

AMERICAN MADE WATCHES THE NEW GUYS ON THE SCENE

We're always on the lookout for new projects coming on the horizon of American watchmaking—here are the players to look out for this summer.



RGM WATCH CO.'S
HOLLYWOOD 1923

When someone says “USA,” what comes to mind? Most likely the usual landmarks—the Statue of Liberty, Grand Canyon, or maybe even Freedom Fries? When it comes to American pop culture, however, nothing rivals the 45-foot tall white capital letters that spell out “HOLLYWOOD,” overlooking Los Angeles. It’s *the* landmark for the glitz and glamour of the Hollywood elite—so much so that Hollywood 1923 worked with RGM Watch Co., one of the U.S.A.’s foremost watchmakers, to produce a limited edition of Hollywood 1923 watches, featuring metal on the dial from the original 1923 Hollywood sign.

Initially torn down and replaced in the 1970s, large parts of the original Hollywood sign (which actually read “HOLLYWOODLAND”) remained in storage until it was purchased by Hollywood 1923 in 2016. Roland Murphy, founder of RGM, designed the watch to incorporate metal from the original sign on the dial, along with a classic font and styling cues from the golden age of Hollywood. The pieces will be limited to 1,923 pieces, in honor of the year the sign was originally erected, and will retail between \$9,000 and \$10,000. ★

THE COLLINS AUTOMATIC WATCH

Jimmy Collins is a self-described “nearly obsessive watch enthusiast” with an interesting background: having graduated from the prestigious Juilliard School’s Pre-College program in 2002, Collins went on to study

filmmaking and design at the even more prestigious Harvard University. Collins then settled in Los Angeles and established a video production company and built a recording studio. There, he was inspired to see what else he could make. This led him to create the Collins Brand, a company devoted to well-designed high quality goods, including the new Collins Automatic Watch.

The Collins Automatic Watch shows a clean, functional design that’s bound to please any hipster out there. Taking inspiration from his musical background, Collins incorporated subtle nods to the music world, including a “volume knob” crown and a thin second hand mimicking the pins of vintage analog volume unit meters. The font on the dial is even reminiscent of number displays on early synthesizers. Funded through Kickstarter, the Collins Watch is assembled and tested in Cleveland, Ohio, with delivery going to the lucky crowdfunders starting July 2017. ★



GEOFFREY ROTH WATCH ENGINEERING

Combining his knowledge of jewelry design and passion for all things mechanical, Geoffrey H.H Roth embarked on a long journey to become a self-taught watchmaker and engineer. His first watch, the HH1 prototype, took two years to

complete. Now, the Geoffrey Roth Watch Engineering (GRWE) Collection contains five different models: the HH2, HH3, HH4, HH5, and the recently launched HHS/D (“D” for Diver).

His latest, the HHS/D, ranges from a 36mm to 46mm case available in different materials, such as stainless steel or 18k gold. The HHS/D features a circular design with sculpted lugs and a scalloped unidirectional patent-pending silent bezel. True to most diving watches, the blue-steel hands are coated in SuperLuminova, and the dial features a nautical motif engraving reminiscent of a conch shell.

All of Roth’s pieces are meticulously hand-assembled and finished with Swiss-made ETA movements in his studios in Sedona and Scottsdale, Arizona. An interesting blend of Swiss made movements with some Arizona flair, Roth’s pieces are definitely worth a second look. ★