

jens



jens pron.[yens] lends his name to a brand with
a philosophy of elegant engineering.
His newest creation 'Atlantis', is a unisex watch
with a sculptured industrial elegance that
portrays the wearers substance and strength.
It's comfort will astound you, the quality will
amaze you and the colours will surprise you!





am

atlantis metallics



atlantis creation

jens designed 'Atlantis' as something unique and beautiful to look at, something of substance yet comfortable to wear. A finely balanced fusion of engineering and aesthetics. A conical shape with a domed sapphire crystal lens, as if to capture all of life's elements.



AM910



AM410



AM110



AM811



AM610



as atlantis solids



atlantis features

Swiss made • Australian design • Analogue time/date

- Chronograph – start/stop, lap timer • Tachymeter • ETA 22 jewels movement • Individual serial numbering • Stainless steel case
- 100m water resistant • Sapphire crystal lens • Super LumiNova illumination • Screw-down crown • Stainless steel bracelet
- Double deployment clasp • 1 year warranty plus 1 year option.



AS662



AS773



AS339



AS553



AS441

AS226

the designer

jens has a viewpoint of life that demands quality and individualism.

When asked about designing, jens had this to say-

"I know that there is no watch that suits everyone. My designs are tailored to unique individuals looking for something outside the norm, a niche of personality that doesn't like to be boxed nor labelled. A free spirit that knows its own abilities and strengths, yet is aware of others' limitations".

A good design is the merger of two into one, a unification of function and aesthetics. Neither needs to be compromised by the other.

"I don't identify with fashion 'bling', beauty is timeless. This does not have to mean conventional however. Forging ahead in concept and design will lead to tomorrow's traditions. As they say, time stands still for no man!"

environmental responsibility

One aspect that jens feels very strong about is the incorporation of environmental responsibilities into his business practices. With this in mind, jens has pledged to plant trees, through the aid of environmental agencies, in areas of great need for re-establishment of forests and ground covers. With registration of the individual serial numbers on his watches, trees will be planted. In addition, jens will extend the warranty of registered watches by a further one year.

jens watches

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