

CLASSIC DRIVER

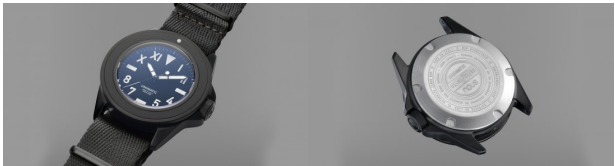
Unimatic teams up with Nous Paris to create a stealthy limited diver

Lead

In what appears to be a match made in hypebeast heaven, the Italian watch brand Unimatic has partnered with Nous, a new cultural concept store in Paris, to create a stealthy new limited edition – the Modello Uno U1-NU...

Let us set the scene. For several years now, Unimatic has been making waves in the watch world with its minimalist dive watches that are both affordable and built in strictly limited numbers – music to any watch lovers’ ears. Nous is a new retail project in Paris. It is essentially a brick-and-mortar store that comprises the very best new products from around the world that exemplify cultural trends and design mastery, from books and high-tech gadgets to streetwear and luxury watches.

What are you waiting for?



Taking Unimatic’s original DLC-coated Modello Uno as its base, the Nous special edition features a number of aesthetic changes including, most noticeably, the quirky ‘California’ dial, which combines both Arabic and Roman numerals. Limited to just 50 pieces, each U1-NU will be engraved with its individual number on the caseback and delivered with a new incredibly durable ‘fluoroelastomer’ NATO strap. If you’re interested, you best book a flight to Paris, sharpish – the watch can be purchased exclusively from Nous’ store at 48 Rue Cambon.

Photos: Unimatic

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