



Ressence introduces the Collection X to mark its 10<sup>th</sup> anniversary.  
Four watches, each limited to forty pieces.

### **MAKE EVERY MINUTE COUNT**

Ressence is born in 2010 with a clear purpose in mind: improving the functionality of the mechanical watch in the 21<sup>st</sup> century context.

The attention was primarily given on making the watch more legible and easier to use. Ressence created a unique dial with discs, then filled it with oil and replaced the crown by a lever to only name a few of their groundbreaking developments. By improving the functionality, Ressence ultimately improved our relation with the mechanical watch.

The company's next quest is dedicated on improving our relation to time. Ressence wants us to make a better use of our time by being more conscious about its passing.

### **10<sup>th</sup> ANNIVERSARY**

The first decade is an important milestone for the innovative Belgian company. Some moments were more decisive than others since the journey begun. The GPHG award in 2013 for instance gave Ressence an international resonance. Becoming a member of the Fondation de la Haute Horlogerie in 2016 was another significant recognition from the watch industry that anchored the brand in its Fine-Watchmaking territory. But it is the recent launch of Ressence's patented electronic crown, the e-Crown<sup>®</sup>, that is paving the way for the next decade. Exciting times are ahead for the forward-thinking company.



## COLLECTION X

Collection X marks Ressence's 10<sup>th</sup> anniversary and takes their brand manifesto into a new dimension. Visually Ressence created a dedicated symbol for the collection that is the fusion of an X, or ten in Latin, and an hourglass. Each of the four watches is limited to 40 pieces. They are all devoted to a better use of time, graphically making us more aware of the time that is passing [as an hourglass would do].

The collection X is made of four limited edition watches which will roll out during 2020 with a frequency of one every other month starting the 15<sup>th</sup> of June until end of December.

## BRAND MANIFESTO

Was today really worth it?

Time is an asset.  
Every day, we all get 24 hours.  
No more, no less.

Though Time seems to slip through our hands.  
Our modern society, made of fast and over-connected consumerism, pushes us towards meaningless, often passive activities or so called "entertainment".

By improving how mechanical watches function and interact, Ressence is dedicated to changing our relation to Time in the 21<sup>st</sup> century.  
So that we can spend it more consciously,  
and make every minute count.

Declutter - Less becomes more.  
Focus - Do less but do it more.  
Look forward - Create your future.

Now it is your Time. Act smarter not faster.