

F A R E R

G M T

BRITISH DESIGN X SWISS MADE



Farer (Noun) Explorer.
Wayfarer, Seafarer, Farfarer.

F A R E R

We launched Farer 18 months ago after two years of dreaming, designing, prototyping and downright tenacity to break into an established global market with the vision of bringing affordable automatics to everyone.

We have been humbled by the amount of positive interest and support we have received from day one. Above all else, we are truly grateful to the community of people who have bought a Farer watch. To date, we have sent watches to over 30 countries across the world and counting.

Yet the release of our GMT Automatics feels like the most defining moment of our young brand so far. If there is one watch that truly represents the real spirit of Farer it would be a GMT. After all, a wayfarer, a seafarer or a farfarer is someone who travels and explores. With the creation of our Automatic GMT collection we have set out to combine the Farer 'Art of the Dial' British design approach with the most robust Swiss build quality and precise engineering to deliver a beautiful, but functional collection of watches that stand out in any time zone.

We hope that you continue to share our passion for boldly-designed and beautifully-made timepieces. Thank you for all the support.

Here's to the journey.



FARER.COM

|
FARER IS CREATED FOR
TODAY'S FREE-SPIRITED
MODERN ADVENTURERS
|



At Farer, we are passionate about creating watches that make the perfect companion for life's adventures.

Our collection of watches are named after iconic British explorers and vessels who perfectly define the true spirit of Farer: ambition beyond the ordinary. From Amy Johnson – Britain's most famous aviatrix, to Endurance – the three-mast vessel that carried Sir Ernest Shackleton and his crew on their legendary Imperial Trans-Antarctic Expedition.

Launching our new GMT Automatic collection we have taken inspiration from the most ambitious British travel adventurers – Lander, Oxley and Ponting.

DESIGNED TO BE DIFFERENT, WITH AN OBSESSION FOR DETAIL

Our watches are inspired by the halcyon era of Swiss watchmaking, when bold colours and contrasting textures were combined with the best craftsmanship. We have always strived to make the finest quality watches – that’s why we only use Swiss-made movements, sapphire crystal glass, the highest grade metals and fine leather straps across every collection.

Curved vintage-inspired dials and hands complement the classic boxed cased sapphire crystal domed glass to give Farer watches a refined ‘second look’ in detail. Our signature Farer ‘A’ marque can be seen on the second hand and precisely cast into the signature tapered bronze crown, which will age and patinate over time to give your watch its own unique look.





THE ART OF THE DIAL

The use of colour and detail are the standout feature on any Farer watch. In the heyday of Swiss watchmaking the art of the dial was as important as the movement, designers were brought in to breathe new life into a tired approach and pored over the details of the dial until the individual elements combined perfectly to create statement timepieces.

Every dial we design begins life on paper in our Hyde Park studio. We spend huge amounts of time crafting new colour combinations, testing materials and experimenting with contrasting finishes to develop innovative detailing. We then refine each watch design before entering multiple rounds of prototyping with our Swiss manufacturing partners, until we finally have the finished piece.

WE BELIEVE IN CREATING PRODUCTS THAT ARE INHERENTLY WELL MADE

Farer watches are designed and built to last a lifetime.

We meticulously draw every detail of our watches in London, before working with our Swiss manufacturing partners, Roventa-Henex, who use the very best materials to handcraft each and every watch. The expertise of our production is reflected in the accuracy of the measurements, the rigour of testing and the flawless attention to detail at every stage.



|
THE PERFECT
COMPANION FOR LIFE'S
ADVENTURES
|



GMIT



TO TRAVEL TO EXPLORE



LANDER

OXLEY

PONTING

If there is one watch that truly represents the real spirit of Farer it would be a GMT. After all, a wayfarer, a seafarer or a farfarer is someone who travels and explores. We have set out to combine our British design personality with the most robust Swiss build quality and precise manufacturing processes to deliver a beautiful, but functional collection of watches that stand out in any time zone.

The GMT function dates back to 1884 when an international convention declared Greenwich, England as the 'Mean Time' against which the rest of the world's time zones would be compared. From that date onwards travellers (in those days on ships), could quickly know what time it was all over the globe as long as they knew the GMT.

However, it was only when aviation really took flight in the 1950s that the GMT watch came into its own. As jet engines flew both pilots and passengers all over the world and across different timezones a GMT watch was essential to keep track of your time in two time zones – most commonly the one you had left and the one in which you had arrived.

UNIQUE TO YOU

Each watch is individually numbered from 001-100, making each watch unique to you. From your birthday date to your lucky number, select your favourite number at Farer.com before it's gone.





MOVEMENT MATTERS

The exhibition glass on the rear of the GMT watch collection showcases the 21 jewel ETA 2893-2 'Top Grade' mechanical movement – with dual time functionality for use in two time zones, Incabloc shock protection system and a 42-hour power reserve. The movement is elaborately decorated with both Perle and Colimaçonne finishing techniques and completed with a bespoke oscillating rotor incorporating the Farer arrow.

ETA 2893-2

As a 'Top Grade' movement it is regulated in five positions to exacting standards by ETA with omegametric timing. To deliver the fine level of accuracy ETA use the highest quality parts and multiple adjustment points throughout the movement: a barrel spring in Nivaflex NM ensures a more consistent time, real pallet rubies allow for more accurate escapement, the Glucydur balance wheel resists temperature and movement change along with an Anachron balance spring – all these components go towards making a more resilient movement for true mechanical precision.

UNIVERSAL CASE

Designed to be the ultimate classic case for any wrist at a size of 39.5mm, crafted out of 316L high grade stainless steel. Highly polished all over bar the top of the lugs which have been brushed to offset them from the rest of the case and polished rim. The Farer solid bronze tapered crown continues to add to these contrasts. Cast and then cut with the Farer 'A' it is designed to be a subtle jewel on the wrist. Over time the crown will patinate depending on the acidity of your skin and the climate you are in, creating a unique finish to your watch personal to you. Anti-reflective boxed cased sapphire crystal domed glass gives the watch a beautiful finish, especially when viewing at an angle. Built to a water resistance of 10ATM/100M.





LANDIER

Named after Richard Lander – the son of a Cornish innkeeper born in 1804. His career started in 1825 on an expedition to West Africa where he became the only surviving European member to return home alive. He then bravely went back to what is now present-day Nigeria in search of finding a trading settlement on the River Niger.



TRIPLE STEP DIAL

The Lander GMT is characterised by a unique sea green sunray triple step dial, reflecting the changing light of the day to give a real sense of life to the watch. Framed by bold ghost white numerals that sit clearly and proudly – pushing the limits of dial design applications with 14 times micro over printing. Following them around the dial with an eye for detail you'll discover the Super-LumiNova that precisely outlines each numeral, giving a subtle extra depth to the colour in daylight while creating functional clarity after dark.



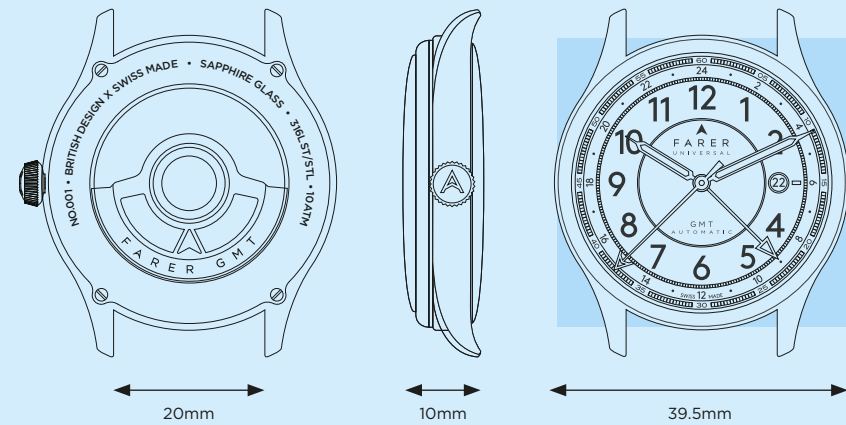
24-HOUR COLOUR

The 24-hour clock is marked with even numbers interrupted with Super-LumiNova markers. The outer metal silver second track adds the final step change – intricately engraved with a stylised track and printed with second numerals in a pop of sky blue. The hands are made up of classic Farer hour and minute syringe hands finished in Astronaut silver outlined around the Super-LumiNova infill, a British pillarbox red GMT hand and the iconic Farer extended sweeping second hand in burnt orange tipped with the Farer 'A' finish the Lander's standout look. A watch you'll not be able to stop looking at.









SPEC

CASE

39.5mm diameter, 10mm depth, serial numbered 001-100

MATERIAL

316L high grade stainless steel

FINISH

Polished case and rim, brushed lug tops

DIAL

Sea green sunray triple step, ghost white numerals 14 times over printed with Super-LumiNova outline and dual time markers, gun metal silver outer rim with second track, date window

HANDS

Astronaut silver vintage curved outlined with Super-LumiNova infill, burnt orange second hand with British pillarbox red GMT hand

CROWN

Solid bronze tapered crown featuring embossed Farer 'A'

GLASS

Anti-reflective boxed cased sapphire crystal domed glass, exhibition glass on rear

STRAP

Barenia bridle leather, 316L stainless steel buckle fastening

LUG

20mm

WATER RESISTANT

10ATM

MOVEMENT

MOVEMENT

Swiss Made ETA 2893-2 'Top Grade' movement

VIBRATIONS

28,800 per hour, 4 Hz

PRECISION

Adjusted in five positions with omegametric timing for chronometers, average rate of +/-4 seconds/day

FUNCTIONS

Hours, minutes, sweep second, 24hr. Stop second device for precision time setting. Date, corrector

REGULATOR SYSTEM

ETACHRON and regulator corrector

JEWELS

21

WINDING

Self-winding mechanism with ball bearing

POWER RESERVE

Approximately 42 hours



OXLEY

Named after John Oxley – following a short career in the Navy, the Yorkshireman became an explorer and surveyor of Australia in 1802 having previously sailed there. He is best known for his two expeditions in New South Wales where he discovered both the Tweed River and Brisbane River.



MATTE BLACK VINTAGE CURVED

The Oxley takes its cues from the classic influences of watchmaking, combining them in a contemporary mix with a rich matte finish to the vintage curved dial that sits as the base to the highly polished 2mm depth main numerals and markers. The statement burnt orange rhodium-plated vintage curved hands infilled with Super-LumiNova create a bold statement set against the matte dial, with sky blue colour tip on the Farer 'A' of the sweep second.



CLASSIC AND CONTEMPORARY

The GMT hand is given an elegant application, created in pure skeleton form in a fresh green it punches out against the black matte dial. The outer 24-hour clock numerals are set into an outer band in Astronaut silver that reaches out right around the curved dial edging, finishing with a fine second detailing track. A classic watch with a very contemporary twist.



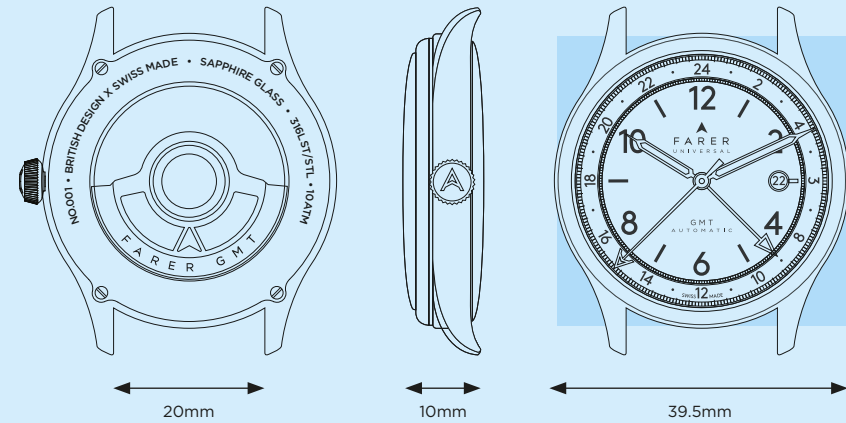
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GUEUX

Route touristique du
CHAMPAGNE







SPEC

- CASE**
39.5mm diameter, 10mm depth, serial numbered 001-100
- MATERIAL**
316L high grade stainless steel
- FINISH**
Polished case and rim, brushed lug tops
- DIAL**
Matte black vintage curved, highly polished 2mm depth main numerals, Astronaut silver outer rim with dual time and second track, date window
- HANDS**
Burnt orange rhodium-plated vintage curved outlined with Super-LumiNova infill, sky blue second hand tip with fresh green skeleton GMT hand
- CROWN**
Solid bronze tapered crown featuring embossed Farer 'A'
- GLASS**
Anti-reflective boxed cased sapphire crystal domed glass, exhibition glass on rear
- STRAP**
Barenia bridle leather, 316L stainless steel buckle fastening
- LUG**
20mm
- WATER RESISTANT**
10ATM

MOVEMENT

- MOVEMENT**
Swiss Made ETA 2893-2 'Top Grade' movement
- VIBRATIONS**
28,800 per hour, 4 Hz
- PRECISION**
Adjusted in five positions with omegametric timing for chronometers, average rate of +/-4 seconds/day
- FUNCTIONS**
Hours, minutes, sweep second, 24hr. Stop second device for precision time setting. Date, corrector
- REGULATOR SYSTEM**
ETACHRON and regulator corrector
- JEWELS**
21
- WINDING**
Self-winding mechanism with ball bearing
- POWER RESERVE**
Approximately 42 hours



PONTING

Named after Herbert George Ponting – born in 1870, both a brilliant explorer and photographer. He is best known for the iconic photographs he took whilst accompanying Scott's expeditions to the South Pole in 1910. Following the tragic death of Scott and his men in Antarctica it was Ponting's images and films that were later used to show off their heroism.



ELEGANT DETAILING

The Ponting's super-smooth silver sunray in silk creates an effortlessly light backdrop to the dial, framed by a bold second track outer step in split burnt orange and navy blue that catches the eye whatever the time zone. The main numerals clearly placed around the dial are 14 times micro over printed and finished in detail with a sky blue outline at each and every hour. The overprinting creates a subtle domed effect that catches the light to show highlights and extra depths to the colour. The main hour and minute hands are finished in rhodium-plated electric blue and infilled in Super-LumiNova, transforming the watch at night. The classic sweep second hand is finished with a primrose yellow Farer 'A' tip giving constantly changing effects as it glides over the burnt orange and navy blue.



BURNT ORANGE

The GMT layout has been brought into the inner dial, creating an inner step change and central circle design used on Farer watches. The mini GMT hand in burnt orange and Super-LumiNova acts as a clear guide to the dual time clock highlighters in matching over printed burnt orange numerals and markers – finely finished in a white outline set between a deconstructed circular train track. A watch that takes centre stage with its use of burnt orange and micro fine detailing.



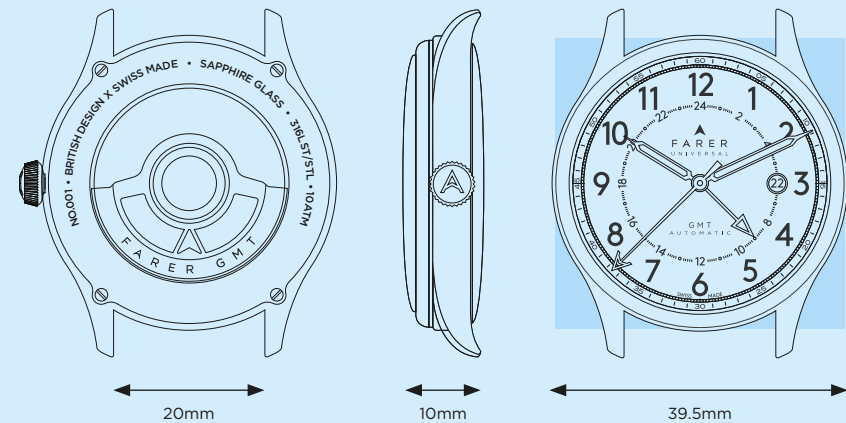


Farer





Ponting



SPEC

CASE

39.5mm diameter, 10mm depth, serial numbered 001-100

MATERIAL

316L high grade stainless steel

FINISH

Polished case and rim, brushed lug tops

DIAL

Silver silk sunray, navy blue numerals 14 times over printed with sky blue outline, burnt orange dual time inner numerals and markers, burnt orange and navy blue split with second track, date window

HANDS

Electric blue rhodium-plated vintage curved outlined with Super-LumiNova infill, primrose yellow second hand tip with short burnt orange GMT hand with Super-LumiNova infill

CROWN

Solid bronze tapered crown featuring embossed Farer 'A'

GLASS

Anti-reflective boxed cased sapphire crystal domed glass, exhibition glass on rear

STRAP

Barenia bridle leather, 316L stainless steel buckle fastening

LUG

20mm

WATER RESISTANT

10ATM

MOVEMENT

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ETACHRON and regulator corrector

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21

WINDING

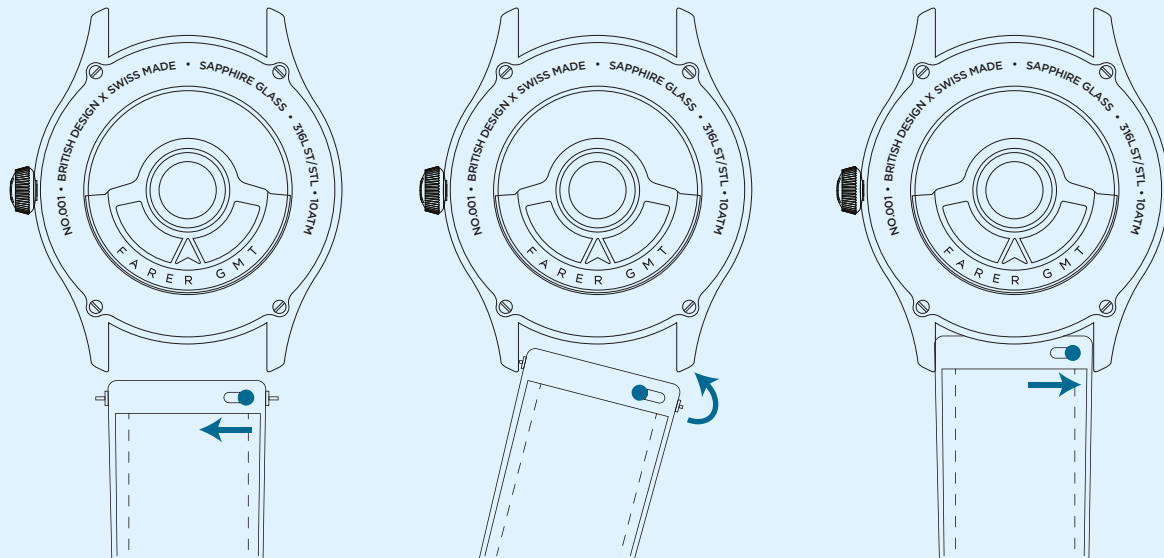
Self-winding mechanism with ball bearing

POWER RESERVE

Approximately 42 hours

INTERCHANGEABLE STRAPS

Our strap mechanism allows you to easily change the look of your watch in seconds. Choose from luxury Barenia bridle leather straps, a wide range of Italian calf leather straps in an array of colours or our elegant metal Milanese strap.



01 To change the strap pull back the lever to release the pin

02 Whilst holding back the lever place pins into lug holes

03 Once lined up release lever to secure the strap



THE FARER STORE



AFFORDABLE PRICING

We sell the vast majority of our watches direct to our customers, so we are able to remove retail mark-ups.



PERSONAL SERVICE

We design our watches in our London studio and work from our Berkshire office. We don't use call centres.



INTEREST-FREE FINANCE

Available to UK customers on all purchases over £300, meaning you can spread the cost of your purchase.



FREE DELIVERY WORLDWIDE

Free next day delivery in the UK. Free FedEx next day to the US. Free tracked FedEx shipping worldwide.



FREE 30-DAY RETURNS

For hassle-free shopping, you have 30 days to return any purchase in its original condition for free.



5-YEAR / 60-MONTH GUARANTEE

A 5-year guarantee on all Farer watch movements, if anything does go wrong then we will repair or replace it.

VISIT [FARER.COM](https://www.farer.com)



LANDER
£1,175



OXLEY
£1,175



PONTING
£1,175

Farer

|
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