



HOUSE OF WATCHES

WATCH GUIDE

# WATCH STYLES

## SPORTS WATCHES

Streamline in design and built to achieve maximum performance, sports watches are made for the athletes of the world, featuring a variety of functions including heart rate monitors, stopwatches, GPS and Bluetooth - so you can keep track of your progress as well as the time. Sports watches can also be highly resistant to water and physical impact via sturdy, watertight designs.



## CHILDRENS WATCHES

Whether your kid's starting to learn how to tell the time or they're already a pro, children's watches have easy-to-read dials or digital clocks and come in a variety of fun, vibrant colours and designs to keep them interested.



## DRESS WATCHES

If you're looking for a watch with a timeless design for a special occasion, a dress watch is a perfect choice. These timepieces have been designed to subtly compliment any outfit and are usually crafted to suit a classic aesthetic. In terms of functionality, dress watches can have stopwatch functions and a date window, however, the predominant function is to tell the time and look classically beautiful.

## FASHION WATCHES

Inspired by current trends, fashion watches reflect seasonal must-have colours and prints, along with appropriate materials and metals. By sporting innovative dials and straps, these watches either strive to stand out from the crowd or transition effortlessly into a fashionable wardrobe.



## LUXURY WATCHES

The ultimate investment piece, luxury watches are to be admired by the watch connoisseur and those who appreciate impeccable design features and movements. Due to the materials and craftsmanship of these watches, they are marked at a higher price point. However, when you invest in a watch from a prestigious brand you are receiving the brand's history and skill set, along with in-house movements and refined materials.



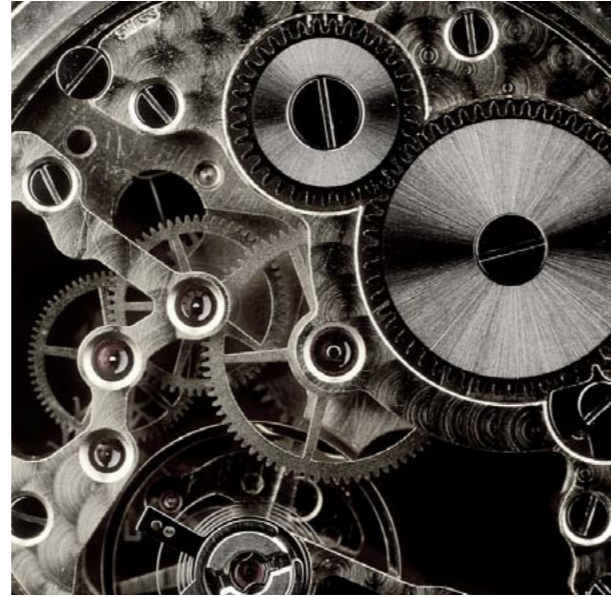
## DIVERS' OR PILOTS' WATCHES

For the marine or aviation enthusiast, divers' or pilots' watches can be lifesavers. These timepieces are extremely durable and their functionality is through the roof. For example, diving watches will have an extremely high water resistance along with high-visibility dials to improve readability while exploring the oceans. As for pilot watches, they possess a plethora of great features and functions including, slide rules, tachymeters and technical gauges.



# MOVEMENTS

The main function of a watch is to tell the time. This can only be achieved via a mechanism inside the watch, otherwise known as the 'movement'. But time isn't the only thing the movement can produce; the movement can also operate other functions such as recording the date, running a stopwatch, setting an alarm or tracking moon phases. These other operations, or functions, are called 'complications', due to the complex methods that go into making the mechanism.



Below, we've outlined the variety of movements available and the benefits of each, simply find the one that suits your lifestyle.

## QUARTZ/BATTERY

Quartz movements offer precision and affordability to the modern market. This movement is powered by a battery that runs an electrical current through a quartz crystal which vibrates 32,786 times a second. It is through this vibration that the moving parts are regulated. When it comes to maintenance, quartz/battery operated watches need to have their batteries changed every few years.

## MECHANICAL/ HAND-WOUND

Inside each mechanical watch there is the main spring, this spring needs to be wound by hand so that when it is released, the stored energy will gradually flow and power the watch by spinning a wheel a number of times per second. When this spring has unwound the watch will stop and will require rewinding. This particular movement does mean that accuracy is lost, however many watch connoisseurs prefer the more hands-on experience that comes with a mechanical watch.

## AUTOMATIC/ SELF-WINDING

The difference between mechanical and automatic watches is how they are wound. While mechanical watches require regular winding by hand to power the spring, automatic watches work off kinetic energy. Rather than turning by hand, there is a weight attached to the mainspring that spins when the watch is moved, thereby tightening the spring and powering the watch. These watches are great for those who admire fine watch craftsmanship. The only downside is if you don't wear your automatic watch for a few days they will eventually stop. If this does happen, simply reset the time by giving the crown a few twists to restart the movement.

## SOLAR-POWERED

Solar powered watches convert light into electricity via photovoltaic cells on the watches' dial. This energy is then stored in the watch battery to use when light is not accessible. The benefit to these watches is that you need never replace the battery in your watch - as long as due care and attention is taken while wearing your timepiece.

# STRAPS

## LEATHER

Calf leather is often used for genuine leather straps. On occasion, the calf leather will be modified either with dyes or by embossing the leather with a croc effect to appeal to the changing trends. On the other hand, while calf leather is the most popular, other, more exotic leathers can be used such as ostrich, horse leather (also known as shell cordovan) and crocodile.

## METAL BRACELETS

Bracelets are made of various materials including stainless steel, ceramic and, on more prestigious models, precious metals. These bracelets are made up of links that can be added to or taken away to ensure a comfortable fit. Traditionally, watches with bracelets are worn on formal occasions and fit slightly looser on the wrist. They are usually fastened with a deployment or a fold over buckle that is easy to use and is secure.

## FABRIC

Also known as NATO straps, this material adds a casual and relaxed aesthetic to the watch. They also usually fasten with a simple pin-buckle.



## RUBBER/SILICONE

Rubber/silicon straps are frequently used on sports watches due to their comfort and practicality.

## BANGLE

Made mainly of large pieces of metal or curved links, bangle watches tend to slide over the wrist so it is important to make sure you measure your wrist before purchasing.



# DIALS



## SHAPES

Round dials are the traditional and most popular choice, however as trends have changed over the years, square and rectangle dials have become widely available.



Indices ^

Numerals >



## SUB-DIALS

Sub-dials are smaller dials placed on the watch face. These sub-dials are usually found on watches with extra complications or features. For example, you might find a sub-dial that shows the seconds ticking away, the date, moon phases or the time lapsed on the stopwatch. We suggest that before purchasing a watch with sub-dials, you double check the description next to the watch to see how the sub-dials function – please don't expect that a watch with sub-dials automatically has a chronograph.

# WATER RESISTANCE

One of the most confusing features of a watch has to be its water resistance. While many think that it determines the depth a watch can be taken to; it is, in fact, all about water pressure, the scale of which is measured either in meters (m) or atmospheres (ATM).

When a watch is tested for its water resistance it is usually done in a controlled laboratory environment where the watch is tested using static pressure. This sort of testing does not take in account rapid movement or temperature. For example, if you have a watch that is marked as water-resistant to 100m, this does not mean that you can swim at the depth of 100m.

The simple chart below will help you understand the different resistances and the activities that can be undertaken while wearing them. However, we must stress that it is important to make sure that if your watch undergoes any work or battery replacement, the seal is professionally resealed to make sure it is fit to be submerged in water.

Water Resistance Ratings			
Ratings	Depth (FT)	Depth (M)	Suitable for
3 ATM	100 FEET	30 METERS (3 BAR)	☔ ☁
5 ATM	165 FEET	50 METERS (5 BAR)	☔ ☁ 🚗 🚿 🏊 🌊
10 ATM	330 FEET	100 METERS (10 BAR)	☔ ☁ 🚗 🚿 🏊 🌊 🐠
15 ATM	500 FEET	150 METERS (15 BAR)	☔ ☁ 🚗 🚿 🏊 🌊 🐠 🐡
30 ATM	1000 FEET	300 METERS (30 BAR)	☔ ☁ 🚗 🚿 🏊 🌊 🐠 🐡 🤿

☔ Tap Water	☁ Rain	🚗 Car Wash	🚿 Shower	🏊 Swimming
🌊 Diving	🐠 Snorkeling	🚴 Jet Ski	🤿 Scuba Diving	