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BLACKSAND Genève, it is all about the details - windows Internet Explorer

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BLACKSAND Genève, it is all about the details

While walking around and talking to people at Baselworld, one of the most asked questions is "what did you like best so far?" and "what is the most remarkable watch you have seen so far?". Well, there were quite a few, but my visit to the Blacksand booth at Baselworld was perhaps the most impressive one in terms of passion and detail.

After I was introduced to Blacksand by Yves Vulcan from Darwel/Swisstime, I was welcomed by Mamad Daftary. He turned out to be a great host and enthusiastic speaker of Blacksand. His passion for watches and especially for Blacksand is obvious.

Blacksand is Detail
Every single part of the watch, the movement, the straps, the inner box the watch comes in, the outer box, the ribbon, the music, the business cards, the limited/numbered brochure, the USB stick, the iPod, the Geneva game, the special tool needed to unscrew the back, the logo hidden in the see-through crystal on the back of the watch, the attention for the press and the customers (including the exclusive membership of the Blacksand Purple Club) ... WOW.

The origins of Blacksand
Blacksand was created from July 2010. Alain Mouawad and his team wanted to create a watch that was highly readable and could be worn as both a sport watch and a dress watch. The watch should also have a good value for the money. Blacksand was born and is entirely manufactured in Switzerland.

All Blacksand watches are build by using only the best materials: titanium, tantalum, pink gold and ceramic. Blacksand doesn't use steel and certainly doesn't use DLC or PVD treatment. All the black you see is ceramic. Blacksand sandblasts the ceramic for their watches (ceramic comes out polished after it is produced).

Exclusivity
The 1970 Blacksand Calibre is exclusively developed by Technotime for Blacksand and has the COSC certification. It has a double barrel and a 120 hours power reserve. Servicing can only be done by exclusively assigned watchmakers, due to the screws that were produced for Blacksand which can only be opened with a special screw driver, also exclusively produced for Blacksand. Who said Blacksand is about detail?

Blacksand Genève will be available from June/September 2011.















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