

The Graduates' Club

The watch for alumni, for life: NOMOS Glashütte presents the Campus series, luxury mechanical timepieces and yet accessibly priced—perfect for those looking forward to a bright future

Glashütte/Berlin, March 2017. A watch to celebrate academic achievement, starting a career, or traveling the world: Campus is the name of a new trio of watches from NOMOS Glashütte to mark milestones in life, and to accompany the wearer on the next step of the journey. After all, the Glashütte watchmaking company's belief is that mechanical timepieces—youthful yet timelessly beautiful and finely crafted—are the perfect gift to celebrate these significant moments.

And these NOMOS watches are remarkably beautiful: Roman and Arabic numerals and indexes combine on the dark and light-colored Campus dials, giving the watches an unmistakable aesthetic. Thanks to a coating of blue phosphorescent superluminova, the timepieces are also easily legible in the dark—at parties or anywhere else. A water resistance of 10 atm, or 100 meters, means that the watches are ready to make a splash. All three models feature the familiar, extra-robust NOMOS Club case from stainless steel with curved sapphire crystal glass and a stainless steel back.

Club Campus, the version for more slender wrists, comes in a classic size of 36 mm with a white silver-plated dial. The red outline around the numerals and indexes gives the watch a refreshing look, while the strap from gray velour leather makes Club a touch more elegant. The more masculine version, **Club 38 Campus**, stands out with its size (38 mm) and anthracite-colored strap. Perhaps the most eye-catching version in the series is **Club 38 Campus Nacht**, which features a dark ruthenium-coated dial. A blue outline and anthracite-colored velour leather strap give this model a decidedly mature appearance.

Watches such as the three Campus models should actually cost much more. Yet NOMOS Glashütte has ensured that these accessories for life are also accessibly priced: "We've subsidized these watches a little," says NOMOS CEO Uwe Ahrendt, who is himself the father of two young adults. That is why he is particularly enthusiastic about these new customers, for whom he remarks "there has been nothing on the market until now." And the movement? The tried-and-tested and much praised NOMOS caliber Alpha ticks within the Campus series—a robust, precise, and reliable motor.

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And a final gift from NOMOS Glashütte is the finishing touch, as these watches also come with a personalized message on their backs; the wording can be whatever granddad and granny, mom and dad decide. After all, joining the graduates' club is an achievement worth commemorating, and it's NOMOS' pleasure to set the occasion in stone—or rather stainless steel, with a complimentary engraving.

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Beauty that lasts a lifetime:
the new Campus series from NOMOS Glashütte.