

SEVENFRIDAY®

#freetowalk

PRESS-RELEASE
M1/05 - FREEDOM OFF-SERIES

in partnership with

**HANDICAP
INTERNATIONAL**

PRESS
RELEASE

M1/05 - FREEDOM OFF-SERIES

MARKET LAUNCH NOVEMBER 2016

In partnership with the Nobel Peace Prize winning charity Handicap International, **SEVENFRIDAY** will release the M1/05 Freedom Off-Series this November. The M1/05 watch is a specially customized M-Series, limited to 100 pieces worldwide.

100% of all proceeds will be used by Handicap International to demine Laos where the simple freedom of stepping on your own soil represents a mortal risk.

1 watch sold = demine a surface equivalent to 4 tennis courts

100 watches sold = demine a surface equivalent to 10 football stadiums (82'000 m2)

As a global community centred brand, we believe in freedom as a mindset and taking social responsibility. To support the courageous people clearing landmines, we setup the #freetowalk project to raise awareness and will launch the M1/05 in late November to raise much needed funds.

We encourage everyone to share their own #freetowalk video and draw attention to this important initiative.

The M1/05 Freedom Off-Series will be sold through **SEVENFRIDAY** lounges (BEIJING, MEXICO, ABU DHABI, MYANMAR, PHILIPPINES, JAKARTA), our distribution & retail partners and the **SEVENFRIDAY** online store.

Check-out Handicap International for more info: www.handicap-international.org



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HIGHLIGHTS

HANDICAP
INTERNATIONAL



BEZEL
Polished &
sandblasted
stainless steel

**CUSTOMISED
DISCS**
Blue with white
printed numbers
and tracks

**ANIMATION
RING**
Sandblasted PVD
black stainless steel

NFC CHIP
Integrated in the caseback
(Patent pending)



STRAP
Black genuine calf skin leather
with blue stitching

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CHIPPED CASEBACK

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AUTHENTICATION

The M1/05 is equipped with an NFC chip which allows its owner to authenticate the watch via the **SEVENFRIDAY** mobile application. You can scan the watch with an NFC-enabled mobile phone to confirm the authenticity of your watch: the app will confirm immediately. With the chipped models you can be assured you are not buying a fake.

REGISTRATION

Owners of a chipped **SEVENFRIDAY** can register their watch via the **SEVENFRIDAY** mobile app. (Available now in App Store and Google Play). Watches that you register are marked as yours and added to your collection in the app. Over time we will roll out a number of very useful after sales services and community features for registered owners. Stay tuned!

TRANSPARENCY

The new caseback embodies **SEVENFRIDAY'S** transparency policy and reflects the worldwide aspect of the product's origins.





FACT
SHEET |

M1/05

FREEDOM OFF-SERIES
HANDICAP INTERNATIONAL

ENGINE

Automatic - Miyota 8215,
40H power reserve.

CASE

Size: 47mm X 47,6mm



PRICE: **1230*** USD/CHF

*(RRP ex. taxes)

- Case: Polished Stainless steel.
- Bezel: Polished & sandblasted stainless steel.
- Animation Ring: Sandblasted PVD black stainless steel.
- Glass: Specially hardened and anti-reflective treated mineral glass.
- Caseback: Polished stainless steel with NFC chip.
- Strap: Black genuine calf skin leather with blue stitching.
- Interface: Horizontal brushed galvanic gun metal. Finished alternately C-I grain stamped pattern, opaline and matt. Hour plate hollowed out by CNC machine. Minute plate with deep stamped pattern surrounded by rhodium décor plate. 5X-polished rose gold decorative screws.
- 3 custom discs: hour, minute and seconds discs printed in Handicap International blue with white printed numbers and tracks.
- 3ATM water resistant.
- Chip that allows authenticity verification (with NFC technology).

SEVENFRIDAY®

THE PACKAGING

Crate inspired square shape design (16 X 16 cm)

Containing the following elements:

- Warranty card
- Microfibre cleaner,
- User manual
- Stickers

To download the manual in the following languages:

- German
- French
- Italian
- Spanish
- Portuguese
- Russian
- Chinese
- Japanese
- Arabic

Please visit:

sevenfriday.com/manuals-and-instructions

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SEVENFRIDAY also makes time for:

Prior's Court, UK

Back in 2013, **SEVENFRIDAY** created 100 watches to support Prior's Court, a specialist autism foundation. 100% of all sales of the **SEVENFRIDAY** P3 - PCF went directly to the foundation, supporting young people who are severely affected by autism. All funds raised enabled Prior's Court to purchase vital new outdoor play equipment, providing fun areas to play and relax, but also help self-managing anxieties and challenging behaviours.

SEVENFRIDAY embarked on this project with Mark Sutcliffe, our distribution partner for the UK, whose daughter attends Prior's Court.

Micah's voice, US

Also in 2013, **SEVENFRIDAY** conducted the very same above action to the benefit of Micah's Voice, an American non-profit, helping families cope with the financial implications of autism.

Micah's Voice, was established by Shawn (Boyz II Men) and Sharhonda Stockman, both friends of the brand.

<http://micahsvoice.com>

Victims of Italy earthquake

On the 24 August 2016, a magnitude-6.2 quake struck Italian towns, 100 km north-east of Rome. Nearly 300 people died and 4,000 were made homeless. With the 2016 **SEVENFRIDAY** Games taking place in Italy just weeks after the earthquake, we wanted to raise awareness and funds for the relief effort. We partnered with our friend and expert strap maker Tunx to bring a special edition watch strap to the Games. All 30 pieces sold out raising €6,000 for the earthquake relieve effort.

<http://tunxstraps.blogspot.ch>

This charity project is led by Nicolette Klap-Niederer, based in Italy.



SEVENFRIDAY®

- Founded in 2012.
- Head office based in Zurich - Switzerland.
- Design studio in Bienne - Switzerland .
- Represented in 89 countries, through more than 700 retailers.
- 6 SEVENFRIDAY boutiques.
- 1st SEVENFRIDAY LOUNGE opened in INDONESIA - Jakarta in June 2016.
- SEVENFRIDAY is a lifestyle brand providing luxury products at a fair and affordable price.

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