
Braun resurrects its first-ever watch for 2017

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Purveyor of clean lines, smooth silhouettes, and joyously functional designs, Braun reminds us why its timepieces are the underappreciated choice of connoisseurs worldwide with the new AW10 and AW50 models — exact replicas of the firm's first-ever analogue wristwatch...

If it ain't broke...





In the rare instances where a design truly stands the test of time, nothing need be changed when bringing it back to the fore. As the minimalist watch movement has seen something of an explosion over the last few years, you'd be forgiven for thinking these are brand-new watches, designed to captivate the growing audience and keep time in their immaculate, de-cluttered lives. In fact, the AW 10 and AW 50 models were introduced in 1989 and 1991, respectively, and designed by Dietrich Lubs and Dieter Rams to fuse form and function into an amicable co-existence. In a refreshing change from the norm, Braun actually simplified the AW 10 with the new AW 50, removing the numbers and minute indicators, altering the bezel, and filling this new space with a date function. Featuring a 33mm diameter and Swiss three-hand movement, and made in Germany, the AW 10 and AW 50 are compelling prospects for watch fans in 2017 — a cocktail of heritage, fine design, and discretion, all for a thoroughly affordable price...

Photos: Braun

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