine mother-of-pearl application;

**Features:** Genuine crocodile leather strap or satin strap, limited edition of 25 pieces per dial;

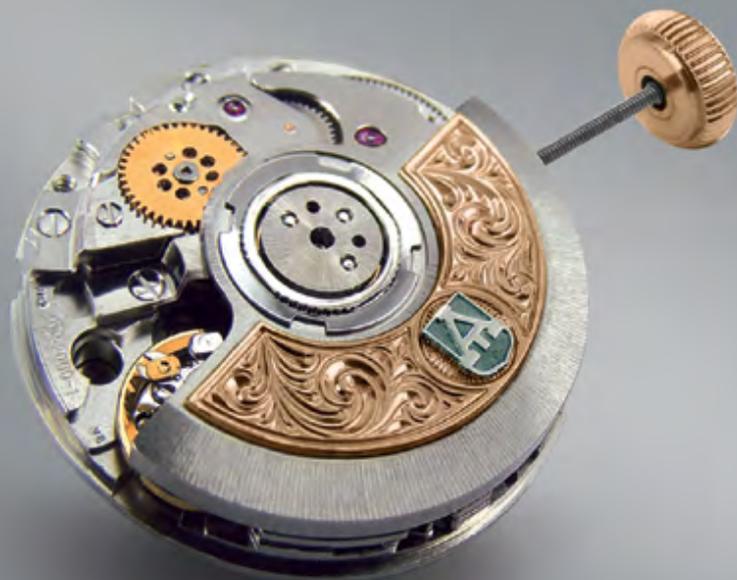
**Movement:** Caliber 2000-1 ETA, automatic, with hand-engraved silver plate on the rotor, blued screws, calendar, power reserve approx. 45 hours;

**Case:** Stainless steel, optionally with diamonds, 36 x 36 mm, 3 atm water-resistant;

**Glasses:** Anti-reflective sapphire glass on front and sapphire glass back;

**Dial:** Hand-engraved including white insert scale;

**Features:** Genuine crocodile leather strap or satin strap, limited edition of 25 pieces per dial;



## Automatic Edition

Another new creation is the self-winding watch with an enameled dial.

Poet Alexander Pushkin was fascinated with fairy tales and legends his grandmother told him about. Later, he wrote a series of exciting and poetic fairy tales himself.

Hence, a frog was chosen as a motif for the enameled dial; a frog that plays the main character in a number of fairy tales and finally morphs into a handsome prince.

The watch is equipped with a Swiss automatic winding movement cal. 2000-1 ETA. A hand-engraved silver or rose gold element on the rotor imparts something very romantic.

The dial with the frog application is also available in a guilloché version.



AS.AP-F5-D



AS.AP-F6-D



AS.AP-F1-RGG

- Movement: Caliber 2000-1 ETA, automatic, with hand-engraved silver plate on the rotor, blued screws, calendar, power reserve approx. 45 hours;
- Case: 18 carat rose gold or stainless steel with diamonds, 36 x 36 mm, 3 atm water-resistant;
- Glasses: Anti-reflective sapphire glass on front and sapphire glass back;
- Dial: Hand-enamelled in green and turquoise or silver guilloché with frog application;
- Features: Genuine crocodile or frog leather strap or satin strap;



## *Peter Tchaikovsky*

*His work remains just as relevant today as it was 200 years ago*

Peter Tchaikovsky is one of the most important composers of the 19th century.

Through his father's piano, he was introduced to music at an early age. At his own request, he started taking piano lessons when he was only 4 years old. His path into the world of music seemed predefined. But his family had intended a bourgeois existence for him. Thus he briefly worked for the ministry of justice. But he couldn't let go of music. He moved to the metropolitan city of Moscow, where he was finally able to concentrate fully on composing.

His first work, the overture to "Romeo and Juliet" proved a success and received critical acclaim. Additional pieces of work followed and after a visit to Bayreuth, he became aware of his growing reputation far outside the Russian frontier.



For enthusiasts of sophisticated music, his compositions are some of the most performed works of music.

His operas are performed in the biggest opera houses in the world; every child knows his ballet "Swan Lake" and world-famous writers acted as godfathers to his theatrical compositions such as "Romeo and Juliet" or "The Barber of Seville".

Peter Tchaikovsky's life, including the obsession and passion he brought to his work, was the decisive impetus for Alexander Shorokhov to pay tribute to him.

The same way his notes merge together to form an impressive entity, the "Peter Tchaikovsky" watch is composed of a multitude of petite valuables refined by hand.

The result is a unique artifact of lasting value. The "Peter Tchaikovsky" watch is a successful example of "art on the wrist".





## *Dedicated to Peter Tchaikovsky*

For this watch series, that is supposed to commemorate the biggest Russian composer, a very special movement was selected and enhanced for the alarm feature.

The envisioned subtle and soft alarm tone required our master watchmakers to completely replicate the Swiss caliber AS 1930. Due to a spring surrounding the movement, the alarm tone sounds significantly fuller now.

Compared to previous versions, the innovation made it possible to equip this unique watch with a glass bottom, through which the refined movement is visible in its entire beauty.

The master watchmakers and engravers at the “Alexander Shorokhoff” watch manufacture did a great job refining it as well.



The manufacture's logo is produced in a separate application and precisely built-in the movement plate. In this way, the meticulously manufactured creation is molded into a complete entity.

The watch is imaginatively engraved and valuably refined by our highly qualified engravers. Traditional floral engraved motifs of the bridges, as well as guilloché of the gears, create a nostalgic feel and the longing for good old times.

After the engraving and polishing, all bridges are gold or rhodium-plated and screws are blued, which gives it a particularly attractive look.

Little by little, a stunning piece of art emerges.





A distinctive feature of the “Tchaikovsky” watch is the hinged double casing. This additional feature gives the owner of the alarm a clear view of the time when laying down and allows him to rejoice in the pleasant alarm tone.

AS.PT6



AS.PT1



AS.PT2



AS.PT6

- Movement: Caliber 2612. AS, manual winding with alarm function, hand-engraved, rose gold-plated and rhodium-plated, blued screws, power reserve approx. 38 hours;
- Case: Double casing in stainless steel, with slide-out function, erectable, Ø 40 mm, 3 atm water-resistant;
- Glasses: Anti-reflective sapphire glass on front and sapphire glass back;
- Dial: Guilloché dial;
- Features: Genuine crocodile leather strap in black or brown;



AS.PT21

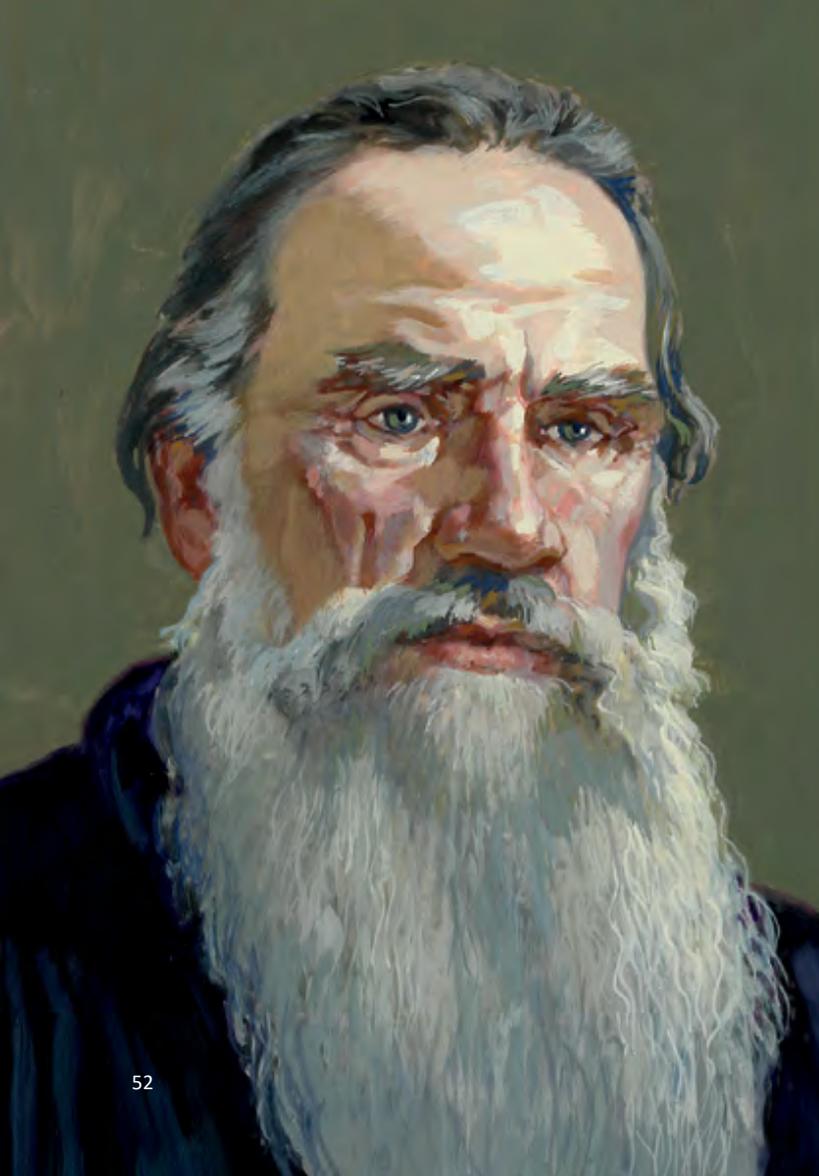


AS.PT22

- Movement: Caliber 2612. AS, manual winding with alarm function, hand-engraved, rose gold-plated and rhodium-plated, blue screws, power reserve approx. 38 hours;
- Case: Double casing in stainless steel, with slide-out function, erectable, Ø 40 mm, 3 atm water-resistant;
- Glasses: Anti-reflective sapphire glass on front and sapphire glass back;
- Dial: Guilloché dial;
- Features: Genuine crocodile leather strap in black or brown;



The precious and artfully adorned back of the case integrates stylistically flawless into the overall appearance. The artful engraving is a reminiscence of the 19th century here as well.



## *Leo Tolstoy*

### *The lion of the Russian literature*

Leo Tolstoy was given the premise for a beautiful and carefree life from the cradle. But the ups and downs of his life started in early childhood.

Born as the child of a wealthy Russian noble family, the Tolstoy, he lost his father and mother at a very young age. He was raised by a female relative at his parents' grand estate in the governorate of Tula.

At the age of 14, the highly intelligent boy started studying oriental languages and jurisprudence. However, after only a few years he abandoned this pursuit and stopped being interested in these subjects.

Back at the grand estate, he focused on social issues. In contrast to that, he also became involved with "laissez-faire" and the idleness of the Moscow and moneyed aristocracy. He lost quite a few rubles during gameplay.



Later, in the military, he experienced the complete contrast to his cozy world - he was shocked by the brutality of the Caucasian and Crimean War. It is one reason why Tolstoy's literary work is characterized by his perpetual quest for the purpose of life.

He wanted to find peace of mind by living a useful life. In a downright obsessive manner, he put his intense experiences and adventures on paper. As a superb realist, he consistently managed to capture the personal sensitivities of people with incredible precision and down to the minutest detail.

In doing so, he achieved world fame not only as a writer, but also as an acknowledged philosopher.

Many of his works have become part of our lives. Books like "War and Peace" or "Anna Karenina" had an impression on entire generations and were captured in large international film productions that filled theaters around the globe. Anton Tsvetkov once said: "If Leo Tolstoy would die, it would create a big empty space in my life".

It is a special concern of Alexander Shorokhov to bow to this magnificent individual by creating a watch collection that combines his talent and skill, as well as his highest consideration.





## *Dedicated to Leo Tolstoy*

The “Leo Tolstoy” watch uses the 3133 movement. It originated from the Swiss watch industry and has many similarities to the popular Valjoux 7734 movement. The movement was manufactured in Russia and is completely disassembled, revised, hand-engraved, refined and re-assembled at the “Alexander Shorokhoff” watch manufacture.

No matter if skeletonizing, guilloché or engraving, these tasks on movement components require maximum precision, patience and concentration from our master watchmakers.

It takes engravers several hours, sometimes several days to carve out a “soul” from the cold steel that will turn every model into an exclusive specimen in the end.

Due to the attention to detail, excellent hand-engravings and the watchmaker’s perfectionism, a mechanically extremely reliable and esthetically magnificent



piece of work emerges, in which the Russian soul and German quality form a harmonious alliance.

The case of the “Tolstoy watch” was designed in a classic, round and tiered shape that optically minimizes the watches’ height.

The case consists of three components: bezel, center part and screwed bottom. A high-quality sapphire glass is installed in the front and the back.

The rounded, delicate push button and the relatively flat, nostalgic crown complete the timeless and elegant design of the watch.

The diamond setting can be manufactured on a steel or gold bezel. This precision work is done under the microscope by highly professional jewelers.

Only high-grade diamonds are used for the manufacture of “Alexander Shorokhoff” models.





## *Skeletonized unique pieces*

The chronograph "Graf" opened up a new dimension of engraving and skeletonizing.

One model is handcrafted with a 3-D dial and the other one with the finest skeletonization.

They went with a traditional Russian adornment pattern for the finely skeletonized model. In order to be able to work out the floral designs better and give the watch more of a "soul", less material than usual was removed from the dial and the movement.



AS.LTS1-RGG-D



AS.LTS2-WGG

- Movement:** Caliber 3133. AS, manual winding chronograph, skeletonized, hand-engraved, gold-plated and rhodium-plated, blued screws, with small second at 9h and chrono and summing up function, power reserve approx. 50 hours;
- Case:** 18 carat rose gold with diamonds or in 18 carat white gold, Ø 41.5 mm, 3 atm water-resistant;
- Glasses:** Anti-reflective sapphire glass on front and sapphire glass back;
- Dial:** Completely hand-skeletonized and hand-engraved, rose gold-plated or rhodium-plated;
- Features:** Genuine crocodile leather strap in black or brown, limited edition of 25 pieces per dial;



AS.LT3D-WGG



AS.LT3D

**Movement:** Caliber 3133.AS, manual winding chronograph, hand-engraved, gold-plated and rhodium-plated, blued screws, with small second at 9h and chrono and summing up function, calendar, power reserve approx. 42 hours;

**Case:** Stainless steel, 5 atm water-resistant or in 18 carat white gold, 3 atm water-resistant, Ø 41.5 mm;

**Glasses:** Anti-reflective sapphire glass on front and sapphire glass back;

**Dial:** 3D hand-engraved, rose gold-plated or rhodium-plated;

**Features:** Genuine crocodile leather strap in black or brown, limited edition of 25 pieces per dial;

The base material of the three-dimensional engraving of the dial is removed with a burin. The remaining untreated surface forms the decorative pattern, as it was favored by Russian aristocracy of the past century.

The opening in the dial gives a clear view into the mechanical movement. Through two openings at “3” and “9” you can see the hand-skeletonized and engraved parts of the chronograph movement, as well as the calendar dial. For all models, the sapphire glass bottom gives a view of the flawless movement.

Blued screws and hands contribute to the precious esthetics of the watch.



## *1 of 1 - A watch with individual initials*

Upon request, the “Alexander Shorokhoff” watch manufacture also builds individually skeletonized watches with your individual initials on the dial.

This requires an engraver with very special skills, a steady hand and of course patience.



It takes about three months until the design is worked out, the dial and movement are skeletonized, engraved and refined, and the watch is assembled and tested.

The dial can be gold or rhodium-plated. The initials can match in color or deliberately contrast to stand out.

The client decides whether a traditional and curved or modern style will be used for the initials. The “Alexander Shorokhoff” watch manufacture can transform any style and any customer request into an imaginative piece of art.



AS.LT-IN-RGG



AS.LT-IN-RGGD

- Movement:** Caliber 3133. AS, manual winding chronograph, skeletonized, hand-engraved, gold-plated and rhodium-plated, blued screws, with small second at 9h and minutes counter at 3h, power reserve approx. 42 hours;
- Case:** 18 carat rose gold, optionally with diamonds, Ø 41.5 mm, 3 atm water-resistant;
- Glasses:** Anti-reflective sapphire glass on front and sapphire glass back;
- Dial:** Hand-skeletonized and hand-engraved, rose gold-plated or rhodium-plated;
- Features:** Genuine crocodile leather strap in black or brown, limited edition 1 of 1 upon request;

Inspired by Russian and European art and culture, the Avantgarde-collection continues with the tradition of Avantgarde-art and suprematism of the 20th century with individual, matchless and artful designs of wristwatches. Manufacturing tasks such as skeletonizing and engraving, as well as the handcrafted art of watchmaking are equally integral elements of the Avantgarde-series.



# AVANTGARDE



# 60

## THE MAGIC OF TIME IS HIDDEN IN THE NUMBER "60"

Even the old Pythagoras considered time to be the origin of all things and the underlying harmony of the universe.

The number 60 has a very special meaning for timekeeping. 60 seconds give you a full minute and 60 minutes give you an entire hour. That means 60 is the signal for the end and the beginning of time, regardless of the measuring unit.

60 is reached when a wall or church clock strikes at the top of the hour and it's beautiful sound pours over the city, when it raises your awareness of the transience of time and your thoughts come to a magical rest.

60 is the number of completeness.





## MISS AVANTGARDE

NOMINATED FOR THE GERMAN DESIGN  
AWARD 2014

The “Miss Avantgarde” is very unique. With this model, Alexander Shorokhov led the Avantgarde-collection to new horizons and created the foundation for all successive models. The extraordinary timekeeper was quickly sold out and due to the large demand, was brought back to life with an even more exclusive configuration.

The most successful “Avantgarde”-model now comes onto the market in a case made of 14-carat white gold. The bottom is equipped with sapphire glass and gives a clear view of the elaborately hand-engraved rotor of the automatic winding movement. The enameled dial from the steel version remains unchanged. Now the nine diamonds on the dial have some new neighbors – the case gets a diamond bezel in which only selected and particularly high-grade diamonds will be inserted. They complete the new exclusive appearance of the “Miss Avantgarde”.

This edition is limited to only 25 pieces, in order to accomplish even greater exclusivity worldwide. In 2014, “Miss Avantgarde” was nominated for the German Design Award. Certainly, the new design would have won.

Due to its extraordinary appearance, the “Miss Avantgarde” will always be something special. Case in 14 carat white gold, Ø 39 mm, optionally available with diamond bezel; anti-reflective sapphire glass on front and sapphire glass back; Swiss automatic movement 2824.AS, hand-engraved and refined; 25 jewels; blued screws; power reserve approx. 49 hours; 3 atm water-resistant.



AS.AVG02-WGGD



AS.LA01-11



AS.LA01-12D



AS.LA01-15

**LADY AUTOMATIC  
AS.LA 01**

One for two: The optimum case size of 39 mm plus the sportive and elegant appearance of this watch suites both men and women. In any case, you will be perfectly equipped wearing the Alexander Shorokhoff watch model LA01. Stainless

steel case, Ø 39 mm; anti-reflective sapphire glass on front and sapphire glass back; Swiss automatic movement 2824.AS with hand-engraved and refined rotor; 25 jewels; blued screws; power reserve approx. 49 hours, 5 atm water-resistant.

This classic model is also available in 14 carat rose gold case. Diameter Ø 39 mm; anti-reflective sapphire glass on front and sapphire glass back; Swiss automatic movement 2824.AS with hand-engraved and refined rotor; blued screws; 25 jewels; power reserve approx. 49 hours; 3 atm water-resistant; optionally available with calfskin leather strap or stingray leather strap.



AS.LA01-11G

AS.LA-DUB-4-DD



AS.LA-DUB-2-DD

## ARABIAN PEARLS

Dubai and Abu Dhabi fascinate the whole world with their rapid development, bold architecture, pure luxury and love of life. But this is by far not all. These cities are also preserving their rich traditions, manifold culture and precious objects of art. It is no coincidence that these two cities are often called the “Arabian Pearls”.

Our watch “Arabian Pearls” is inspired by all the wonderful things that this unique region has to offer. The dial fascinates with its stylised and elaborate applied Arabic ornaments. Silver or black hour markers bring clarity and transparency to the design. The blued or white hands, the stainless steel case and the colour matching sting ray strap give classical elegance to this watch. The fine diamond powder on the ornamentation and the lurex embroidered leather strap underline the luxury appearance of the successor model.

The “Arabian Pearls” expresses a highly unique style. It is a homage to the beauty of the desert and the Arabic art of ornamentation. Truly a mesmerizing watch and a reminiscence to the tradition of the Arabic art and culture.



AS.LA-DUB-2



AS.LA-DUB-4

Stainless steel case, Ø 39 mm; anti-reflective sapphire glass on front and sapphire glass back; automatic movement 2824.AS with hand-engraved and refined rotor; blued screws; 25 jewels; power reserve approx. 49 hours; 5 atm water-resistant.



AS.LA-WIN-2

AS.LA-WIN-10

Available in stainless steel or gold-plated case, Ø 39 mm; anti-reflective sapphire glass on front and sapphire glass back; automatic movement 2824.AS with hand-engraved and refined rotor; blued screws; 25 jewels; power reserve approx. 49 hours; 5 atm water-resistant; combined with a calfskin leather strap.

## WINTER

GERMAN DESIGN AWARD  
"SPECIAL MENTION" 2017

People feel the consequences of the climate change - global warming. More and more people in Europe are waiting for a real winter with plenty of snow and frost.

With his watch „Winter“ Alexander Shorokhov calls attention to an indispensable season and at the same time breaks with the traditional appearance of luxury watches.

The complete dial is covered with tree branches surrounded by a sparkling blanket of snow made of diamond powder. The diamond powder from the polishing process of the gemstones is used and applied to the dial in an innovative process in order to conserve natural resources.

At the end you get a delicate and feminine timepiece, which convinces and fascinates through its remarkable and innovative design. A piece of winter on the wrist, awarded with the German Design Award "Special mention" 2017 by the international jury of experts of the German Design Award 2017.

Dedicated to nature and the indispensable winter season. Kept in calm, harmonious winter colors. The model with completely blued hands and a color matching stingray strap is limited to 287 pieces and has a hand-engraved and rhodium-plated rotor.



AS.LA-WIN-3





Stainless steel case, Ø 39 mm; anti-reflective sapphire glass on front and sapphire glass back; caliber 31681. AS manual winding chronograph with chrono and summing up function, day and night indicator; hand-engraved and gold-plated; blued screws; 23 jewels; power reserve approx. 42 hours; 5 atm water-resistant; mother-of-pearl dial.



AS.LCD01-1D



AS.LCD01-4M



AS.LCD01-2

**LADY CHRONO  
AS.LCD01**

With the Lady Chrono, you stand out for sure. A classic style watch that incorporates female attributes such as beauty and elegance with the exquisite craftsmanship and quality of watch making. The two-tier dial, the

surface from genuine mother-of-pearl, the distinctive design of day and night-display and the diamond-studded bezel make this feminine watch a real eye-catcher on the wrist of any elegant woman.



## MISS PILOT

Our version of a feminine pilots watch - the model "Miss Pilot" - presents itself with superluminova coating in blue or orange.

Therefore this watch fits athletes for sporty activities, but also watch enthusiasts preferring modern fashion.

The appearance is likewise dynamic and sporty, elegant and modern. The big number "60" as a remarkable sign of the Avantgarde-collection is kept in a strong white luminous color.

The movement is a mechanical chronograph with partially engraved and gold-plated bridges and power reserve of approximately 42 hours. The strong stainless steel case in 39mm with anti-reflective sapphire glass on the front and sapphire glass on the back, is waterproof up to 5 atm. Available with soft buckskin strap or sting ray strap.



AS.LCD02-1

AS.LCD02-2



# 60

## THE '60s: WILD, SWINGING, REVOLUTIONARY

The first man in space, the landing on the moon, the decolonialisation in Africa, the Beatles revolutionising the music, John F. Kennedy as youngest president in US-history, the miniskirt, and so on...

There is no doubt that in the 1960s, a lot of progress was made. It was a time of historical upheaval in many countries. That is why these years are called the "wild sixties". Until now, people are fascinated by this turbulent and revolutionary decade.

Following the innovations and avant-garde movements of the '60s, the presented watch collection was named "Avantgarde".





## WATCH DANDY

With the strikingly innovative design of the watch Dandy, the manufacture implements a fascinating facet of a new masculinity: it's the modern equivalent to the attitude towards life of artists, poets and essayists of the last century – expressed in form of powerful masculine designs and metallic applications.

The watch Dandy represents a male counterpart to the "Miss Avantgarde", resulting from the arc of suspense of topic areas like ninja, space and high tech. The dial foregoes color entirely. Coolness, silver graphics and golden hands create an exciting contrast to the handcrafted and embellished automatic winding movement watch.

The combination of the gold of the hands, the number "60" and the silver of the graphic applications is equally unusual and bold. The watch Dandy fits well with the attitude towards life and style of self-confident individualists.

The extraordinary exterior continues inside: an automatic winding movement that was refined in complex craftsmanship lives here. The watch Dandy becomes very exclusive due to it being a worldwide limited edition of 168 pieces.

Stainless steel case, Ø 43.5 mm; anti-reflective sapphire glass on front and sapphire glass back; automatic movement 2824.AS, hand-engraved and refined; blued screws; 25 jewels; power reserve approx. 49 hours; 5 atm water-resistant.



AS.AVG01



AS.R02-2



AS.R02-3

Stainless steel case, Ø 43.5 mm; anti-reflective sapphire glass on front and sapphire glass back; manual winding regulator 3105.AS with completely hand-engraved and refined movement; blued screws; 17 jewels; power reserve approx. 42 hours; 5 atm water-resistant; limited edition of 98 pieces per dial.

## REGULATOR R02

The regulator R02, the second edition of the highly successful regulator R01, is a fascinating watch in traditional execution. Introduced for the first time at Baselworld 2016 the watch received strong demand from the outset.

In comparison with the first version, the dial and movement were completely revised. The dial has a “stripes-guilloching” and around the hour indicator a high-quality “sun-beams” guilloching and is available in the colors silver, rose gold and champagne. The visible calendar ring has been relocated to the 9 o’clock position.

The highlight of the watch is the centre which is skeletonized and allows an undisturbed view on the regulator movement. It is completely hand engraved in traditional manner and rose gold plated.

The distinguishing marks of the “Avantgarde“-line by “Alexander Shorokhoff” remain unaffected: The elegant, blued, curved hands and the big figure “60” underline the identity of this excellent watch.

To emphasise the identity of this exquisite watch, this masterpiece was limited to 98 pieces per dial.



AS.R02-1



AS.R01-3

## REGULATOR R01

The Regulator R01 is the ideal watch for a self-confident man. Avant-garde design paired with modern, almost provocative stylistic devices will capture interested men's curiosity.

This special timekeeper catches your attention right away, perhaps due to the mixture of a rather discreet dial and the extremely present "60" that turns the dial into an eye-catcher. The hour hand was placed at "6h" and the hand for seconds was deliberately placed at "9h".

Also in terms of quality, the Regulator leaves nothing to be desired: The movement is refined by hand with partially hand-engraved and gold-plated bridges. The chrono-bridge, pallet bridge and coupling receive a special polishing. The crown wheel is engraved with a gouge and the balance bridge is decorated with a hand engraving. The manufacturer's logo completes the impressive appearance of the piece.

Compatible with that, a case made from brushed stainless steel with polished bezel was chosen. The Regulator is available in black, beige or grey-blue, with a respective color-coordinated, premium calf-skin leather strap.



AS.R01-2



AS.R01-4M

Stainless steel case, Ø 43.5 mm; anti-reflective sapphire glass on front and sapphire glass back; manual winding regulator 3105.AS, hand-engraved and refined; blued screws; 17 jewels; power reserve approx. 42 hours; 5 atm water-resistant.



## CHRONO-REGULATOR CR02

Even at first sight, the new Chrono-Regulator-Skeleton fascinates with its innovations in design and engineering. It proves that even in a “skeleton” version, a Chrono-Regulator can be functional and offer great readability.

The chrono-regulator presents a rare execution of a chronograph. The displays for hour, minute and second are placed at three separate locations: the minute display is located at 6 o'clock and the second display is located at 9 o'clock. There is also the timer feature with two hands: the large second hand from the center and the small minute hand at 3 o'clock. Due to the blued hands and the clear division of time, time is easy to read.

Another feature is the rhodium-plated and skeletonized date indicator dial. In order to see the date clearly in one position, a special bridge with a window at 6 o'clock was developed. On the plate below this window is a circular area that was covered in a thin layer of dark blue enamel to increase visibility.

The movement of the timekeeper is not only skeletonized by hand, but also hand-engraved on both sides.

The production of such watches is very laborious, which is why the edition is limited to 68 pieces per dial.



AS.CR02-1



AS.CR02-1



AS.CR02-2



AS.CR02-3



AS.CR01-2



AS.CR01-3M



AS.CR01-4

### CHRONO-REGULATOR CR02

Exclusively outfitted with a genuine Louisiana croc-strap, Alexander Shorokhoff watch manufacture is the only producer worldwide who offers a chrono-regulator in this design. Hence, this model is definitely one of the rarest timekeepers in the world. Stainless steel case with anti-reflective sapphire glass on front and sapphire glass

back; diameter of 43.5 mm; mechanical chronograph-regulator 31679.AS, skeletonized, hand-engraved and refined; 23 jewels; blued screws; power reserve approx. 42 hours with timer turned off; approx. 36 hours if chrono feature is turned on; blued hands; limited edition of 68 pieces per dial; 5 atm water-resistant.

### CHRONO-REGULATOR CR01

Chronograph-Regulators are absolute precision watches. Their mechanics are complex and intricate. However, the CR01 offers even more sophisticated features. The timer function has a contrasting color to increase readability and the feature can be easily operated with the two elongated push buttons.

Stainless steel case with anti-reflective sapphire glass on front and sapphire glass back; diameter of 43.5 mm; mechanical Chronograph-Regulator 31679.AS, hand-engraved and refined; 23 jewels; blued screws; power reserve approx. 42 hours with timer turned off, approx. 36 hours if chrono feature is turned on; 5 atm water-resistant.



AS.GL01-1

AS.GL01-4

Stainless steel case, Ø 43.5 mm; anti-reflective sapphire glass on front and soundboard on back; manual winding alarm movement 2612.AS, partially hand-engraved and gold-plated; duration of alarm tone: 10-12 seconds when fully wound; blued screws; 18 jewels; power reserve approx. 38 hours; 5 atm water-resistant.

## GLOCKER

Eight mother-of-pearl sectors light up on a dark background and accompany the wearer during the first few hours of the day. If the hand is located at 5:30am, it moves in the nightly dark blue. The colors change little by little, until the day finally starts around 9:30am with a bright white mother-of-pearl-sector.

The various colors facilitate the setting of the alarm and the black & white striped alarm hand helps to specify the exact point of time to get up. During the night, the luminescent hour markers and the luminescent hour and minute hands enable a quick capture of the time.

This watch contains a 2612.Poljot alarm movement, which is based on the Swiss AS1475 movement built by A. Schild and has already proved its worth. It is robust and reliable. The movement is completely revised at the "Alexander Shorokhoff" watch manufacturer and brought up to "Alexander-Shorokhoff-level". The sound of it is fairly long and sonar and can hardly be ignored. Due to the extra-thin soundboard, it lives up to its name "Glocker". This model is worldwide limited to 100 pieces per dial.





AS.CA01-1



AS.CA01-4M

**AUTOMATIC  
CHRONOGRAPH  
AS.CA01**

People say: Opposite attract. Those who do not believe should take a closer look at the model CA01. The blue and silver hands shaped in the design tradition of the 20th century and the consistently modern dial create a harmonious yet avant-garde

picture. Stainless steel case, Ø 43.5 mm; anti-reflective sapphire glass on front and sapphire glass back; automatic chronograph 7750.AS, hand-engraved and refined; blue screws; 25 jewels; power reserve approx. 50 hours; 5 atm water-resistant.



AS.CA01-1



## STRIPES

Matchless charm, extraordinary creativity and avant-garde handling of clear lines – those are distinguishing characteristics of the watch “Stripes”.

It's the anniversary watch Alexander Shorokhov created in 2012 for the 20th anniversary of his company. It impresses with the effect of its interplay between straight strips and properly separated, round timekeepers on the one hand, and the creative play with design element stripes in various colors and shapes on the other hand. The double-timer, together with the discursively applied design features, symbolizes the uniqueness of the brand – Russian inspired creativity and first class precision “Made in Germany”.

Just like all other Avantgarde-models, the 47mm large anniversary watch uses hand-engraved and elaborately refined mechanical automatic winding movements from our manufacturer. Two sapphire glasses on the back of the watch reveal the beauty of these unique model. The limitation of 200 specimens per model makes this watch “Stripes” a desirable luxury for true watch connoisseurs.

AS.DT01-1



Stainless steel case, Ø 46.5 mm; anti-reflective sapphire glass on front and sapphire glass back; two automatic movements 2671.AS, hand-engraved and refined; blued screws; 25 jewels; power reserve approx. 42 hours; 5 atm water-resistant.

AS.DT01-2

龍 蛇 馬 羊  
兔 牛 虎 豬  
猴 雞 狗 鼠

Dragon Snake Horse Goat  
Rabbit Ox Tiger Pig  
Monkey Rooster Dog Rat

60

**IN CHINA THE NUMBER 60 IS  
DETERMINING THE CYCLE OF TIME**

In the 3rd century A.D., the time cycle of 60 years, months and days was introduced by the ruling Han-dynasty. This cycle consists of 5 elements (wood, fire, soil, metal and water) and the 12 earth branches which are better known as the 12 signs of the zodiac (dragon, snake, horse, sheep, monkey, rooster, dog, pig, rat, bison, tiger and hare). To this day the ancient cycle system is important for the Chinese astrology.

1960 element: metal, sign: rat

2012 element: water, sign: dragon

Such a constellation occurs only every 60 years:

2020 element: metal, sign: rat

2072 element: water, sign: dragon



AS.C01-2



AS.C01-3M



AS.C01-4

**CHRONO  
AS.CO1**

From time to time, you will be approached about your “C01” from Alexander Shorokhoff. You need to keep that in mind, if you decide in favor of it. Because the large numbers 20, 40, 60 and the two contrary colored “eyes” at 3 and 9 o’clock are inconspicuous eye-catchers. Stainless

steel case, Ø 43.5 mm; anti-reflective sapphire glass on front and sapphire glass back; manual winding chronograph 3133.AS with chrono and summing up function; hand-engraved and gold-plated; 23 jewels; blued screws; power reserve approx. 42 hours; 5 atm water-resistant.



AS.C01-1F



AS.CA05-2



AS.CA05-3M



AS.CA05-4

**AUTOMATIC CHRONO  
CA05**

The successful manual winding chronograph movement is now also available in an automatic version. Due to its great popularity among watch collectors, all other details, including the design, remained the same. Option of stainless steel case or 14-carat rose gold case, Ø 43.5

mm; anti-reflective sapphire glass on front and sapphire glass back; automatic chronograph caliber 2030.AS with chrono and summing up function; hand-engraved and gold-plated; 49 jewels; blued screws; power reserve approx. 38 hours; 5 atm water-resistant.



AS.CA05-1G



Stainless steel case, Ø 43.5 mm; anti-reflective sapphire glass on front and sapphire glass back; automatic chronograph caliber 2030.AS, hand-engraved; refined rotor; blued screws; 49 jewels; power reserve approx. 38 hours; 5 atm water-resistant.

AS.CA05-4L-M

## CHRONO FOR LEFT-HANDERS

With the creation of the watch for left-handers, the “Alexander Shorokhoff” watch manufacture expresses its respect for the large number of left-handed people.

The core of the operating comfort is the arrangement of the crown and operating elements on the left side, thereby ensuring comfortable handling for left-handers. Two push pieces activate additional functions of the watch: The push piece at the height of 8 o'clock activates the start/stop function. The push piece at the height of 10 o'clock serves as a reset to zero.

The distinctive large digits of all “Avantgarde”-models are shown on this watch as well: 20, 40 and 60 serve as equally identifiable design elements. At first glance, the Avantgarde-models differ from all other watches by their large digits and the particular shape of the hands. That's how the watch for left-handers can easily be distinguished as one of the high-quality timekeepers from “Alexander Shorokhoff”. Partial engravings and handcrafted refinement makes these specimens unique pieces as well.



AS.CA05-2L



AS.CA05-4L



AS.N.PT01-2



AS.N.PT01-3



AS.N.PT01-4M

## NEW PLANET MANUAL WINDING

The idea for the watch “New Planet” came to Alexander Shorokhov during a visit to Portugal. He was fascinated with the positive sentiment of the country and the determined willingness to achieve modernization and restoration. How should it be any different; he immediately transferred it goal-oriented into the creation of a watch. To maintain consi-

stency, the large “60” was retained. However, every single digit was newly developed and designed in a more modern and autonomous way. Even the background of the dial impresses with its elegant pattern in form of an elaborate guilloche. The “New Planet” can be ordered in four different dial colors and two different hand shapes.

Stainless steel case, Ø 43.5 mm; anti-reflective sapphire glass on front and sapphire glass back; manual winding chronograph 3133.AS, hand-engraved and refined; blued screws; 23 jewels; power reserve approx. 42 hours with timer turned off; approx. 36 hours if chrono feature is turned on; 5 atm water-resistant.



AS.N.PT01-1F



AS.N.PT05-1



AS.N.PT05-2



AS.N.PT05-4

**NEW PLANET  
AUTOMATIC CHRONO**

However, Alexander Shorokhov was not only fascinated by the beauty of Portugal, but also infected by its dynamic. For this reason he created an automatic

winding version of the “New Planet”. The “New Planet” is destined for individualists with sure taste for style and a dynamic life-style.

Option of stainless steel case, 5atm water-resistant or 14-carat rose gold case, 3atm water-resistant; Ø 43.5 mm; anti-reflective sapphire glass on front and sapphire glass back; automatic winding chronograph 2030.AS, hand-engraved and gold-plated; 49 jewels; power reserve approx. 38 hours.



AS.N.PT05-3G

Stainless steel case; Ø 43.5 mm; anti-reflective sapphire glass on front and sapphire glass back; automatic winding chronograph 2030.AS; 49 jewels; blued screws; power reserve approx. 38 hours; 5 atm water-resistant.



AS.N.PT05-58

## YELLOWMATIC

Yellowmatic – long live the contrast!

Yellow and black: These two strong colors are the trademarks of this colorful watch. They evoke tensions and broach the issue of seemingly incompatible poles, reconciled by the elegant timekeeper.

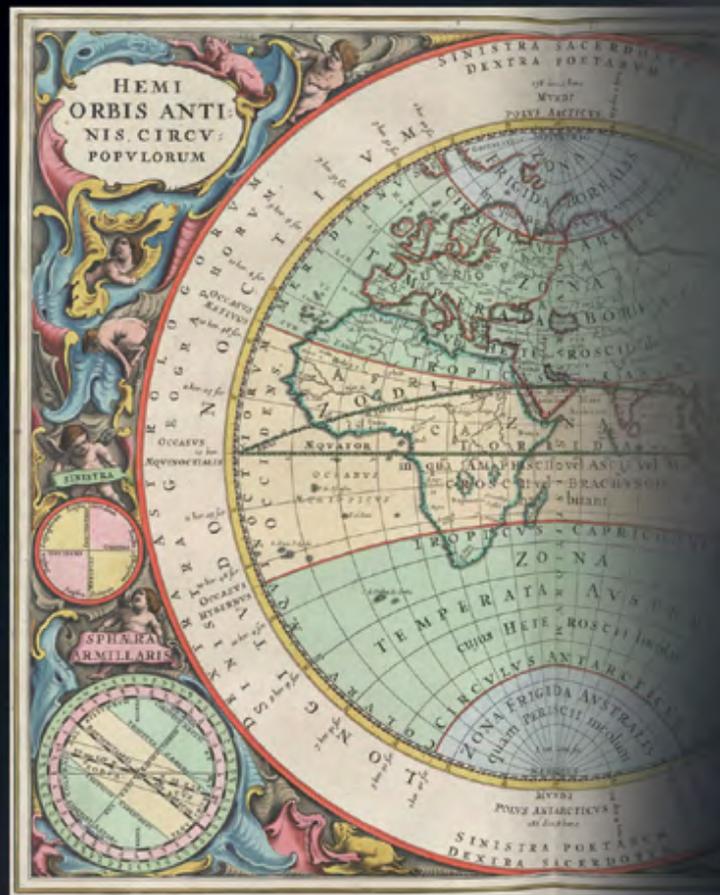
The vibrant yellow enameled dial with the eccentric guilloché, makes up the foundation for numbers and forms placed in unusual ways. The black numbers, just like the black second and minute circles at 3 and 9 o'clock on the yellow enameled dial, instantly catch your eye.

Of course, the large "60", the most significant element of the Avantgarde-collection, can't be omitted and dominates the overall appearance.

Based on esthetic considerations, the automatic chrono movement of the Yellowmatic is precisely revised by the master watchmakers at "Alexander Shorokhoff" watch manufacture. The rotor is hand-engraved and refined. The sapphire glass bottom allows a view on the delicately refined movement. The case manufactured from stainless steel, is 5 atm waterproof and has a diameter of 43.5 mm.



AS.N.PT05-55



## DAY & NIGHT

This delightful 24-hour watch “Day & Night” with a manual winding movement caliber 2423, is a real eye catcher - for two reasons:

The dial is divided into two equal halves, just like the day at the equator. Through the two charming symbols of sun and moon, they radiate peace and serenity, but also a strong and positive energy that puts a smile on everybody's face.

For this purpose, all large digits of 20, 40 and 60, typical for all Avantgarde-watches, were enhanced with luminous paint and are trying to outshine the refined mother-of-pearl dial.

Additional features include a hand-engraved movement and sapphire glass on both sides. There's also an option to combine it with a high-quality Milanese strap.

Stainless steel case; Ø 43.5 mm; anti-reflective sapphire glass on front and sapphire glass back; manual winding 24-hour movement caliber 2423.AS, hand-engraved and gold-plated; 17 jewels; blued screws; power reserve approx. 38 hours; 5 atm water-resistant.



AS.DN01

AS.EQ01-4M



Stainless steel case; Ø 43.5 mm; anti-reflective sapphire glass on front and sapphire glass back; manual winding movement caliber 2423.AS, hand-engraved and gold-plated; 17 jewels; blued screws; power reserve approx. 38 hours; 5 atm water-resistant; hour and minute hands endowed in light orange luminous paint;

AS.EQ01-1

## EQUA

“La Mitad del Mundo” is an equatorial monument in San Antonio de Pichincha in Ecuador. The monument is located about 23 kilometers north of the capital Quito and marks the location where Charles Marie de La Condamine, traveling with a French expedition, determined the exact position of the equator as the first European in 1736.

The equinox at the equator, symbol of the beginning of spring and fall, is artistically interpreted in two semi rings on the dial, each of them representing 12 hours.

What catches the eye is the vibrant orange of the upper ring symbolizing heat and fire, and the warm blue of the lower ring, alluding to mild equator nights. Just like the equator, both of them enclose the ocean, which is implied by the gleaming light and dark mother-of-pearl.





# 60

## IN THE HISTORY OF BABYLON THE NUMBER 60 HAS A CENTURIES-OLD AND EXCITING HISTORY

The sexagesimal system is based on the number 60.

The reason behind it is still a matter of academic debate. However, many scientists speculate that the system's origin can be found in astrology.

In contrast, others see the number 60 as the foundation of our arithmetic system by hand: you can count to twelve by counting all phalanges of the hand (using the thumb as a pointer); when you add the second hand and in each case use one finger as a pointer, you can count to 60.

This system is ancient. It can be traced back up to 30.000 years before the beginning of the modern calendar.



The "Babylonian I" is a watch for eternity. Unfortunately this model won't be available forever, because it is only limited to 500 pieces.



AS.BYL01

## BABYLONIAN I

A cosmos with celestial objects and zodiac signs opens up on the dial of the "Babylonian I".

At the center of this "galaxy" is a hand-engraved movement, as in many of "Alexander Shorokhoff" watches. It is equipped with a special decorative sunburst pattern.

Wave ornaments – symbol for water and the rivers Euphrates and Tigris – lie above and mark the horizontal axis. The sun and moon augment the harmonious image of this constellation. To give this "galaxy" even more meaning, zodiac signs were placed at the center on top of a shimmering blue mother-of-pearl circle. The dark blue, about 1.5 mm lower frame with the golden stars particularly accentuates the numbering and the silver hour and minute markers. The hands present in a deep midnight blue.

This beautiful piece of art with manual winding movement caliber 2609.AS with 17 jewels, blued screws and a power reserve of approx. 42 hours, is located in an up to 5 atm waterproof case equipped with anti-reflective sapphire glass on front and sapphire glass on back. It has a diameter of 46.5 mm.



Stainless steel case, Ø 46.5 mm; anti-reflective sapphire glass on front and sapphire glass back; manual winding movement 2609.AS; hand-engraved and rhodium-plated; blued screws; 17 jewels; power reserve approx. 42 hours; 5 atm water-resistant.



## BABYLONIAN II

The success of the first Babylonian model that was nominated for the German Design Award 2015, motivated Alexander Shorokhov to initiate a second version.

The inspiration arose from the contact with the history of the biggest and most powerful city's of ancient times - "Babylon". It's not a coincidence the name of the city translates to "gate of god". The prosperity of the city in its heyday attracted astronomers, scientists, craftsmen and artists and turned it into a highly developed cultural center. Furthermore the stellar constellations were discovered there, the zodiac signs invented and the first horoscopes been created.

This is where the cultural fascination Babylon's is picked up. In a highly complicated procedure, the movement's plates and the outer ring of the dial are delicately carved out by hand and decoratively designed. The combination of the hour circle of dark blue mother-of-pearl with imprinted zodiac signs and blued hands and hour markers create a fascinating picture. On the back of the watch you can take pleasure in the masterful engravings.

The "Babylonian II" is limited to only 300 pieces.





## PLUS - MINUS

The unique design of the self-winding watch "Plus Minus" is impressive. Art on the wrist.

Alexander Shorokhov redefines colors and forms that originated in painting during classical modernism. The design of Plus Minus breaks away from the typical appearance of luxury watches and appeals to the independence of its wearer and to the freedom and balance that life requires.

The dial is made from one sheet. With the help of specialized tools, colors are applied to the area surrounding the "2" and the "8". The area around the 9 o'clock is furnished with mother-of-pearl. The main elements are punched out relief-like and covered with several layers of enamel. The design of the dial gives the impression that Alexander Shorokhov managed to perfectly merge two incompatible aspects: the devotion of the artist to the play with colors and forms and the function-dependent design as an expression of handcrafted perfection.

The Swiss automatic winding caliber 2824 of the Plus Minus is extensively calibrated at the manufacture. One special feature is the avant-garde-like rotor that was engraved by hand and enameled.

Stainless steel case, Ø 43.5 mm; anti-reflective sapphire glass on front and sapphire glass back; automatic movement 2824. AS; hand-engraved and refined; enamelled rotor; blued screws; 25 jewels; power reserve approx. 49 hours; 5 atm water-resistant; limited to 168 pieces.



AS.AVG05



## BARBARA

GERMAN DESIGN AWARD  
"SPECIAL MENTION" 2016

With the watch "Barbara", Alexander Shorokhov pays his respects to one of the biggest contemporary jazz musicians, Barbara Dennerlein, famous for her play on the Hammond organ.

"I am fascinated with Barbara's avant-garde music. I created a watch with organ keys surrounding a clef that virtually breaks the mold on the colorful and vibrant background. The avant-garde design corresponds to the work of this unique artist", is how Shorokhov described his conception at the presentation of the watch at the International Watch and Jewelry Show "BaselWorld2015".

The automatic winding stainless steel watch with hand-engraved and refined rotor has a anti-reflective sapphire glass on front and a sapphire glass on back. It has a diameter of 43.5 mm. With a limitation of 169 pieces, the receiver of the "Special Mention" German Design Award is a desirable collectors item.

Automatic winding movement 2824.ETA with hand-engraved and refined rotor; hour and minute hands endowed in light green luminous material; 25 jewels; blued screws; power reserve for approx. 49 hours; 5 atm water-resistant.



AS.AVG06



## KANDY

The model "Kandy" is dedicated to the most famous Russian avant-gardist Wassily Kandinsky.

He possessed an extraordinary artistic intelligence and a pronounced feeling for colors and form. He assigned colors a deeper meaning and associations by, i.e. describing the color blue as "soft" and "aromatic" or in contrast the color yellow as "fierce" and "pungent". Furthermore, he assigned specific shapes to specific colors, i.e. he imagined the color red to be a square.

A. Shorokhov takes up these colors and shapes in his latest creations as well. The dials are square and exhibit a three-dimensional guilloché. The back of the case shows four round glasses in red, blue and yellow, the most important colors in Avant-garde art. Compatible with this, a modern and angular case shape was chosen. The edges were rounded off and milled laterally to fill in the resulting cavities with heated high-quality, Italian enamel. In order to apply the enamel evenly around the case, the central part is manufactured without little feet. They will later be welded to the bottom of the case. The crown can be enameled as well. To give the watch some more character, the colors can be changed according to the customer's request.

Stainless steel case with three indentations, filled with enamel; 41 x 41mm; anti-reflective sapphire glass in the front; automatic winding movement caliber 2892. AS; hand-engraved and refined rotor; power reserve for approx. 40 hours; 3 atm water-resistant; available with genuine croc leather strap or Milanese strap.



AS.KD01-3E



AS.KD02-4G

Stainless steel case, black PVD-coated with three red gold wires; 41 x 41mm; anti-reflective sapphire glass in the front; automatic winding movement caliber 2892.AS; hand-engraved and refined rotor; power reserve for approx. 40 hours; 3 atm water-resistant; available with genuine croc leather strap or Milanese strap.

For the black version of the “Kandy” watch, a new material combination is the center of attention.

The case has a shiny black PVD-coating. Furthermore, this model is not enameled sideways but the case is fitted with three silver or rose gold-colored and refined wires, which has a modern but also extremely elegant effect. Oftentimes, it is a small variation like this that turn something normal into something special and attracts all the attention.

The champagne-colored dial achieves a feeling of calmness, as it doesn't appear as intrusive. The blue and green croc wristband stands for elegance and gives this model a very noble appearance. Built into a black PVD-coated or stainless steel case, it can be furnished with either various refined wires or enamel in any color combination desired. At this point, the customer can let his creativity run wild.

“Kandy” is truly another highlight of the Avantgarde-collection.

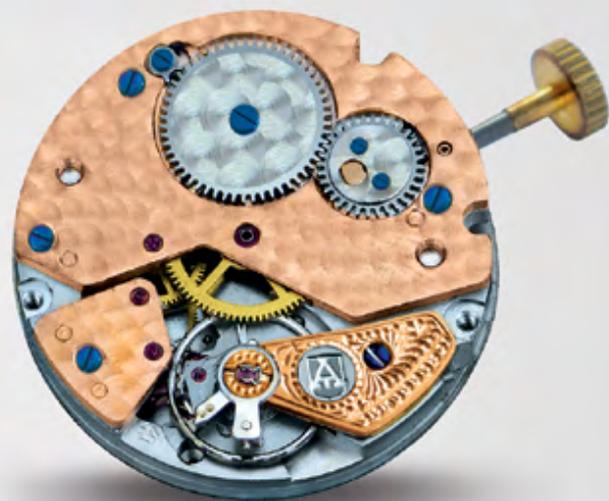


AS.KD01-2E

A vintage car, possibly a 1930s model, is shown in profile, facing left. The car is dark-colored with a prominent chrome grille and round headlights. The background is a dark, textured surface with a repeating geometric pattern of hexagons. The word "VINTAGE" is written in large, white, sans-serif capital letters across the middle of the image, partially overlapping the car's body.

# VINTAGE

“Vintage” watches represent an individual collection within the Avantgarde-series of the “Alexander Shorokhoff” watch manufacture and are manufactured in the same style. Their particularity: They are fitted with historic and no longer manufactured Russian movements that are being completely restored, modernized, artistically hand-engraved and partially manufactured new. Case, dial and hands are manufactured from scratch and exhibit avant-garde shapes.



## VINTAGE NO. 1

Already the first glance reveals the character of this beautiful vintage model in avant-garde style. Very special features are the dials gleaming in luminescent emerald green and midnight blue. The sunburst pattern and crystal clear enameling complete the beauty of this elaborately designed and unique dial. The yellow hour hand of the day & night function brings a fresh touch into play.

For the heart of the watch, a vintage movement caliber 31670.Poljot is used. The production of these movements was suspended in 1996, after producing only a few thousand pieces. It was modeled after the well-known Swiss movement Valjoux 7734. It was manufactured in this version, without the chronograph feature. In exchange, a 24-hour display was used. Watches with this movement are rare to find nowadays. Both models are therefore available in two limited watch editions of 54 pieces each.

At the watch manufacture, the movements are completely revised: Balance bridges are hand-engraved, barrel and pallet bridges are endowed with a cloud cut, gears are polished and screws are blued.

This extraordinary and exclusive manufactured watch is truly rare and a great collector's piece for every watch enthusiast.

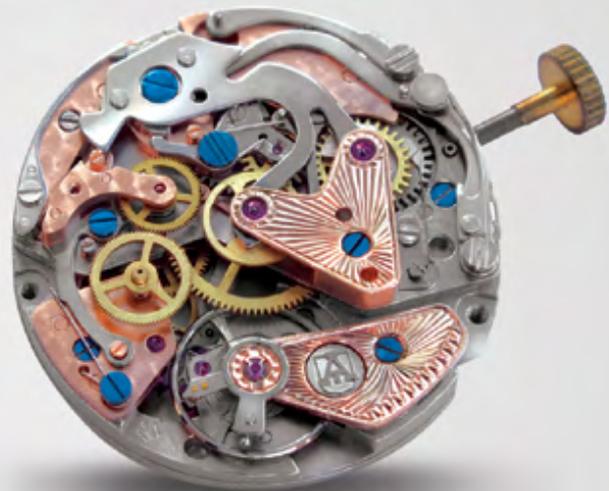
AS.V1-G



Stainless steel case, Ø 43.5 mm; anti-reflective sapphire glass on front and sapphire glass back; manual winding movement, hand-engraved and refined; blued screws; 17 jewels; power reserve approx. 42 hours; 5 atm water-resistant.

AS.V1-B





## VINTAGE NO. 2

The second “Vintage” edition houses the famous Poljot chronograph movement from the 3133 family – a movement with a 24-hour display at the “6” – caliber 31681.

The production of these movements was discontinued in 2011. The “Alexander Shorokhoff” watch manufacture was able to secure the remaining 198 movements and manufactured two models with 99 pieces each.

Also for the “Vintage 2”, two special dials in emerald green and midnight blue were chosen, similar to the first edition. The hands in white and yellow create the desired contrast; yet harmonize elegantly with the dial.

The individual components of the movement are delicately refined as well: The chrono and balance bridges are engraved by hand, gears and levers finely polished and the screws are blued. The remaining bridges receive an original cloud pattern polish. With it, the hand-engraved movement first and foremost radiates exclusivity and reinforces its rarity though an additional certificate of limited manufacture.

AS.V2-B



Stainless steel case, Ø 43.5 mm; anti-reflective sapphire glass on front and sapphire glass back; manual winding movement, hand-engraved and refined; blued screws; 23 jewels; power reserve approx. 42 hours; 5 atm water-resistant.

AS.V2-G



AS.V3

Stainless steel case, Ø 43.5 mm; anti-reflective sapphire glass on front and sapphire glass back; manual winding movement, hand-engraved and refined; blued screws; 17 jewels; power reserve approx. 42 hours; 5 atm water-resistant.

## VINTAGE NO. 3 - LUCKY 8

The “Lucky 8” is a tribute to the lucky number 8 from the Chinese culture many people attribute meaning to.

A central feature of this watch design is a special emphasis on the date. The date numeral appears in the window highlighted in yellow, across from the respective day of the month. These markers are located on a specially provided inner ring underneath the dial. Three days of the month were deliberately accentuated on the display: The 8, 21 and 31. The 21 represents luck, particularly when thinking of Black Jack and actually refers to the number 8. It emphasizes double luck in China. That is why the watch’s name is “Lucky 8”. The 31st calendar day occurs exactly 7 times a year. That’s why its spot is marked with a question mark on the outer dial. Bearing that in mind will help you reset the date as needed.

The large 60 on the dial and the hand-engraved movement are symbols of nearly every “Alexander Shorokhoff” watch. When you turn the watch around, the sapphire glass bottom gives you a beautiful view of the play of the interlocking refined gears, levers, bridges and blued screws. It is the vintage movement 2614.Poljot, whose production was discontinued in 1999. This model was manufactured with a limitation of 100 pieces.





## VINTAGE NO. 4 - KARO

Two different styles collide in this model: the minimalist style with very few elements for the time display and the expressively designed style with a checked pattern for the date display. The two styles complement each other and balance each other out. They do not create confrontation, but harmonize together.

The automatic winding movement of caliber 2627.Poljot was chosen. It was used for watch manufacture up until 1982. The company was able to seek out a few movements for a limited production. The movement is offered in two different versions: fully engraved and partially engraved.

In the fully engraved version, all bridges and the rotor are hand-engraved, the gears are reworked and polished and the screws are blued. In the partially engraved movement, only rotor and balance bridges are engraved. All other bridges receive a cloud pattern polish. The beauty of the movement can be admired through the sapphire glass bottom here as well. In total, there are 100 pieces each with a partially engraved movement and 35 pieces each with a fully engraved movement.

The dial is produced in two versions as well: silver and black. Due to the sunburst pattern and the transparent coat of enamel, the dial has a luminous glow.



AS.V4-S

Stainless steel case, Ø 43.5 mm; anti-reflective sapphire glass on front and sapphire glass back; manual winding movement, hand-engraved and refined; blued screws; 23 jewels; power reserve approx. 38 hours; 5 atm water-resistant.



A Milanese strap is the perfect fit for the model featuring the black dial. It creates the desired contrast and refines the watch in a unique way.

The Milanese strap is of high quality and is produced by one of the best German watchband manufacturers. It's about 4.5mm thick, delicately crafted and sanded and polished on all sides. Therefore it has no sharp edges and is very supple.

Time, day of the week and date are very easy to read.

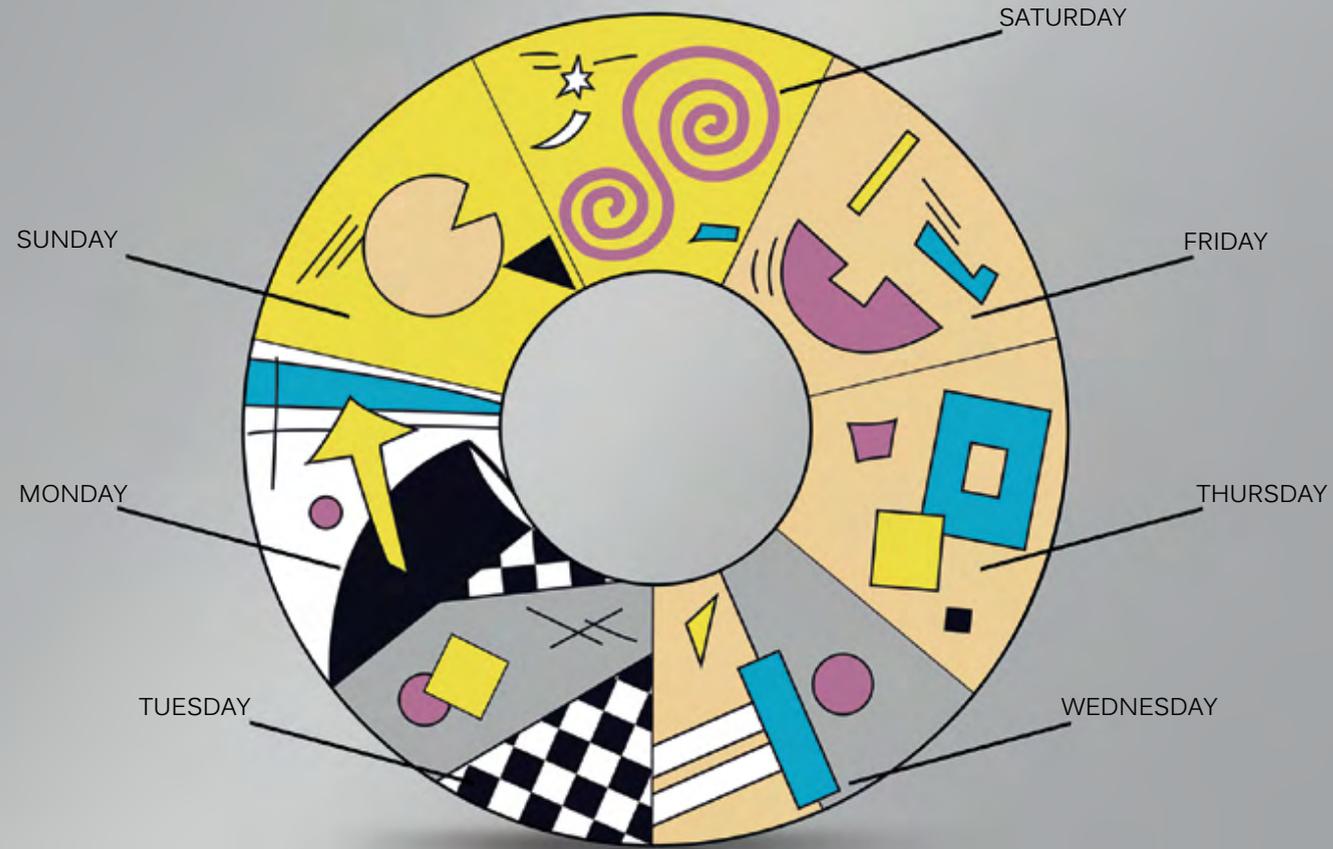
The date display can be adjusted with an additional push piece at 8 o'clock. The day of the week is adjusted using the winder crown.

The watch measures 43.5 mm in diameter and is approx. 13.6 mm tall. Despite its weight, it rests comfortably and elegantly on the wrist. A luxurious sapphire glass is used for the both sides. In addition, the front glass is curved and AR-coated.

This watch is one of the showpieces of this manufacture. It's a watch for people looking for something exceptional, not ordinary, on the watch market.



AS.V4-B-M



## VINTAGE NO. 4 - KARO AVG

Alexander Shorokhov wouldn't be Alexander Shorokhov if he hadn't created another unique model once again.

The idea was simple and original: Transferring the days of the week into images and having them appear in the day of the week window.

He created the days of the week in his own, avant-garde style - and succeeded. He also takes the display of the month and gets it printed in white on a red background.

It gives the model something very emotional, provocative and unique.

There will be only 33 specimens per dial. The watch is a unique artifact and will most certainly appreciate in value over time.



AS.V4-S-AVG



AS.V4-B-AVG-M

## VINTAGE NO. 5

The fifth vintage edition is one of the most exclusive ones, as it houses the automatic luxury movement caliber 2416 Poljot – a Russian legend.

It started in 1963, when the first slim luxury movement caliber 2416 Poljot de luxe left the assembly line in small series at the “First Watch Factory” of Moscow. Instead of attaching the auto winder gears to the manual winder gears, as it was commonly done, the automatic component was integrated directly into the movement. The result was a sensationally slim, but at the same time robust movement. With their slim shape and the cylindrical glass, watches with this caliber presented a revolutionary design at the time. However, the production of this movement was discontinued in the early 70’s. ASUM was able to secure several of them in as good as new condition and uses these “gems” to manufacture the V5 model in a limited edition of 35 pieces per dial color.

All movements are refined, engraved by hand and completely refurbished. The design recreates the slim standard of the 60’s in an effort to preserve the old vintage tradition. The exquisite dial is curved and the hours are finely marked to emphasize the watches’ elegance. The case is equipped with a complex cylindrical sapphire glass and a sapphire glass bottom.



AS.V5-C



Stainless steel case, Ø 40 mm; anti-reflective sapphire glass on front and sapphire glass back; manual winding movement, hand-engraved and refined; blued screws; 29 jewels; power reserve approx. 36 hours; 5 atm water-resistant.



AS.V5-S

# Art on the Wrist

Going into detail, achieving the highest precision possible, creativity and individuality – these are the standards of the “Alexander Shorokhoff” watch manufacture. The entire team is committed to each and every watch with great diligence and dedication, in order to receive an in every respect qualitative and artful watch that retains its value due to its uniqueness. Art has no limits, but it is art that can transcend boundaries.

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