



*AUSTRALIA'S  
LEADING INDEPENDENT  
WATCH SPECIALIST*

GERMAN, SWISS & AUSTRIAN TIMEPIECES



## *THE DEFINING DIFFERENCE*

**Define Watches** specialises in unique watch brands that appeal to discerning customers who value high quality and appreciate attention-to-detail.

Principally we support independent German, Swiss and Austrian boutique brands that have established themselves in the global market in terms of watchmaking excellence and design ingenuity. Guided by our passion for quality craftsmanship and excellent value, we hand-select our collections based upon their individual characteristics, outstanding quality, unique designs, patented technologies, reliable functionality and optimal standards.

We offer brands in which we believe and trust in order to provide you with the best consultation, support and range of specialty, hand-manufactured and function-specific watches available on the Australian market. We hope you enjoy the unique timepieces in our defining watch collections.

*Peter Petzold*



**ALEXANDER SHOROKHOFF**  
UHRENMANUFAKTUR  
GERMANY

## ART FOR YOUR WRIST

Timepieces within the **Alexander Shorokhoff** collection are renowned for their exquisite design, beautiful finish and individual character. With Russian roots and numerous industry accolades to his name, company founder **Alexander Shorokhoff**, has forged a reputation as an innovative and skilled watchmaker and designer.

Due to their superb quality and unique character, **Shorokhoff** watches are worn by chess masters, jazz musicians, actors and key business leaders who covet individuality and demand performance, inside and out. An **Alexander Shorokhoff** timepiece is perfect for those who think of their watch as art for the wrist.



Crossing Jumping Hour AS.JH01-3



Babylon 1 AS.BYLO1



AS.FD3



AS-AP-B2D

## CONTEMPORARY SWISS MASTERPIECES



Boutique watchmaker **Armin Strom** is renowned for combining contemporary design and manufacturing techniques with traditional horological treatments such as skeletonising, engraving and ennobling. Only the finest materials and calibres are used in **Armin Strom** watches to enhance their extraordinary nature, making these timepieces miniature masterpieces.

Collections comprise limited edition pieces with in-house movements, in a variety of complications ranging from manual

movements to more elaborate calibres such as one-week power reserves, resonance complications and tourbillons.

For the ultimate bespoke experience, **Armin Strom** has introduced a revolutionary watch configurator that allows you to select your preferred design elements, complications and finishes so **Armin Strom** can create your dream timepiece to your specifications. No serious watch collection is complete without an Armin Strom original.



Pure Resonance Water



Edge Double Barrel



Manual Fire



Tourbillon Skeleton Air

## BENZINGER

### BEAUTIFULLY HANDCRAFTED WORKS OF ART

World-renowned watch ennobler, **Jochen Benzing** produces some of the world's finest examples of one-off, ennobled timepieces. Each of Jochen's creations is unique and reflects his immense skill and artistry in the traditional horological crafts of hand guilloché, engraving and skeletonising.

A special, bespoke service for the design and manufacture of custom timepieces is available upon request for those wishing to create something truly personal and endearing.

**Benzinger** watches are unique pieces of horological art, individually handcrafted with exacting attention to detail and captivating aesthetics.



Subscription Blue



Frosted Barley II



Skeleton Gold



Habring<sup>2</sup> by Benzing 5 Minute Repeater "Engine"

**BOTTA**design

*SUBLIMELY  
DESIGNED TIME*

The young and vibrant team at **Botta Design** is driven by the industrial design principle that complicated is easy but easy is difficult.

The company's innovative and contemporary approach to watch design has resulted in a stunning collection of single and multi-handed timepieces that deliver functionality without pretence. **Botta Design's** streamlined collections of quartz and mechanical watches have received over 60 national and international awards, attesting to their superior aesthetics and performance.

Watches from **Botta Design** present time in its most simple form highlighting that you can have it all: good looks and intelligence.



**UNO 30 yr Automatic**



**UNO 24**



**UNO Titanium Quartz**



**NOVA Titan**

## SUPERB VALUE FOR MONEY



**BRUNO SÖHNLE**  
UHRENATELIER  
GLASHÜTTE SA

**Bruno Soehnle** timepieces are produced in Germany's famed Glashuette region establishing their production standards and accuracy benchmarks with the likes of Lange & Soehne, Original Glashuette and Muehle-Glashuette.

The name **Bruno Soehnle** has been associated with traditional watchmaking for over 50 years. During this time it has become

synonymous with high quality watches for men and women showcased in a variety of styles and price points. Whether your preference is mechanical or quartz, streamlined or embellished, **Bruno Soehnle's** extensive collection has something for everyone. Because **Bruno Soehnle** watches are well designed, of the highest quality and represent excellent value for money, you will always find the right watch for the right time.



Lago UTC



Lagomat Day Date



Stuttgart GMT



Nofrit



Allegro

## TRADITIONAL CRAFTSMANSHIP AND OLD WORLD CHARM

**D.DORNBLÜTH & SOHN**  
Kalbe i/S.A.

Each timepiece produced by this longstanding house is crafted and finished, by hand, in the tradition of the old Swiss and German masters, without computer-controlled, machines or the pressures of mass production.

**Dornblueth & Sohn** timepieces are lovingly created for watch connoisseurs across the globe and reflect Dornblueth's classic style and commitment to upholding cherished watchmaking

traditions. Before each watch heart begins to beat, the components are carefully hand assembled and painstakingly finished to create a piece which exudes old world charm and watchmaking excellence.

The collection is favoured by those looking to invest in a unique family heirloom that will stand the test of time and retain its charm and functionality for generations to come.



Regulator



99.1



99.9 Power Reserve



Quintus 2016.1

## THE ADVENTUROUS SIDE OF TIME



As one of Switzerland's oldest watchmakers, **Fortis** has been loved by pilots, sailors, racing drivers, astronauts, explorers, musicians, actors and even artists for over 100 years. Since its foundation in 1912, **Fortis** has continually pushed the boundaries of watch technology, pioneering such innovations as automatic wrist watches in conjunction with Harwood and the world's first alarm automatic chronograph.

As an independent Swiss watch manufacturer, located in the

Swiss watchmaking HQ – Grenchen, **Fortis** has enjoyed many accolades over its illustrious history. Continual investment in ongoing partnerships and field research has allowed **Fortis** to create highly functional timepieces with relevance in the real world. The comprehensive range spans sleek centre second watches through to robust instrument watches and chronographs for aviators. **Fortis** watches are perfect for those with an adventurous spirit and a lifestyle to match.



AMADEE Ltd Ed



Pilot Professional



Official Cosmonauts chronograph



Daybreaker Recon Ltd ED



## AUSTRIA'S ANSWER TO EXQUISITE TIMEKEEPING

**Habring<sup>2</sup>** is a relatively young and vibrant Austrian watchmaking company started in 2004 by husband and wife team, Richard (former watchmaker and technical developer with IWC and Lange & Soehnle) and Maria Kristina Habring.

Remarkably, within 10 years of its inception, **Habring<sup>2</sup>** released its own in-house calibre – the A11. Since that time **Habring<sup>2</sup>** has continued to evolve its in-house capabilities and has subsequently been awarded the coveted First Place at The Grand Prix d'horlogerie de Geneve for three consecutive years for its achievements. This is a huge accolade for a small, independent watch manufacturer and adds value and integrity to the brand.

It is little wonder **Habring<sup>2</sup>** is rapidly becoming one of the new faces to watch in the world of horology and Define Watches is pleased to represent the brand in Australia.



Doppel Felix



Repeater NATO



Jumping Second Pilot



Erwin

SPECIALISTS IN UTILITY  
WATCHES & CHRONOGRAPHS

**hanhart**  
CHRONOGRAPHEN 1882

The name **Hanhart** is synonymous with precision timekeeping. Since its inception in 1882, the company has been creating timepieces that combine precision engineering with unique design. With its passion for technical innovation and commitment to ongoing development, **Hanhart** has established an international reputation in the world of horology.

**Hanhart** watches are geared towards the following parameters: maximum precision, exceptional reliability, optimal readability, simple and secure operation, and the greatest possible robustness. As such, **Hanhart** manufactures some of the most functional and handsome utility and aviation watches for individuals seeking a unique timepiece they can rely upon come what may.



Split Second Addition  
Timer stop watch



Primus Desert Pilot



Pioneer Monoscope  
Fluted Bezel



Pioneer One

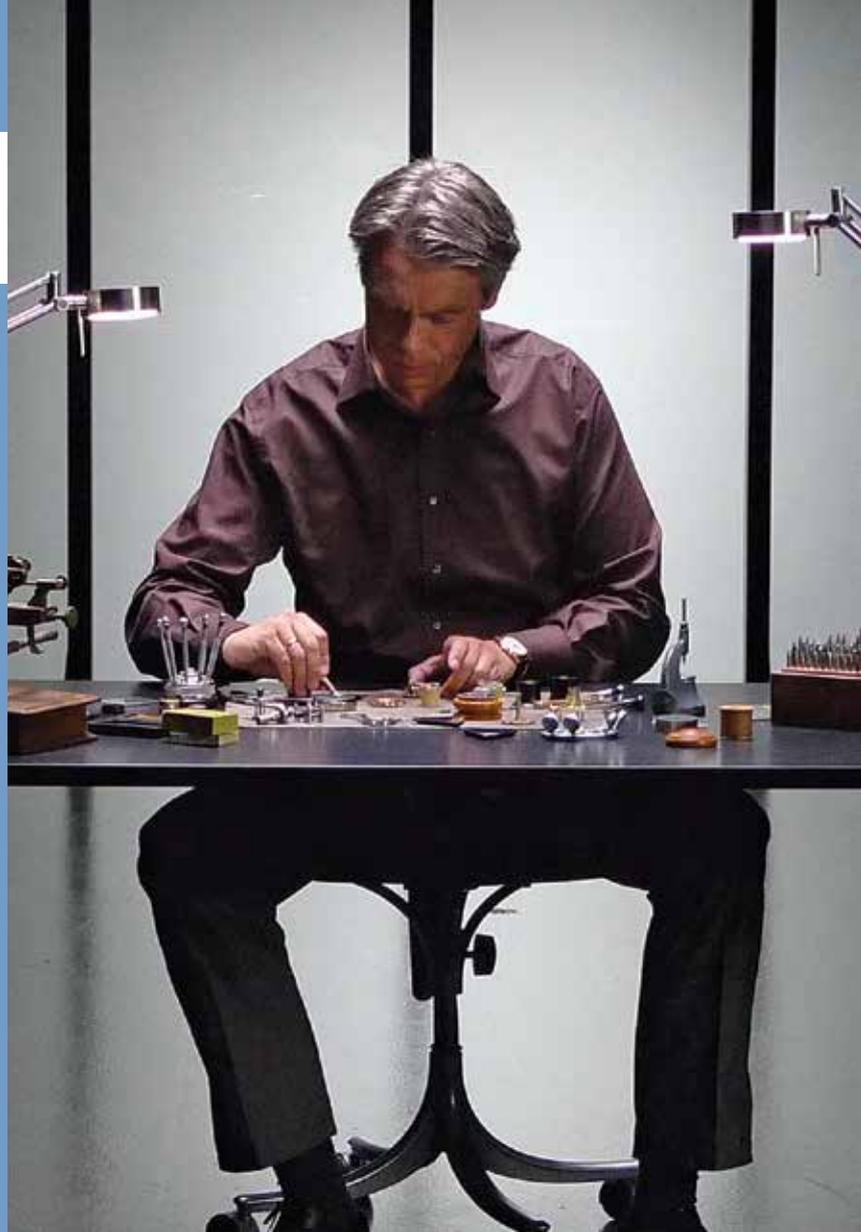


HENTSCHEL  
HAMBURG  
UHRENMANUFAKTUR

## CUSTOM-MADE WRISTWATCHES & QUALITY TO THE FINEST DETAIL

For more than 200 years watch manufacturers from Hamburg have created chronometers for the sea-going captains of the city. Continuing this tradition, **Hentschel** Hamburg produces high-grade watches according to the well-acknowledged hanseatic chronometric standard, ensuring precision and reliability.

In contrast to industrial, mass-production lines, Andreas **Hentschel** insists upon creating individually manufactured watches according to strict in-house standards. All components of a **Hentschel** timepiece are made or refined in-house and are manufactured exclusively for **Hentschel** Hamburg. This is the subtle but significant difference that sets **Hentschel** watches apart from larger brands and gives you the certainty of wearing a truly special timepiece designed and created for accuracy and optimal balance.



H2 Hamburg  
Ambassador Auto



H1 Chronometer White Gold



H2 Classic



H2 Sport Bronze

## ULTRA-PRECISE, CONTEMPORARY MECHANICAL WATCHES



**Lehmann** watches is the realisation of company founder, Markus Lehmann's childhood dream to create his own timepiece collection.

**Lehmann** watches are characterised by highly precise technology, a clear-cut, ultra-modern design, and the manufacturer's commitment to upholding the respected traditions of 'Made in Germany'.

For more than two generations parent company **Lehmann Praezision** has been manufacturing precision parts for the optical and watchmaking industry. Many years of research, development

and testing paved the way for the launch of Lehmann timepieces in 2011. The company's unique competence (the extraordinary precision of **Lehmann** parts and machines) ensures the superior quality of the watch components, produced in-house on **Lehmann** machines, meets exacting **Lehmann** standards. The result is a finely-honed timepiece with a sublimely contemporary case design and ultra-modern dial treatment. If you love German design and crave German precision then **Lehmann** is the watch for you.



Intemporal Ceramic



Intemporal Pointer Date Steel



Dual Time Steel



Intemporal Diamond Lady

## ELEGANT TIMEPIECES WITH HERITAGE

In the mid-19th century, gifted watchmaking pioneer **Moritz Grossmann** founded his watch manufacturing in the then tiny village of Glashuette, Germany. Today, **Moritz Grossmann** is run by master watchmaker Christine Hutter who strives to uphold the integrity and heritage of this highly respected brand.

Every aspect of a **Moritz Grossmann** timepiece is created by hand – from the smallest screw to the complete movement assembly. Exceptionally high in-house standards for calibre development and watch design, coupled with the company's directive to produce limited edition collections within precious case materials, ensure that each piece is as mechanically perfect as it is visually stunning.

**Moritz Grossmann** watches are sophisticated, elegant and exceptionally beautiful on the wrist, exceeding expectations on all levels. Quite simply, they are a dream for watch connoisseurs and collectors alike.



Tefnut Rose Gold



ATUM Pure Steel



BENU Tourbillon White Gold



TEFNUT Twist White Gold Diamond

## PRECISION TIMEKEEPING INSTRUMENTS



### NAUTISCHE INSTRUMENTE MÜHLE GLASHÜTTE/SA.

Being one of the few, long-standing Glashütte establishments, **Muehle-Glashütte** is proud to be affiliated with the high ranking, original German watchmakers of this region. The company is now managed by fifth generation family members who continue to cherish the traditions of their forefathers as well as evolve the style and characteristics of these sought-after watches.

The company's long and illustrious history, rooted in nautical and precision instruments, has continued to shape its

philosophy of producing extremely accurate watches that are built to last. The various collections are finished to the highest standards, according to the most stringent regulations, using premium materials and cutting-edge designs. **Muehle-Glashütte's** watches adhere to classical design principles with an emphasis on dial readability and practicality.

If Glashütte is the home of German accuracy, then **Muehle-Glashütte** is where this accuracy is embodied into timepieces.



ProMare Lady



Terrasport I Chronograph



Teutonia II World Timer



29er Day Date



ProMare Go

*Sinn*

Spezialuhren zu Frankfurt am Main

## TECHNICAL WONDERS

Manufacturer of the ultimate toys for boys, **Sinn** is quickly becoming one of the hottest tips around for watch collectors and enthusiasts.

Based in Frankfurt, Germany, **Sinn** enjoys a global reputation as a manufacturer of some of the most technically advanced, function-specific watches and chronographs on the market. **Sinn's** extensive range comprises timepieces for almost every activity from diving and rally pursuits to finance and space exploration.

Holding several patents for watch technologies such as AR-dehumidification technology, DIAPAL lubrication-free escapement and Tegiment steel hardening, Sinn watches lead the way in robustness and reliability, epitomizing German design and manufacturing.

The only problem with **Sinn** watches is narrowing the choice and deciding when it's time to add the next piece to your collection.



910 Anniversary



104 I



857 UTC VFR



900 S Pilot

# Your WATCH VALET

We believe a watch sale doesn't end at the register, in fact, we hope it signifies only the beginning of a lifelong love affair with timepieces.

To connect watch lovers and pass on new and exciting product updates, special discounts and pre-release offers, we have created a VIP club for horological aficionados and called it - Watch Valet.

## By becoming a Watch Valet member you are entitled to

- preferential ranking on back orders
- pre-release options on limited and special editions
- automatic discounts on service and repairs
- regular notification of specials and offers.

We will also size your metal bracelet on request and set your watch on your local time so it is ready to be worn and enjoyed as soon as it arrives via express shipment.

Becoming a Watch Valet member opens a world of privilege and opportunity. We are always on hand to answer your questions and offer advice whether you're having trouble finding a new band to freshen your current watch or need a gift idea for someone special – just ask your Watch Valet.



## BESPOKE SERVICE

There are times when even a limited edition timepiece is simply not special enough and only a bespoke creation will meet your needs.

If you are interested in creating your own, unique watch as an heirloom or to mark a significant event in life, we have a customisation service that can be tailored to your needs.

The entire process is collaborative and personal. We liaise with skilled watchmakers from several boutique brands to determine the best fit for your project, based on your functional requirements and desired finish, your budget and time frame and the level of customisation you wish to achieve. Whether it be a simple engraved rotor or a fully customised dial and movement, boundless options are available.

This is your chance to partner with some of the world's most talented master watchmakers to create your dream watch. Simply ask what can be done and let the fun begin.





## *DEFINING YOUR NEEDS*

We place great importance on maintaining a direct relationship with each watchmaker so we can provide our customers with important product and technical information and assess feedback to continually improve our service.

In many cases, the watchmakers themselves are present at our watch launches and customer briefings, giving clients a privileged insider's view into the collections. Similarly, to reflect the special nature of the watches we represent, we maintain regular contact with our customers because we believe that purchasing a watch does not end at the sale.

To this end we have established an Australian service centre so that warranty works and repairs can be managed quickly and efficiently onshore. Meeting the needs of our customers is our top priority and many initiatives have been set in place to do just that. We also offer selected watch accessories such as watch winders, tools and straps to allow you to further individualise your timepiece or collection.

We are always available to assist or provide information and support in fact, it's our pleasure to do so.

*The Define Watches Team*



## VISIT US

At our Noosa boutique or our online store [www.definewatches.com.au](http://www.definewatches.com.au)

**Address:**

Define Watches  
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**Phone:** +61 (0)7 5447 4643

**Email:** [info@definewatches.com.au](mailto:info@definewatches.com.au)

**SERVICE & WARRANTY ENQUIRES**

**Define Watches Service Centre**

**Email:** [info@definewatches.com.au](mailto:info@definewatches.com.au)

*Instructions and service form can be found on our website under "Service & FAQ"*