

## **Tate Wade Bokeh: Swiss automatic watches with complete transparency**

*Bienne, Switzerland - Tate Wade Sarl to launch Kickstarter campaign to fund their first range of watches inspired by photography*

On 28 April 2017, Tate Wade will launch a crowdfunding campaign to fund the production of a first edition series of Swiss Made automatic timepieces called BOKEH. With a design inspired by photography, this is a Swiss made watch brand that promotes transparency of costs and development.

Switzerland based entrepreneurs Wade Park and Stephan Roesli came up with the concept of a watch back in 2015, where they wanted to reshape the Swiss watch making practice and to deliver the best value to end users. "There is a movement embracing the slow-living counter culture, going back to the simple things, celebrating tradition" said Park. "So as the technology brands fight it out over the smartest watch, Tate Wade is proudly going against the grain to create the most traditional of all watches – an automatic mechanical timepiece".

The team at Tate Wade have strived to create the classic wristwatch, complimented by contemporary touches. They designed a completely bespoke and unique case and crown to house the mechanical heart and immersive multi-layer dial. The celebrated automatic movement can be enjoyed in all its glory through the exhibition case back, which also features an engraved quote; "Carpe Momentum" which means "seize the moment".

### *Technical Specifications*

- 42mm diameter (Wing 43mm diameter)
- 20mm lug width
- ETA 2824 automatic mechanical movement
- 1.85mm high sapphire crystal with Anti-Reflection coating
- Exhibition case back with engraving
- Immersive multi-layer dial
- 50M water resistance

Tate Wade will launch on the popular crowdfunding site Kickstarter on 28 April 2017 for a 30 day campaign until 27 May 2017 and is looking to raise 40,000 CHF (Approx \$40,400 USD). Perks include a special price of 439 CHF (Approx \$440 USD) which includes an early bird BOKEH watch, saving 251 CHF. Kickstarter backers will also receive a 2 year warranty and free shipping worldwide.

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Draft campaign page: <https://www.kickstarter.com/projects/tatewade/748239019?token=c8567c1e>

Press page: <https://tatewade.com/pages/media-kit>  
Website: <http://tatewade.com>