**CARPENTER COLLECTION**

This is a series of minimalist and eco-friendly wooden watches for people who appreciate the simple, beautiful things that stand out from the crowd.

**Overview:** Analog Watch Co. believes that you should never waste an opportunity to express yourself. We believe in taking the objects that pass through our lives without attracting much attention and making them stand out. We use unconventional materials that recall the effortless beauty and timelessness of nature, and our simple, strong, and minimalist products are designed to showcase the authenticity of the raw materials.

Analog Watch Co. retails at the MoMA, the Barnes Foundation, and at design stores, museums, and boutiques worldwide.

**Our design:** Our work is a minimal, uncluttered, iconic design with clean lines, a unique texture, and is sustainably manufactured. We are dedicated to exploring new ways of considering materials. We stand by our product and our commitment to nature: our partnership with [Trees for The Future](http://www.treesforthefuture.org/), a 501(c)(3) non-profit, ensures that a portion of our profits for each watch purchased will pay for the planting of a tree. Not only that, but our design is 80% biodegradable.

Retail price at $149.99

**How to Find Us:** Shop our store at www.analogwatchco.com. To follow the progress and behind the scenes work involved in design, be sure to follow:

[**Blog**](http://analogwatchco.com/blog)**: analogwatchco.com/blog**

[**Facebook**](https://www.facebook.com/AnalogWatchCo)**: facebook.com/analogwatchco**

[**Instagram**](http://instagram.com/analogwatchco)**: Instagram.com/analogwatchco**

[**Tumblr**](http://analogwatchco.tumblr.com/)**: analogwatchco.tumblr.com**

You can also subscribe to our mailing list on AnalogWatchCo.com for curated content about manufacturing, design, style, art, and new products.

**MASON COLLECTION**

Analog Watch Co's Mason Watch is the world's first stone watch with a solid body and face made of real marble. For nature and art-lovers everywhere, the Mason Watch is a fresh take on an old idea -- a functional marble sculpture for your wrist.

**Overview:** Following the success of [The Carpenter Watch](http://www.analogwatchco.com/) (MoMA Best Seller + worlds flexible wood band watch) Analogs design has been built with premium quality components for those who appreciate design and nature. In using genuine marble combined with a Swiss Made movement, Analog aims to differentiate from the existing watch industry by elevating the materiality and experience of watches.

**Our design:** The Mason Watch body is precision cut from solid marble and has taken over a year to develop. It consists of premium components inside and out - From the Swiss Made movement, to genuine marble, to our hand crafted leather straps. Our goal is to reinterpret the watch as an accessory. We want to make timepieces that aren't expensive status symbols, or thinly veiled advertisements for luxury brands. We want watches to be little pieces of art that remind the wearer of nature, and help one self-express to the world a bit of your personality.

Retail price at $299

**CLASSIC COLLECTION**

The Classic Collection features ultra-thin watches with genuine wood or ceramic stone detailing. Accompanied by easily interchangeable premium leather straps made-in-USA, there is a look that suits any occasion.

**Overview:** Known for a bold architectural design aesthetic and the cutting edge use of unique natural materials, Analog's new design follows the demands of its dedicated fan base for an everyday watch with a timeless look. Following the success of the Mason Watch and the Carpenter Watch (a MoMA Best Seller + the world's first flexible wood band watch) Analog's new design has been built with premium quality components for those who appreciate design and nature.

**Our design:** Using real wood and ceramic stone with a Swiss Made movement, Analog aims to remind the wearer of nature no matter what environment he or she find themselves in. Each watch comes with a choice of interchangeable premium top grain leather straps hand crafted by expert Amish Leathersmiths in Lancaster, Pennsylvania.

Retailing for $165

**Download high resolution images on our drop box here**: [https://www.dropbox.com/sh/xnm0zv661qglgen/AAA8KXs8gMDlqA3MlUsDrjkSa?dl=0](https://www.dropbox.com/sh/xnm0zv661qglgen/AAA8KXs8gMDlqA3MlUsDrjkSa?dl=0" \t "_blank)