

**GRAYTON**  
AUTOMATIC WATCHES



Press Kit  
**GRAYTON LIFESTYLE**

[www.grayton-watches.fr](http://www.grayton-watches.fr)



## GRAYTON: YOUR LIFE. YOUR TIME.

In this fast-paced world, everything has become replaceable, a sprint for the next best thing. From smart phones, to tablets, to the season's most stylish fashions, one minute you're in and the next minute you're looking into a replacement. So here we are, begging the question: When is the last time you owned something truly special, something that was actually worth keeping?

At Grayton, we believe we have the answer to this question. While certain technologies are constantly being renovated, remade and reconstructed, automatic watches have been using the same technology for decades. While designs sometimes change, the beauty of an automatic watch is that the technology is irreplaceable and the design becomes a part of you, something you wear on your wrist everyday; something you'll pass down to your children, something that if lost, would really hurt. These are the values we, at Grayton, want to instill in this modern age: there are things so exceptional that they are not replaceable and while certain electronics and

styles are fleeting, an automatic watch is forever.

Grayton, while relatively new in name has origins in a company dating back 20 years, with experience in fine watchmaking. Grayton is offering quality mechanical watches - powered by Japanese automatic movements - between \$225.00 USD and \$265.00 USD.

No matter what your preference, Grayton: Your Life. Your Time.

### KEY FEATURES OF GRAYTON AUTOMATIC WATCHES:

- Designed in New York
- Three Sizes (36mm, 40mm, 44mm)
- SEIKO NH-35 Japanese Automatic Movements
- Stainless-Steel Cases with Transparent Case Backs
- Genuine Leather, Stainless Steel Bracelets
- Dials and Hands with Superluminova
- 10 ATM Water Resistance



## FASHION POINT OF VIEW

The word *love* gets thrown around a lot, so much so that the meaning has become somewhat devalued, somewhat diluted. 100 years ago, 50 years ago even, time was a currency used to describe value. The longer something took to make, the longer it lasted, the higher the quality and the more irreplaceable it became. Nowadays, time doesn't necessarily dictate value and in many cases the faster something is made, the easier it is to sell. We live in an age of fast-fashion, of one-night stands, of always-the-next-best-thing and never the

RIGHT-NOW. And while the benefits of this mentality have shifted society into this direction, it has redefined what makes something special, blurred the line between worthless and worthwhile and redistributed the importance of time.

At Grayton we are in the business of time – the business of making timepieces; a necessity of some, a decoration for others and an art form for a few. We are proud to be a part of that few and while we have adapted to satisfy the demands of the insatiable consumer, we are the few who still believe in the beauty of a well-crafted timepiece, in taking our time when needed instead of sacrificing quality and



in creating something you'll be proud to wear for the rest of your life. We aren't just in the time business; we're in the timelessness business.

We have crafted a line of automatic watches fit for both men and women, available in 36mm, 40mm and 44mm sizes. Grayton automatic watches combine both up-to-date fashions with classic designs and are the ideal timepieces to wear in any occasion – whether you're at work, out with friends, at the gym, on a first-date, walking your dog or vacationing at the beach, when you have a Grayton you have a watch that adapts to any situation.

The good thing about a well-made watch is that you

really only need to buy one. And with the amount of choices and styles Grayton offers, you're sure to find the one that will fit your lifestyle.

The satin white dial blends elegance and practicality when coupled with a leather strap. Wear it with a oxford shirt and slacks or a weekend sundress or interchange the leather strap with a silver bracelet for a classier event and couple it with a suit and tie or cocktail dress.



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