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BLACKSAND - Beautiful and Durable

It was just a little over one year ago that a new watch brand emerged on the market, taking many by surprise. That brand was Blacksand Genève - the founder of which has years of experience in the watch and jewelry industry.

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Concepteur and founder of Blacksand, Alain Mouawad has been working in jewelry and watches since he was very young thanks to the fact that he was intimately involved in his family business. Still, he was determined to start his own watch company -- where he could be in total control of his exacting and high standards. A perfectionist, Mouawad would not introduce Blacksand to the public until it was "perfect" in his eyes. When he did, he pleased some very discerning customers.

As the tagline "Elements of Time, Manufactured in Switzerland" intimates, the watches are crafted in Switzerland using high-tech materials such as tantalum (combined with rose gold), sandblasted ceramic and titanium. Each watch carries the words "Semper Fidelis," which labels the brand as a defender of watchmaking values and further underscores its commitment to "rise above the expected" in addition to adhering to strict codes of watchmaking conduct. In a tribute to armed forces, and drawing its inspiration from their feats, the watches bring strength, readability, high-tech materials and stealth looks to the forefront. They have expressive lines, alluring color palettes and a futuristically styled hourglass logo that can be multiply interpreted: as a yin/yang symbol, a serpent, and even infinity conveyed through the figure 8.



The Uniformity StratoMatic, crafted in sandblasted ceramic and titanium, offers easy readability and luminosity. @ Worldtempus/Roberta Naas

The first collection - and the pillar of the line - is the Uniformity watch, and it is a beauty. Bold and sporty, it has a contemporary yet timeless appeal with gray and purple coloring and sleek lines. The 46 mm curved case is framed by two sandblasted, matte ceramic shafts that shape the lugs and are the signature look of the line. The timepieces house C.O.S.C.- and Chronofiable-certified automatic chronometer movements with twin spring barrels that offer 120 hours of power reserve. Blacksand Genève Caliber 1970 is based on a Technotime movement and offers instant date jump, stop-seconds and a tungsten carbide rotor. The watches are equipped with sapphire crystals on the front and back and two-level dials that feature blue-emission SuperLuminova for superb night reading.



The Blacksand Stratographe is equipped with either a tachymeter or pulsometer in addition to the monopusher chronograph. @ Worldtempus/Roberta Naas

Building on the Uniformity line and thanks in part to Cedric Johner, who joined the team in the spring, Blacksand has released a first chronograph called the Stratographe. Utilizing the same distinctive case, this watch is a monopusher chronograph that is available with either a tachymeter scale to measure speed or a pulsometer scale to measure heart rates.



The Continuity Koala, with an enamel koala bear and a diamond bezel, boasts a jump hour display. @ Blacksand

Offering a totally new and different look this year that celebrates nature in all its glory, Blacksand has released an incredibly

alluring collection that is aptly named Continuity. These watches feature turtles, koala bears and other flora and fauna as artistic enamel and gold-sculptured dials. Beating inside these timepieces is a movement exclusively manufactured for Blacksand with jumping hours and a running minutes disk. These watches are often adorned with diamonds and created in limited editions of just 100 pieces. The concept behind them is to honor nature and to be respectful of the futures of these special animals. In fact, one can find a turtle emblem on the back of all Blacksand watches - signifying consistency, and a belief that one must go slowly and steadily like the turtle in order to succeed.