

O-YOROI

ROMANO ALBERTI
ITALY

Limited Edition

"The collection of YOROI is a tribute to the Japanese tradition, inspired by the ancient Armor of the Samurai. Every detail brings us back to an ancient time when the hard work of wise Craftsmen instilled the spirit of beauty in the hands of the noble warriors."

Tehen Kanamono

Kabuto

Suji Bachi Kabuto

Sode

Do

Kote

Kusazuri

Haidate

Suneate



Ancient Samurai Armour

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The O-Yoroi collection is rooted in the three great design passions of Romano Alberti: Eastern culture, art and watchmaking. Over time, his regular practice of martial arts like Aikido and Kenjutsu (*the art of swordsmanship*) have proved to be a true path to personal fulfilment. In these arts, the methodical search for perfection of movement becomes the means to finding perfect balance, with the union of body, mind and spirit.

This same search led him to create the O-Yoroi watch as an object of art and design, where every detail has a precise meaning and inspires concentration, and the continuous quest for dynamic equilibrium over time.

In a world where materialism seems to be a priority, this precious object of complex, intense design reminds us that every achievement in the pursuit of '*good, beautiful and true*' is temporary: it is only our ability for continued '*presence*' that can make a difference and make us truly unique.

O-YOROI is a tribute to the legendary figure of the *Samurai* and his life philosophy.

Warrior culture is permeated by the awareness of the transience of things, leading to a deep appreciation of art and a profound moral discipline.

Further proof of this is seen in the O-Yoroi watch gift box, with hand-painted cherry (*Sakura*) petals and sprig, adopted by the *Samurai* as the emblem of the class to which they belonged. In classic warrior iconography, the cherry tree represents both the beauty and the transience of life.

An old verse, often quoted, says '*Hana wa sakuragi, hito wa bushi*' . . . '*As cherry blossom is the best among flowers, so the warrior is the best among men.*'

In a single, pleasing, symbolic form, the development of O-Yoroi is woven with the virtues of Bushido, the '*Way of the Warrior*', as culture requires: '*in the aware of all, all becomes one.*'

Each element of the watch is a tribute to the various parts of *Samurai* armour, but acquiring a more philosophical, abstract connotation.

The armour comprised:

- a *kabuto*, for protecting the head, whose lines are represented in the watch quadrant and crown;
- the *sode* shoulder protection, whose lines are represented in the crown;
- protection for the arms (*kote*), for the torso (*do*), for the belly (*kusazuri*), legs (*haidate*), and feet (*sune-ate*), whose lines are represented around the case and lugs.

The armour was not solely for military use: it represented membership of a family clan: the more elaborate the armour, the higher the rank of the family.

Wearing an O-Yoroi timepiece on your wrist today is like wearing real armour and acknowledging the seven virtues of the warrior (*bushi*):

- Honesty and justice (*gi*)
- Heroic courage, bravery, generosity (*yu*)
- Compassion (*jin*)
- Kindness, devotion, correct lifestyle (*rei*)
- Complete sincerity (*makoto*)
- Honour and dignity (*meiyo*)
- Duty and loyalty (*chugi*)

Close observation of the watch movement will reveal a vibrating 'duel' between two *Samurai*, represented by two pairs of opposite circles in the upper rehaut of the dial (*eyes of the Samurai*) and exclusive lugs (a reference to the '*kabuto maedate*', the front crest on the warrior's helmet).

These elements are symmetrical, in constant study and observation, regardless of passing time, concentrated in a single onward front, where the unique hands create geometric shapes at the point of overlap between night and day.

This 'duel' is accompanied by the harmonious continuous rotation of the stylized chrysanthemum flower (*emblem of Japan*) that reminds us of eternal evolution, everything changing, although nothing seems to change in the present.

Further observation of the dial reveals the ribbing of a specific technique, typical of the ancient *Samurai* helmet, the *suji bachi kabuto*, made by overlapping iron strips. The *tehen kanamono*, believed to be the entrance to the energy of the universe that comes to the aid of the *Samurai*, is at the centre of the dial, the point in the timepiece where the driving force of the hands is found.

The hours, shown in Japanese numbers on the inclined lower flange, are to be discovered like the secrets of martial arts: they will be revealed only if the wearer rotates their wrist, a typical gesture in swordsmanship.

The large date display window deliberately shows not just today's date but also part of yesterday's and part of tomorrow's: a clear warning to remind us we live only in the '*here and now*' and that any distraction of the mind in past or future will prevent us from living our time to the full. It brings to mind the stylized form of the typical aperture in a *tsuba* (the hand guard of the katana), called the *kozuka hitsu ana*: only the person who lives in the present time can protect themselves and others in all events.

Lastly, the leather strap with ray skin inserts, instantly conjures up the handle (*tsuka*) of the legendary *katana*, usually made in wood and covered in ray skin (*same*), covered with ribbons of silk or cotton, or woven leather (*tsuka-ito*).

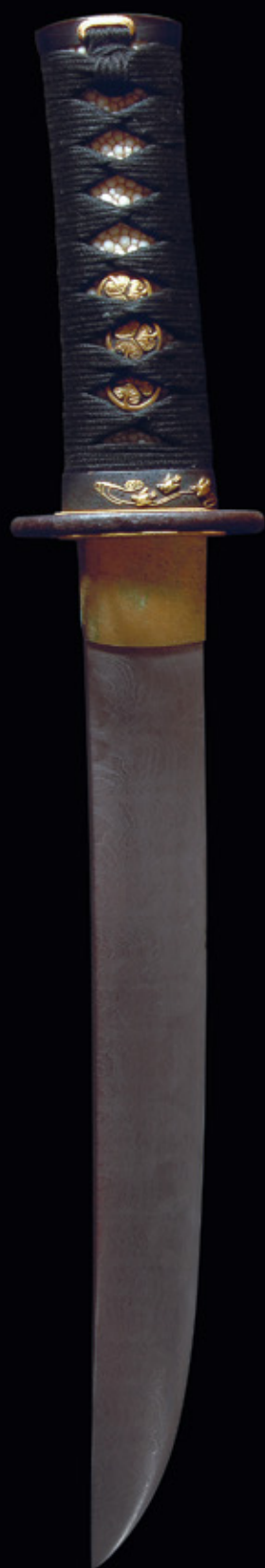


Suji Bachi Kabuto



O-YOROI

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Tanto

“Spirit of Beauty”



“Among the flowers cherry, among men the warrior”





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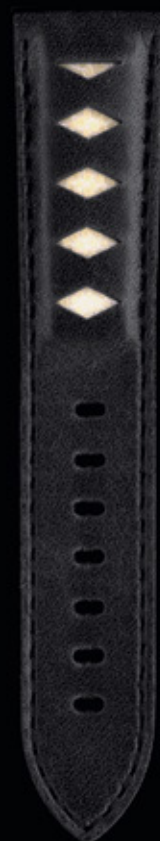
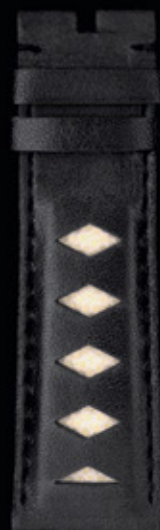
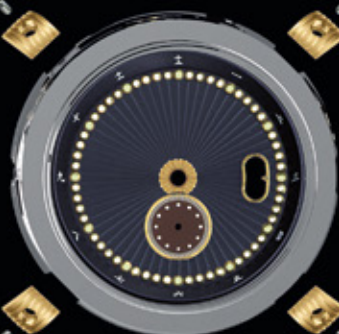
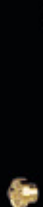
Limited Edition

O-YOROI

ROMANO ALBERTI
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COLLECTION	O-YOROI
CERTIFICATE	Swiss Made
GENDER	Unisex
AVAILABILITY	Limited edition of 150 pieces
MOVEMENT	Mechanical, automatic
CALIBER	Sellita SW 260-1
NUMBER OF JEWELS	31
FREQUENCY	28,800 A/h
RUNNING TIME	38 hours
FUNCTIONS	Hours, minutes, seconds and date
CASE	Steel
BEZEL	Fixed
CASE BACK	Steel back case with visible movement, fixed with four screws
CASE DIAMETER	43mm
THICKNESS	11,5mm
WATERPROOF	3 ATM
MATERIAL BEZEL	Steel and black composite resin
GLASS	Anti-reflective sapphire glass
DIAL	Black
DIAL NUMERALS	Japanese
STRAP	Calf leather and genuine stingray
LUG WIDTH	22mm
CLASP MATERIAL	Steel buckle art
BOX	Original wooden box hand painted in Italy







ROMANO ALBERTI
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O-YOROI









ROMANO ALBERTI
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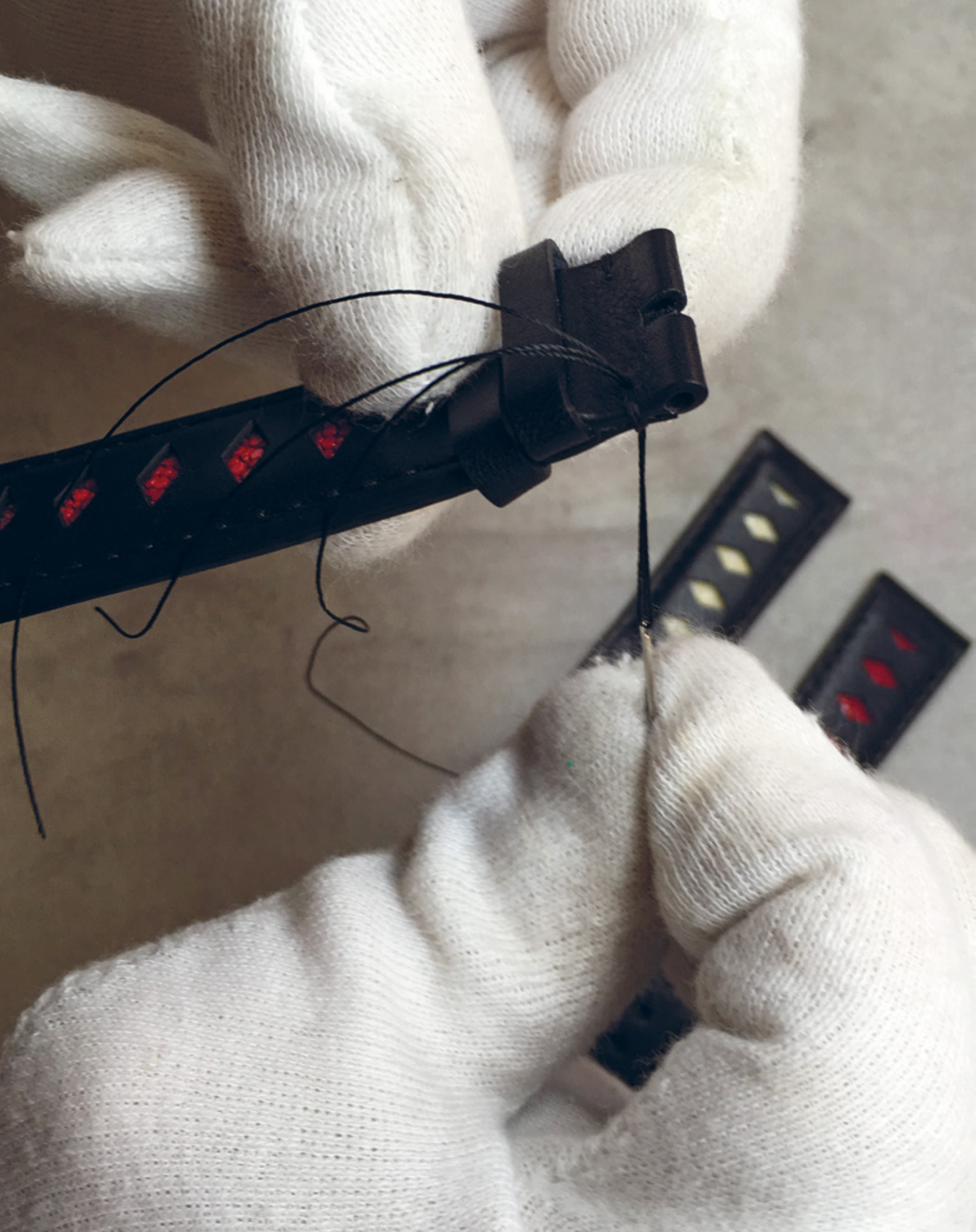






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Steel buckle art



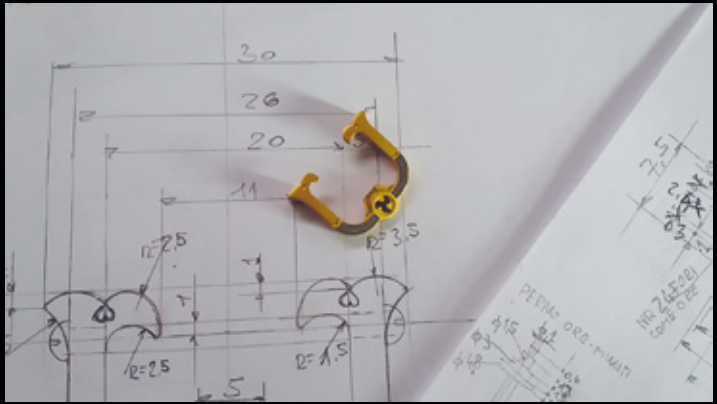
Original wooden box hand painted in Italy





The artisan's workshop





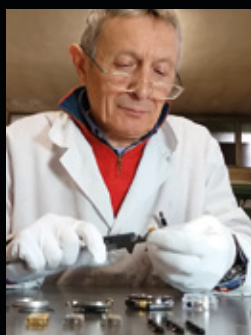


TIME CHANGERS

BERGAMO



Romano Alberti
Artist and designer



Fausto Lancini
Craftsman and Designer



Roberto Janniello
Manager - CEO

The Philosophy

"We live in the present, we aspire to create a better future inspired by the values of culture and art. Our strength lies in daring to explore new regions of the mind. Pure intuitions take shape as prototypes in the shadows of our little Italian workshop, where the artisan's art and wisdom have been handed down for generations. To ensure superb products and unforgettable experiences."

It is time to change.

TimeChangers changes the rules of the game and goes beyond the concept of time, as a mechanical succession of events, and draws to a life lived with authenticity, profound expression of the creativity and of the passions of every man.

TimeChangers reinterprets the past, with the awareness of the present time to create the future. The ancient Greeks had two words for time, χρόνος (chronos) and καιρός (kairos). While the first refers to the time chronological and sequential, the second means “a time in the middle”, a moment of an indefinite period of time in which something special happens. While chronos is quantitative, kairos has a qualitative nature. As divinity Kairos was semi-unknown, while Chronos it was considered the divinity of the time for excellence. Kairos is the time of TimeChangers.

Works of art, sculptures to wear to convey beauty in the present moment.

Watches as unique as the talent enclosed in every man, that are in harmony with the personality of the person who wears them. Every timepiece has a story to tell.

Italian passion

The story of the company, founded in 2014 in Bergamo, is that of three men, artists, artisans and pragmatic dreamers who have decided to give shape to their projects and provide unique and authentic objects which reflected their deep passions.

Bound by love for art, history, the mechanics and the watchmaking, Romano Alberti, Fausto Lancini and Roberto Janniello have begun a journey of research and experimentation to give life to the drawings and prototypes which until then were closed in a drawer.

Every watch of TimeChangers is the result of the ancient art of Italian watchmaking and the mature fruit of years of research, study and observation.

Every watch is the perfect synthesis of craftsmanship and innovation, is the harmonious union between the ancient arts and newer technologies, to melt together past and future.

In order to be able to take care of every detail at the best, the company chooses to make its more exclusive collections very limited, with every watch made numbered to enhance the uniqueness of creation as every person that wears it.

Both artists and artisans

We express our creative potential conceiving forms we hope are inspiring. We leverage our professional skills and personal talents, which consist of a huge capacity for research, design, modelling, and sheer sense of the aesthetic.

We vaunt great team spirit, which infects all our employees and partners. We feel that our being can only be expressed in doing, so our vocation is both artistic and artisanal at the same time. We want to give tangible form to our ideas, working with our hands as much as possible.



Original and exclusive

We stand out in a crowd. We hate standardization, copying, imitation. We explore new regions of the mind and we just want to be ourselves. That is why we are – and will always be – an independent company.

We are delighted when we steal the heart of a stranger who gets excited about our product, who sees it as refined, elegant and exclusive. Or maybe because it speaks to the heart, unleashing the energy poured into it.

That is why we develop our special projects only in limited, numbered series, which offer additional guarantees of value over time.

Respecting tradition through culture and innovation

Ancient cultures, philosophies, myths, traditions, and intellectual achievements are our main source of inspiration in design.

Technology and materials are the means for expressing new forms.

Watchmaking is a field that offers us huge opportunities for expressing our passions, but it also poses considerable challenges.

It is certainly not easy to scale down to wristwatch size and components all the historical research around an aesthetic rule, interpreted with an original slant.

This is the challenge that engages us and makes life that much more interesting every day. We then exploit our strengths, 'call in the big boys' to deal with engineering issues, and we develop Italian designs from a Swiss mechanical heart.

We work with international workshops that can handle the most sophisticated technological tools made available by current know-how. Nonetheless, our creations are primarily the work of artisans, because we want their head, their heart, their passion, and their spirit of doing things.

Our prototypes are all made in our own workshop. Then they become drawings entrusted to specialized workshops and technicians, who do much of the work while applying rigorous quality control processes.

In the end, every item comes back to our workshop, where the artisan's skilled hand takes care of the details that make all the difference and make each watch unique for human sensory experience.

All the time in the world

Our life philosophy is to live in the present, which means being vigilant and attentive in what we do in the split second when we can really act (here and now).

We invest all the time and attention required to achieve every detail, for every customer. This is the only way we can leave our comfort zone, grow, interact and convey something beyond simple appearance.



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