Paulin Joins anOrdain as a Sister Brand

- As Paulin Watches marks ten years in business, fellow Scottish watchmaker anOrdain announces their acquisition of the company.
- Paulin relaunches with a rebrand and new product roadmap under Creative Director Imogen Ayres, a founding member of anOrdain.
- Production will occur in Scotland with a transparent supplier list and pricing for all models under \$1000 / £1000 inc. VAT.
- The move is a boost for British watchmaking, with the company looking to train up to 5 new watchmakers over the next 12 months.





Paulin Watches marks its tenth birthday this August, unveiling a distinctive rebrand and an exciting glimpse of their future product range with the new Modul watch. The milestone coincides with the announcement that fellow Scottish watchmaker anOrdain has acquired the company. Whilst the two brands will remain separate, they'll share a studio and facilities in anOrdain's Glasgow workshop. Imogen Ayres, anOrdain's type designer and a founding member, takes the reins as Creative Director at Paulin, having spent the past year overseeing the rebrand with a new team.

The two companies have always been connected, not only through their collaboration on the Neo watch, but by the marriage of two founders: anOrdain's Lewis Heath and Charlotte Paulin of Paulin Watches. The more recent coupling of the two companies is an exciting prospect for watch enthusiasts, with future Paulin releases promising to mix serious movements, direct-to-consumer affordability and unique design.

Paulin Watches

Since its establishment in 2013, Paulin has been a favourite amongst Scotland's creative community, with their shops a familiar fixture in Glasgow and Edinburgh. Unfortunately, Covid hasn't been kind to the high street, and they decided to move online-only in 2022. Alongside this big change, the three founders have increasing commitments outside of the company. Given the success of the Neo, it seemed a natural progression for anOrdain to take over Paulin, pooling skills to develop the brand as an accessible entry point to good watchmaking.



New Watches

For the past year, the team has been working behind the scenes to reimagine Paulin, beginning with the new Modul watch, which builds on the aesthetic developed for the Neo. The watch comes with either a top-grade La Joux Perret DIOO movement or a NOS vintage quartz ETA, with British production and pricing at under \$1000 / £1000 inc. VAT.

Aiming to combine Paulin's playful design sensibilities and affordable price point with the manufacturing expertise of the anOrdain team, this marks a new direction for Paulin, working towards a lean business model and committing to their shared values of transparency and sustainability.

A Boost for British Watchmaking

"With the highly-skilled, time-intensive nature of what we do at anOrdain, and the well-documented demand, Paulin presents our designers and watchmakers with the opportunity to explore new ideas in design and manufacturing, and make them available to a broader audience", anOrdain founder Lewis Heath explains.

"Taking on Paulin won't alter any of our current or future work at anOrdain; our product roadmap for the next four years is full of exciting projects, but the move does allow us to train and sustain more watchmakers here in Scotland, as well as introducing new team members for customer care and dispatch."

About anOrdain

anOrdain is a multidisciplinary group of watchmakers, enamellers and designers specialising in vitreous (grand feu) enamel from their Glasgow factory and studio.





Assets: dropbox link here

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