

# •The• Finishing Touch

Anonimo unveils its new Ox-Pro blackening treatment

BY MEGAN LIVOLSI



**W**hen respected designer and entrepreneur Federico Massacesi established Anonimo in Florence in 1997, his vision was to preserve the Florentine tradition of producing stylish and functional high-quality timepieces. Today, just seven years later, the young Italian brand has seen that vision become a reality with an innovative collection of mechanical wristwatches that blend

time-honored tradition with the latest, cutting-edge technology.

As a cutting-edge watchmaking firm, Anonimo has become known for pushing the creative envelope with its technological advances. Take, for example, its exclusive patented Kodiak process, which allows all Anonimo watch straps to be worn in fresh or salt water for an extended amount of time (more than twenty-four hours) without damaging the leather. Another perfect example is the company's patented crown vanishing locking device, which discreetly integrates the crown into the watch strap at 6 o'clock.

This year, Anonimo is at it again with yet another innovation. Two of Anonimo's latest creations feature the brand's new Ox-Pro blackening treatment, a state-of-the-art

oxidation process of the watch case surface that "modifies the surface molecules of stainless steel causing them to become darker and obtain a warm black color," according to Scott Moskovitz, president of Anonimo USA, which has been distributing the Anonimo brand in North America since 2002.

"Each time our process is completed, the tone of the black color can vary, but it always retains the warmth and beauty of the smooth special steel that is manufactured using the principles of the art of Florentine watchmaking," he adds.

Originally tested and produced for military purposes, the fourteen-step Ox-Pro process stands up to continuous wear and tear quite remarkably, with no loss to the finish or color, making for an extremely durable timepiece.

"The original PVD process that produces a black watch finish has always been associated with the history of Florentine watchmaking, and we have continued to receive requests for such a watch," explains Moskovitz. "However, it was a vision and challenge for Anonimo to develop a new process that would stand up to the everyday physical use that our watches have become famous for without the same problems inherent to the original PVD process," he adds. "Therefore the development of the Ox-Pro process provided the solution and the opportunity to remove the problems realized in the past."

One of the first Anonimo timepieces to be housed in the new Ox-Pro case is the limited-edition Millemetri Hi-Dive, the latest addition to Anonimo's collection of diver's watches. Water-resistant to 120 meters, this ultra-durable timepiece features all the essential characteristics of a quality diver's watch, among them an oversized crown at 4 o'clock, an extra-thick domed sapphire crystal, an automatic helium-release expulsion valve and a waterproof rubber strap.

The 42mm sandblasted stainless steel Ox-Pro case houses the 21-jewel, automatic caliber Anonimo 01.0 (on a base ETA 2824-2), which boasts a frequency of 28,800 bph, a 40-hour power reserve and an elegant colimassonné finish.

Available in black or white, the highly legible dial features three differentiated layers of luminous coating. The hour hand is treated with green SuperLuminova, while the minute hand is treated with



The Millemetri Hi-Dive with white dial and (opposite page) with black dial

red SuperLuminova and the seconds hand is treated with white SuperLuminova. A magnified date window at 4 o'clock provides an added touch of functionality. The Millemetri Hi-Dive retails for \$2,600.

Also featuring the new Ox-Pro case is the Militare Automatico, which offers the same rugged look and military functions of its popular predecessor, the Militare, and incorporates Anonimo's first Militare automatic movement. Produced in a limited edition of 500 pieces, the Militare Automatico is powered by the 25-jewel, automatic caliber Anonimo 03.1 (on a base ETA Valjoux 7750) which features a frequency of 28,800 bph and a 42-hour power reserve. The movement's beautiful colimassonné finish can be easily viewed through the sapphire crystal exhibition caseback.

The 43mm stainless steel Ox-Pro case boasts water resistance to 120 meters due in large part to its screw-locked bezel and caseback and its patented crown vanishing locking device at 6 o'clock.

An antireflective sapphire crystal protects the easy-to-read black dial, which includes luminous hands and indexes for superior day/night readability, a small seconds hand at 12 o'clock and a magnified date window at 6. The black dial is nicely complemented by a high-tech Dinex® fabric strap with Lorica® lining. The Militare Automatico retails for \$3,400.

Another direct descendent of the ultra-successful Militare is the new Militare Crono, which combines the rugged military style of its predecessor with the added

function of a chronograph.

The power for the new Militare Crono comes from the modified automatic Dubois Depraz 2035 chronograph module on an ETA 2892-A2 base. Featuring an ele-

gant colimassonné finish, the movement is equipped with 47 jewels, a frequency of 28,800 bph and a 40-hour power reserve.

Measuring 43mm in diameter, the bold stainless steel Ox-Pro case



The Militare Automatico



is likewise water-resistant to 120 meters, thanks to its screw-locked caseback and patented crown vanishing device at 6 o'clock. Shaped stainless steel push buttons on the left side of the case control the chronograph functions.

Beneath an antireflective sapphire crystal, the black, orange or yellow dial features luminous hands and indexes, a 12-hour counter at 12 o'clock, a 30-minute counter at 3, a magnified date window at 6 and a running seconds hand at 9. Fitted with a Kodiak process calfskin strap, the Militare Crono retails for \$4,300.

Anonimo's new Firenze Dual

Time was designed for today's jet-setters who, although they can't be in two places at once, can now know the time in both places with a bold, functional wristwatch that is powered by two independent automatic movements.

The 43mm stainless steel case houses two Anonimo 02.1 calibers (on a base ETA 2678), which feature 25 jewels, a frequency of 28,800 bph, a 38-hour power reserve and a beautiful soigné finish. Equipped with sapphire crystals front and back, the case boasts a screw-locked bezel and caseback and the patented crown vanishing locking device that protects the double crown at 6 and 12 o'clock.

Available in black or silver, the striking dial design places a subdial for the local time at 6 o'clock with integrated day and date windows and a subdial with GMT hand at 12. Luminous hands and indexes provide easy readability in low-light situations. In an unusual design move, an innovative time-zone table is conveniently displayed along the outer flange of the dial at 3 and 9 o'clock with the names of the representative cities of the corresponding time zone. The finishing touch is a black Kodiak process calfskin strap. Suggested retail for the Firenze Dual time is \$3,900.

With yet another groundbreaking advancement in the field of watch technology and an ever-expanding collection of innovative mechanical timepieces, it looks as though Anonimo will continue to



The Firenze Dual Time



The Militare Crono

push the creative envelope for many years to come.

"Anonimo continues to be devoted to remarkable innovations in the world of unique mechanical timepieces," says Moskovitz. "The Ox-Pro surface treatment process furthers our commitment to ongoing research and development in this field."