

# Bang-Bang in Watchland



Lausanne, Vaud, Switzerland, 2016-May-27 — /EPR Network/ — On March 22nd, the Goldgena Project was launched with the goal of creating affordable mechanical watches with complete transparency regarding their origin and costs. The aim is also to shake up the ‘Swiss Made’ label and the traditional approach to distribution and marketing. The community is invited to share their opinion and even get involved in each stage of the project. At the time of writing, more than 3,500 people have signed up, and our site is recording more than 28,000 visits and 45,000 views every month.

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## BRIEF SUMMARY OF PHASE 1

### **MARCH, 30TH – CHAPTER 1: TTO Label – Total Transparency on Origin **DISCOVER****

The Swiss Made label can be obscure and ultimately mislead consumers, as most of the components are manufactured abroad. The Goldgena Team has decided to make their watches with complete transparency, and have thus created the TTO label; Total Transparency on Origin.

### **APRIL, 13TH – CHAPTER 2: Transparency on Prices and Fixed Multiplier **DISCOVER****

Goldgena will be communicating and explaining the production cost of their watches. In addition, by selling directly to the end consumer they will be able to apply an unmatched modifier of 3.5 to the production price.

### **APRIL 27TH – CHAPTER 3: Online Sale, Pop-Up Stores and Sponsorship **DISCOVER****

The Goldgena Project is planning to foster community power by offering a commission of 10% to anyone who generates a sale. In addition, an application will allow potential customers to meet watch owners, so that they can see the product before buying.

# PHASE 2 – FRIST DESIGN UNVEILED

## MAY 11TH – CHAPTER 1: Non-Swiss Made, Swiss Made or Swiss Manufacturing? **DISCOVER**

We wanted our first model to feel mechanical from every angle, so we made the dial an extension of the movement. We wanted the case to be simple, elegant and ergonomic, while still overflowing with character. Fine horns and crosspiece give it a particular, recognizable aesthetic.

In-house or standard movement? Non-swiss made, swiss made or swiss manufacturing? The community shares his opinion.

## **JUNE-AUGUST: Development and Crowdfunding**

During the summer, the Goldgena Project will share every detail of the development. In September a crowdfunding campaign will be launched. The detailed program will be available end on May at [www.goldgena.com](http://www.goldgena.com)

## The Goldgena Project Dream Team

The Goldgena Project is run by a small watch design workshop called cosanova, and is currently made up of 3 people. Founded in 2005 by the designer Claudio D'Amore, the workshop is based in the heart of Swiss watchmaking, in Lausanne, not far from Geneva. In little more than 11 years, the cosanova workshop has had the honor of working with around forty watch brands, such as Tag Heuer, Parmigiani, Montblanc, Oris, Eberhard and even Hautlence.

### **The Founder, Claudio D'Amore**

Born in Switzerland to Italian parents, in 2000 Claudio D'Amore (40) graduated from the ECAL (Lausanne Design School) with an HES degree in design. He then set off for London to work with Ross Lovegrove, the famous London-based designer, where he worked on the design of several watches for Tag Heuer (V4, Carrera Caliber 360, Golf Watch). Upon his return to Switzerland in 2005, he founded cosanova.

### **Contact**

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[High resolution images: [www.goldgena-project.com/espace-presse/?lang=en](http://www.goldgena-project.com/espace-presse/?lang=en)]

([www.goldgena.com](http://www.goldgena.com))

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