

GRAYTON
AUTOMATIC WATCHES



Press Kit
GRAYTON STORY

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



OUR STORY

Our founder Remi Chabrat spent twenty years in the watch business with Montrichard Group, making watches for big name companies before venturing out and creating a line of watches all his own.

He noticed that while quartz watches (battery run) were coming down in price, traditional quality automatic watches were not following the same trend. This meant that the options for those who wanted to purchase a mechanical timepiece were limited. This is where Chabrat came in. He saw the

hole in the market through his extensive experience in the watch manufacturing business and decided to make a change and at least give the world some options to make it a better place. He already had a factory and a working manufacturing process so the idea of creating his own line of mechanical watches didn't seem completely out of reach.

After recruiting a small team of trusted and experienced colleagues, who could expand on the vision he had to make well-made automatic watches for those on a budget, Grayton was born. After long hours developing a prototype, the team first launched the 44mm size for men at the end of



2015. As of now, the company has three sizes of watches (44mm, 40mm and 36mm) and plans on expanding more when it comes to watch details and accessories.

At Grayton, our automatic watches are made at a relatively quick pace while maintaining high-quality values. We use only the best materials and craftsmanship for our products and can market our watches at accessible price points because we use a direct to consumer business strategy. Our materials are not cheap, but we refuse to mark up the price for our devoted customers. We are proud to offer quality automatic watches at the best price.

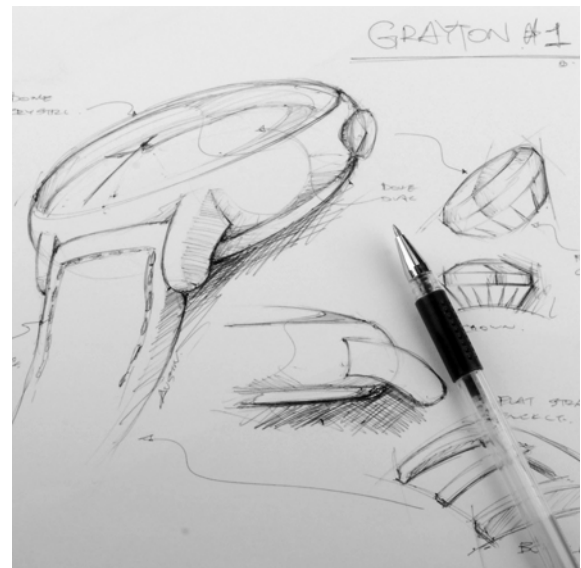


THE GRAYTON NAME

A watch by any other name would be as sweet... Life has a funny way of making you think in terms of black and white – big picture ideas, full of yes's and no's, right's and wrong's, good's and bad's. When the company was first being put into plan we had a lot of big ideas of what we wanted but were hard pressed to find the little details needed to see these big ideas through. We found we were constantly being reminded of the “not everything is black and white” cliché. There are many different “shades of gray” for every facet of our business.

Starting a design company isn't easy and there isn't one right way to do it, no exact set of rules. When it comes down to the details, we had to choose design techniques and materials that were different from the standard luxury watch. In addition we had to pay attention to the needs of our employees and desires of our consumers. So, it was really the “gray areas” we had to deal with on an everyday basis that inspired us to go with the name Grayton.

Also, at the time of our creation, our founder was about halfway through the *50 Shades of Gray* saga and could not stop talking about Christian and Anastasia. We are still teasing him about it to this day...



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