



EUGEN WEGNER

Since 1897

PRESS RELEASE

Eugen Wegner watchmaker's workshop on course for success

After a successful relaunch last year, the Hamburg-based manufactory is expanding its production capacities

Hamburg, March 2021 - It was the successful revival of a proven traditional brand: at the end of 2020, Eugen Wegner reached its targeted Kickstarter goal of €200,000. 87 supporters from twelve countries helped revive one of the oldest German watch brands. Now, high-quality automatic watches are once again being designed, developed and manufactured in Hamburg using classic craftsmanship and selected components from Germany and Switzerland. Participants in the crowdfunding campaign have snapped up the first copies of the three models Hevelius, One and Phoenix, some of which have already been delivered before Christmas. Currently, production of the pre-ordered copies for the first quarter is in full swing. Due to the great success and the many inquiries from Germany and abroad, company founder and owner Jonas Bley has already hired additional watchmakers and increased production capacity. Further models are also being planned.

Family business with tradition

Jonas Bley is the great-great-grandson of the company's founder Eugen Wegner, once one of Prussia's leading watchmakers. In 2017, 50 years after the closure of the workshop, Bley, together with his sister Jantje von Reeken and a team of designers and watchmakers, has given new birth to the family business - like Phoenix from the ashes. Hence, one of the three timelessly elegant watch models is also called Phoenix. With its dark dial, Arabic numerals and a date window, it has a deliberately modern design. The front-runner in terms of orders to date is the Hevelius model. The name and design of this wristwatch are reminiscent of the original founder of the company. Eugen Wegner had founded his workshop in Gdansk in 1897 and developed a pocket watch in honor of the famous Gdansk astronomer Johannes Hevelius. With a white lacquered dial and Arabic hour numerals in a turn-of-the-century font, today's Hevelius is reminiscent of the original. Its slender shape, sunburst finish and blued, polished screws freshen up the look in a contemporary way. The third model, wristwatch One, was designed as a classic chronograph and has a stopwatch function and date display.

The automatic watches are each equipped with a stainless steel case and crown as well as hands made of thermally blued steel. The anti-reflective watch glass is made of sapphire crystal, as is the case back. The water resistance is 5 atm. The elegant watches come with a plain black and a slightly more substantial brown leather strap. Phoenix costs 1,490 euros, Hevelius 1,590 euros, One 1,750 euros, each including VAT.

The watches are available in Eugen Wegner's online store: <https://shop.eugenwegner.com/>



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Technical data at a glance:

	Hevelius	One	Phoenix
Movement	ETA 2895	Kaliber Valjoux 7750	ETA 2892
± 7 seconds per day for each movement			
Self-winding mechanism	x	x	x
Bearing rubys	24	25	24
Half oscillations/hour	28,800	28,800	28,800
Thermally blued screws	x	x	x
Case diameter	39 mm	43 mm	39 mm
Case height total	9.5 mm	13.6 mm	9.5 mm
Strap lug width	20 mm	20 mm	20mm

Further press information is available at the following link:

https://www.eugenwegner.com/wp-content/uploads/2020/11/EW_PressKit_GER2_20Nov20-reduced_size.pdf

High-resolution photos for editorial use are available at the following link:

<https://drive.google.com/drive/folders/18JyRC7BBxJ4aJ8kfSIWRvpzZAFDkJHF8?usp=sharing>

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