

Art on the Wrist



ALEXANDER SHOROKHOFF

UHRENMANUFAKTUR
GERMANY

Art on the Wrist

Art on the wrist: Independent conveyance of perception, inspiration and emotions via unique and creative expression in form of a watch. To us, a watch is not only a timepiece – it is a window into our soul where creativity comes true.



CONTENTS

ALEXANDER SHOROKHOV	06
THE MANUFACTORY	08
HERITAGE COLLECTION	14
AVANTGARDE COLLECTION	62
VINTAGE COLLECTION	156

ALEXANDER SHOROKHOV

Alexander Shorokhov was born in Moscow in 1960. He studied architecture and is a trained civil engineer, which is where his flair for forms and colors and his aptitude for extraordinary design originated.

In accordance with an arrangement between German federal chancellor Kohl and Russian president Gorbatshev, he came to Germany in 1991 as one of Russia's best managers in order to further his education at the ministry of economics in Hessen.

Just one year later, he established a pan-European straight sale and distribution market of watches of the Russian brand "Poljot" before establishing his first in-house watch brand "Poljot International" in 1994.

In 2003, the designer and watchmaker was able to deliver and patent the watch brand that carries his name: "Alexander Shorokhoff". The double "ff" at the end of his last name emphasizes his Russian roots and the brand's historic background, which he is very proud of.

Alexander Shorokhov is a world citizen. He travels the world and draws his inspiration from the many countries and cultures he visits. However, his greatest source of inspiration is his Russian roots, based on a rich and deeply pronounced millennial art and cultural history.

His extraordinary design creations have already been awarded with several international design prizes.





THE MANUFACTORY

Our globally operating company headquarters for mechanical watches – the “Alexander Shorokoff” watch manufacture is located in the heart of Alzenau, a small idyllic town in Bavaria.

We are a family-operated manufacture with great demand upon quality, handcrafted art and extraordinary design. We take the incentive to stand out from the competition and create watches that not only serve as timepieces but as “Art on the Wrist”, very seriously. It’s exactly what distinguishes us.

The manufacture of high-quality watches is no easy task. It is extremely complicated and requires great expertise. Together with our highly qualified workers, we develop and create marvelous and exceptional watches that combine cutting-edge design with highest quality, as well as fine and elaborate hand engravings.

We set and pursue this goal with the highest standard of quality and the awareness of our corporate philosophy in mind.

On the way to becoming a finished product, every model passes through various stations, starting with engraving to refinement up to calibration and assembly.



We completely revise every movement, bring it up to date, and give it the distinction of “Made in Germany”.

We embellish bridges, refine surfaces, finely polish levers, guilloché gears and blue screws.

After a thorough quality inspection of all components specified, the watch is assembled. Subsequently, all watches undergo an inspection lasting several days.

We acquire components like case, dial and hands from renowned suppliers without exception.



Every master watchmaker is responsible for his watch from start to finish, because at “Alexander Shorokhoff” watch manufacture, we expect precise assembly and perfect craftsmanship.

At the end, the respective master watchmaker certifies and signs off all watches with details about gait deviation, amplitude and water resistance.

Every certificate contains the numbering of the watch, which can also be found on the case.

We also have the possibility to manufacture individual, custom-made products, since individual steps are performed in-house and the collaboration with renowned and selected partners enables us to produce small series as well.



Our creations present not only a delight to consumers, but also to an international jury. Tendered by the German Design Council at the middle of February 2020, we were able to accept the great distinction of the well-known “German Design Award”, with the title “Winner 2020” for our model “Revolution Avantgarde”.

The German Design Award is an internationally respected accolade that strengthens the reputation of designers and businesses. It distinguishes high-quality and creative products and projects that are groundbreaking and different in their own way.



Special projects create a special identity.

In cooperation with great personalities and celebrities we develop unique projects and watches and were able to introduce our products to a worldwide audience.

German jazz musician Barbara Dennerlein is an ambassador of the “Alexander Shorokhoff” brand, particularly of the “Miss Avantgarde”-model and the award-winning ladies’ watch “Barbara”, designed in her honor.



Niclas Huschenbeth, who won the grandmaster title in chess in 2011, loves our “Regulator R01” model. Both, chess and watchmaking require a high level of precision and intelligence, but also a strong character. It binds them together.

Also the Australian boxer and fourfold lightweight world champion Kostya Tszyu, as well as Paul Potts, British tenor and winner of “Britain’s Got Talent”, and many more are enthused by our watches and feel confident that as long as you know your goal, it is worth fighting for.

It is now time for you to enjoy the multifaceted world of “Alexander Shorokhoff” watches. Let us enchant and inspire you.

Alexander Shorokhov and Team





Heritage

The Heritage collection is dedicated to the Russian art and cultural heritage of the 19th century. It combines classic design with exceptionally creative forms and colors, but also with traditional engravings, skeletonization, enameling and methods of refinement that are designed inimitably and elaborately.



Fedor Dostoevsky

His turbulent life inspired him to write memorable novels

Critical feuilletons refer to Fedor Dostoevsky as the most important and prominent psychologist of 19th century world literature.

His life story is a dramatic change between celebrated highlights and bitter defeats.

He spent his childhood and teenage years as a noble family heir in Moscow. After his mother's death, he was sent to St. Petersburg and started attending college for civil engineering. During his studies, he wrote his debut novel "Poor People" which gave him rise to fame overnight.

He joined a group of young intellectuals critical of society, who took a discerning look at literary and political issues. However, this so called "Petrashevski-Circle" was unlawful at the time.

Dostoevsky was arrested for subversive activities and sentenced to death.

Amnesty was only attained after the firing squad was already in position. For four years, he lived under the worst conditions in constant fear for his life.

After his release, the Russian police continuously spied on him. Despite all these restrictions, he founded the magazine "The Time", which was banned by censors only shortly after due to its critical contents.

He traveled abroad. Passing through Milan, Florence, Dresden and Prague, his restless journey led him back to St. Petersburg, where he worked as an editor for a conservative magazine. By then, he wasn't living in existential fear anymore, but his epilepsy bothered him. He was forced to return to Germany to undergo convalescence treatment.

Meanwhile, he was mentioned in the same breath as Tolstoy. He was asked to give a speech at the inauguration of a "Pushkin"-monument.

The audience was captivated. Dostoevsky relished his success and delivered additional public readings.



But as so often in his life, success is followed by defeat. He is so consumed and exhausted by a dispute with his sister over his heritage that he dies soon after. In spite of all misfortunes, Dostoevsky contributed greatly to world literature.

"Brothers Karamosov", "The Player", "The Idiot" are only some examples. With his "Dostoevsky"- watch collection, Alexander Shorokhov desires to erect a very personal memorial in his honor.

Dedicated to Fedor Dostoevsky

Above all, the great philosopher and writer's passion for games and his unusual life is what inspired Alexander Shorokhov in the design of the collection.

All models in this series have a modern case design with a classic appeal and softly rounded edges.

Two different movements are used for this watch series: The manual winding caliber "3105.AS" and the automatic winding movement "9060.Soprod".

Both movements are disassembled and refurbished at the "Alexander-Shorokhoff" watch manufacture. The bridges are engraved, gears are polished or guilloché and screws are blued.

Last but not least, all components are carefully reassembled and appear in their perfectly crafted beauty.

Next to the "12" is a perfectly fitting flexible strap lug for the croc leather band, that is supposed to be reminiscent of the bygone era of the 19th century. This is also where the crown is situated, which ensures a harmonious-symmetrical ensemble.





Particular attention rests on the back of the watch. The intricately engraved card game symbols, as well as the roulette ring, conforms perfectly to the theme and harmoniously rounds off the model's overall appearance.



AS.FD1



AS.FD2



AS.FD3

Movement: Caliber 3105.AS, manual winding, hand-engraved, blued screws, small second at 6h, power reserve approx. 42 hours;
 Case: Stainless steel, 43 x 43 mm, winding crown and flexible strap lug at 12h, 3 atm water-resistant;
 Glasses: Anti-reflective sapphire glass on front and sapphire glass back;
 Dial: Guilloché dial;
 Features: Genuine crocodile leather strap in black or brown;



Automatic Edition

The automatic model is featured by the „Black Jack“-Game. In the four corners of the watch face, the four card symbols – spades, diamonds, hearts and clubs – are placed. After a certain time, the outcome of the game can be seen at the power reserve indicator, displayed at 3 o'clock. The display of the date is located at 12 o'clock. The case of the backside is provided with a roulette-ring as well. The elaborately hand-engraved and refined rotor is equipped with blued screws and is available in two designs. The first version is skeletonized, the second one is equipped with stylized ornaments of the 19th century.

To make other models of this series even more interesting, the dial design matches the titles of Dostoevsky's novels. In this way, a harmoniously balanced overall image of the watch face is generated. The models AS.FD 61, 62 and 63 have a very classy appearance and shine with sunburst pattern and ten hour markers. The small roulett ring at 6h decorates the small second. The green "zero" majestically takes the main position at 12h.



AS.FD11



AS.FD12



AS.FD13

- Movement: Caliber 9060. Soprod, automatic, rotor hand-engraved and gold-plated, blued screws, power reserve approx. 47 hours at 3h, weekday at 6h, calendar at 12h;
- Case: Stainless steel, 43 x 43 mm, winding crown and flexible strap lug at 12h, 3 atm water-resistant;
- Glasses: Anti-reflective sapphire glass on front and sapphire glass back;
- Dial: Guilloché dial;
- Features: Genuine crocodile leather strap in black or brown;



AS.FD21



AS.FD22



AS.FD23



AS.FD61



AS.FD62



AS.FD63

Movement: Caliber 9060. Soprod, automatic, rotor hand-engraved and gold-plated, blued screws, power reserve approx. 47 hours at 3h, weekday at 6h, calendar at 12h;
 Case: Stainless steel, 43 x 43 mm, winding crown and flexible strap lug at 12h, 3 atm water-resistant;
 Glasses: Anti-reflective sapphire glass on front and sapphire glass back;
 Dial: Guilloché dial;
 Features: Genuine crocodile leather strap in black or brown;

Movement: Caliber 14069DD on basis 2892-A2.ETA / SW300, automatic, rotor hand-engraved and gold-plated, blued screws, power reserve approx. 44 hours, small second at 6h;
 Case: Stainless steel, 43 x 43 mm, winding crown and flexible strap lug at 12h, 3 atm water-resistant;
 Glasses: Anti-reflective sapphire glass on front and sapphire glass back;
 Dial: Guilloché dial;
 Features: Genuine crocodile leather strap in black or brown;



Engravers at the “Alexander Shorokhoff” watch manufacture created two top-of-the-range models for enthusiasts of unique watches. One of them presents itself with a completely skeletonized manual winding movement, the other one with a three-dimensional automatic winding movement.

An engraver needs up to 10 days to manufacture such fine skeletonization or engraving. In doing so, they not only re-create the movement, but basically also the dial with a great sense for esthetics.

The manual winding movement is finely skeletonized and the automatic winding movement is made three-dimensional using a burin. Only 25 pieces of each of these unique watches were manufactured.





AS.FD.S1



AS.FD.S2



AS.FD.S4-W



AS.FD.S3-W

Movement: Caliber 3105. AS, manual winding, completely skeletonized, hand-engraved, gold-plated and rhodium-plated, blued screws, small second at 6h, power reserve approx. 42 hours;
Case: Stainless steel, 43 x 43 mm, winding crown and flexible strap lug at 12h, 3 atm water-resistant;
Glasses: Anti-reflective sapphire glass on front and sapphire glass back;
Dial: Completely hand-skeletonized, rose gold-plated or rhodium-plated;
Features: Genuine crocodile leather strap in black, limited edition of 25 pieces per dial;

Movement: Caliber 3105. AS, manual winding, skeletonized, hand-engraved, gold-plated and rhodium-plated, blued screws, small second at 6h, power reserve approx. 42 hours;
Case: Stainless steel, 43 x 43 mm, winding crown and flexible strap lug at 12h, 3 atm water-resistant;
Glasses: Anti-reflective sapphire glass on front and sapphire glass back;
Dial: Hand-skeletonized and hand-engraved, rose gold-plated or rhodium-plated, including white insert scale;
Features: Genuine crocodile leather strap in black, limited edition of 25 pieces per dial;



AS.FD.D1A



AS.FD.D2A



AS.FD.D3A



AS.FD.D4A

Movement: Caliber 9060. Soprod, automatic, rotor hand-engraved and gold-plated, blued screws, power reserve approx. 42 hours at 3h, weekday at 6h, calendar at 12h;
Case: Stainless steel, 43 x 43 mm, winding crown and flexible strap lug at 12h, 3 atm water-resistant;
Glasses: Anti-reflective sapphire glass on front and sapphire glass back;
Dial: 3D hand-engraved, rose gold-plated or rhodium-plated;
Features: Genuine crocodile leather strap in black, limited edition of 25 pieces per dial;

Movement: Caliber 9060. Soprod, automatic, rotor hand-engraved and gold-plated, blued screws, power reserve approx. 47 hours at 3h, weekday at 6h, calendar at 12h;
Case: Stainless steel, 43 x 43 mm, winding crown and flexible strap lug at 12h, 3 atm water-resistant;
Glasses: Anti-reflective sapphire glass on front and sapphire glass back;
Dial: 3D hand-engraved, rose gold-plated or rhodium-plated, including white insert scale;
Features: Genuine crocodile leather strap in black, limited edition of 25 pieces per dial;



Chronograph

Now, a chronograph is also part of the “family” of “Dostoevsky” watches.

The case has the same harmonious form as the manual winding movement models. However, the little feet are now manufactured separately and after brushing, soldered into the intended holes. Thereby, the center part of the watch can be brushed more easily. A brilliant lever construct at the push button allows them to be attached to the case vertically.

The roulette on the bottom of the case and on the dial, reminds of compulsive gambling similarly to other Dostoevsky watches. It’s a theme Dostoevsky analyzed so well in his novels and portrayed with philosophical profoundness.



AS.FD41



AS.FD42

- Movement: Caliber 7750SORM-3H Soprod, automatic chronograph, completely hand-engraved and refined, blued screws, small second at 9h, stop function and calendar, power reserve approx. 50 hours;
- Case: Stainless steel, 44.5 x 44.5 mm, 3 atm water-resistant;
- Glasses: Anti-reflective sapphire glass on front and sapphire glass back;
- Dial: Guilloché dial;
- Features: Genuine crocodile leather strap in black or brown;



AS.FD31

Movement: Caliber 3133. AS, manual winding chronograph, hand-engraved, gold-plated and rhodium-plated, blued screws, small second at 9h, stop function and calendar, power reserve approx. 42 hours;

Case: Stainless steel, 44.5 x 44.5 mm, 3 atm water-resistant;

Glasses: Anti-reflective sapphire glass on front and sapphire glass back;

Dial: Guilloché dial;

Features: Genuine crocodile leather strap in black or brown;



AS.FD32



AS.FD51



AS.FD52

Movement: Caliber 14069DD based on 2892-A2.ETA / SW300, automatic, hand-engraved rotor, blued screws, small second at 6h, power reserve approx. 44 hours;

Case: Stainless steel, 43 x 43 mm, winding crown and flexible strap lug at 12h, 3 atm water-resistant;

Glasses: Anti-reflective sapphire glass on front and sapphire glass back;

Dial: Guilloché dial;

Features: Genuine crocodile leather strap in black or brown;



Alexander Pushkin

A linguistic genius and visionary

His father was a descendant of one of the oldest noble families in Russia. His mother was the granddaughter of an African man, living in the court of Peter the Great. Evidently, little Sascha got the best of both continents and cultures. In his works, he combines fluency and profundity in a unique manner.

Some of the most popular poets at the time were frequent guests at Pushkin's childhood home. Already as a child he had access to an extensive library. Despite these elitist privileges, he remained down-to-earth and humble. His foster mother made sure of that. She lovingly taught him about fairy tales, carols and wisdoms of the Russian people.

As a young man, Pushkin entered a Lyceum in "Tsar's Village", which is now named after him. He published his first poems. After graduating from college, he was accepted into the "Council of Foreign Affairs".

Besides a whole range of poems, the freethinker wrote political-ly objectionable epigrams, was penalized and transferred to the Southern Federal District.

From there, he continued to travel to places that would inspire his literary work. In the course of this, he wrote about the life of aristocrats with the same ingenious effortlessness as about the worries of the small people. In his work, readers get to know a passionate, sarcastic and self-deprecating author who is preoccupied with the never-ending questions of life.

Even one and a half centuries ago, Pushkin was able to express his thoughts so clearly and vividly, that even today, people are fascinated and follow up on it.

His death was just as spectacular as his life. To defend his wife's honor, Pushkin challenged Frenchman d'Anthès, a yeoman of the guard, to a duel. It turned out to be fatal for him.

To Alexander Shorokov, he is alive as never before. The beauty of his speech and the clarity of his thought inspired him to design a watch collection.



Dedicated to Alexander Pushkin

The first ladies watch from "AS" was manufactured in honor of Alexander Pushkin. It is not a coincidence. Pushkin was a brilliant master of subtle and poetic expressions, which helped him become a favorite with the ladies and society in general.

The delicate skeletonization of the movement, the hand engravings, the fine guilloché of the dial, as well as the masterfully crafted diamond setting on top of the bezel and at the inner ring of the dial, should convey a feeling for sensitivity, charm, and the tenderness in Pushkin's poetry.

On the back of the watch, the design of a hand-engraved, exceptionally decorative ring was accomplished in a very elegant style.

To give the watch a personal touch, the ring can be engraved with the name or a personal note of the customer.

The watch is limited to 25 pieces.

AS.AP3S-RGGD



In any case, all "Alexander Pushkin" models feature elegant dials in modern, but classic style.

They are equipped with hand-engraved manual winding or automatic winding movements, feature sapphire glass on both sides and a ring for a hand engraving at the bottom of the case.



AS.AP-B2



AS.AP-B2D



AS.AP-B2RGG



AS.AP-FB1-W



AS.AP-FB1-W-D



AS.AP-FB2-W

Movement: Caliber 2000-1 ETA, automatic, with hand-engraved rotor, blued screws, calendar, power reserve approx. 45 hours;
Case: 18 carat rose gold or stainless steel, optionally with diamonds, 36 x 36 mm, 3 atm water-resistant;
Glasses: Anti-reflective sapphire glass on front and sapphire glass back;
Dial: Guilloché dial with genuine mother-of-pearl application;
Features: Genuine crocodile leather strap or satin strap, limited edition of 25 pieces per dial;

Movement: Caliber 2000-1 ETA, automatic, with hand-engraved rotor, blued screws, calendar, power reserve approx. 45 hours;
Case: Stainless steel, optionally with diamonds, 36 x 36 mm, 3 atm water-resistant;
Glasses: Anti-reflective sapphire glass on front and sapphire glass back;
Dial: Hand-engraved dial including white insert scale;
Features: Genuine crocodile leather strap or satin strap, limited edition of 25 pieces per dial;

Automatic Edition

With the model “Camomile”, A. Shorokhov shows his innovative thinking and fine instinct for art to the full. The colorful flower field of the dial combines different technologies as hand engraving, laser engraving and manual enamel coating in order to get a three-dimensional look. The contours of the flowers, the logo and the hour markers are marked by laser beams and deepened. Then, all details of the flowers are engraved by hand and matted. After this work different enamel colors can be applied also by hand. The final rhodium and gold plating refines the surface of the dial.

Tendered by the German Design Council, this lovely watch model received the well-known “German Design Award”, with the title “Winner 2018”.

In the second version a frog plays the main character on a guilloché dial. In a number of fairy tales he finally morphs into a handsome prince. The watch is equipped with a Swiss automatic winding movement. A hand-engraved silver or rose gold element on the rotor imparts something very romantic.



AS.AP-KMM4D



AS.AP-KMM3



AS.AP-F1-RGG



- Movement: Caliber 2000-1 ETA, automatic, with hand-engraved rotor, blued screws, calendar, power reserve approx. 45 hours;
- Case: 18 carat rose gold or stainless steel, optionally with diamonds, 36 x 36 mm, 3 atm water-resistant;
- Glasses: Anti-reflective sapphire glass on front and sapphire glass back;
- Dial: Hand-enamelled in green and turquoise or silver guilloché with frog application;
- Features: Genuine crocodile leather strap or satin strap;



Peter Tchaikovsky

His work remains just as relevant today as it was 200 years ago

Peter Tchaikovsky is one of the most important composers of the 19th century.

Through his father's piano, he was introduced to music at an early age. At his own request, he started taking piano lessons when he was only 4 years old. His path into the world of music seemed predefined. But his family had intended a bourgeois existence for him. Thus he briefly worked for the ministry of justice. But he couldn't let go of music. He moved to the metropolitan city of Moscow, where he was finally able to concentrate fully on composing.

His first work, the overture to "Romeo and Juliet" proved a success and received critical acclaim. Additional pieces of work followed and after a visit to Bayreuth, he became aware of his growing reputation far outside the Russian frontier.



For enthusiasts of sophisticated music, his compositions are some of the most performed works of music.

His operas are performed in the biggest opera houses in the world; every child knows his ballet "Swan Lake" and world-famous writers acted as godfathers to his theatrical compositions such as "Romeo and Juliet" or "The Barber of Seville".

Peter Tchaikovsky's life, including the obsession and passion he brought to his work, was the decisive impetus for Alexander Shorokhov to pay tribute to him.

The same way his notes merge together to form an impressive entity, the "Peter Tchaikovsky" watch is composed of a multitude of petite valuables refined by hand.

The result is a unique artifact of lasting value. The "Peter Tchaikovsky" watch is a successful example of "Art on the Wrist".





Dedicated to Peter Tchaikovsky

For this watch series, that is supposed to commemorate the biggest Russian composer, a very special movement was selected and enhanced for the alarm feature.

The envisioned subtle and soft alarm tone required our master watchmakers to completely replicate the Swiss caliber AS 1930. Due to a spring surrounding the movement, the alarm tone sounds significantly fuller now.

Compared to previous versions, the innovation made it possible to equip this unique watch with a glass bottom, through which the refined movement is visible in its entire beauty.

The master watchmakers and engravers at the “Alexander Shorokhoff” watch manufacture did a great job refining it as well.



The manufacture's logo is produced in a separate application and precisely built-in the movement plate. In this way, the meticulously manufactured creation is molded into a complete entity.

The watch is imaginatively engraved and valuably refined by our highly qualified engravers. Traditional floral engraved motifs of the bridges, as well as guilloché of the gears, create a nostalgic feel and the longing for good old times.

After the engraving and polishing, all bridges are gold or rhodium-plated and screws are blued, which gives it a particularly attractive look.

Little by little, a stunning piece of art emerges.





A distinctive feature of the “Tchaikovsky” watch is the hinged double casing. This additional feature gives the owner of the alarm a clear view of the time when laying down and allows him to rejoice in the pleasant alarm tone.

AS.PT6



AS.PT1



AS.PT2



AS.PT6

Movement: Caliber 2612. AS, manual winding with alarm function, hand-engraved, rose gold-plated and rhodium-plated, blued screws, power reserve approx. 38 hours;
 Case: Double casing in stainless steel, with slide-out function, erectable, Ø 40 mm, 3 atm water-resistant;
 Glasses: Anti-reflective sapphire glass on front and sapphire glass back;
 Dial: Guilloché dial;
 Features: Genuine crocodile leather strap in black or brown;



AS.PT21

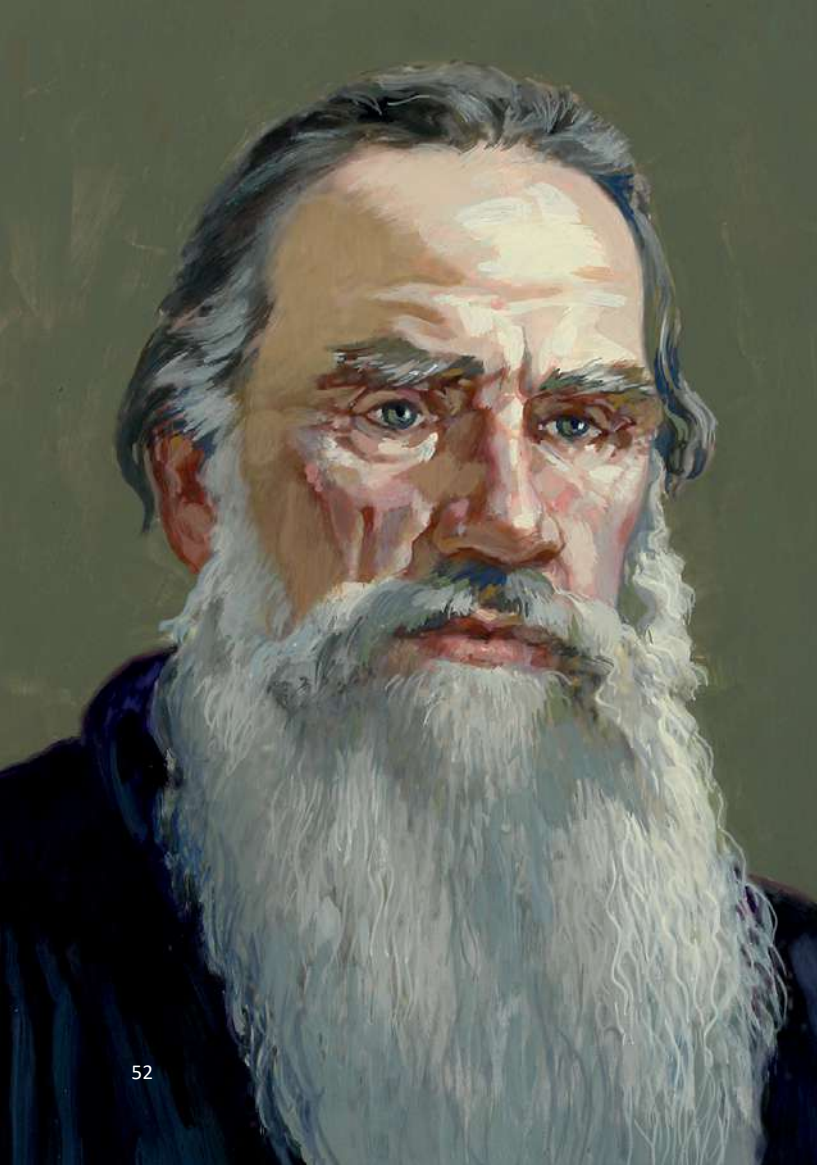


AS.PT22

- Movement: Caliber 2612. AS, manual winding with alarm function, hand-engraved, rose gold-plated and rhodium-plated, blue screws, power reserve approx. 38 hours;
- Case: Double casing in stainless steel, with slide-out function, erectable, Ø 40 mm, 3 atm water-resistant;
- Glasses: Anti-reflective sapphire glass on front and sapphire glass back;
- Dial: Guilloché dial;
- Features: Genuine crocodile leather strap in black or brown;



The precious and artfully adorned back of the case integrates stylistically flawless into the overall appearance. The artful engraving is a reminiscence of the 19th century here as well.



Leo Tolstoy

The lion of the Russian literature

Leo Tolstoy was given the premise for a beautiful and carefree life from the cradle. But the ups and downs of his life started in early childhood.

Born as the child of a wealthy Russian noble family, the Tolstoy, he lost his father and mother at a very young age. He was raised by a female relative at his parents' grand estate in the governorate of Tula.

At the age of 14, the highly intelligent boy started studying oriental languages and jurisprudence. However, after only a few years he abandoned this pursuit and stopped being interested in these subjects.

Back at the grand estate, he focused on social issues. In contrast to that, he also became involved with "laissez-faire" and the idleness of the Moscow and moneyed aristocracy. He lost quite a few rubles during gameplay.



Later, in the military, he experienced the complete contrast to his cozy world - he was shocked by the brutality of the Caucasian and Crimean War. It is one reason why Tolstoy's literary work is characterized by his perpetual quest for the purpose of life.

He wanted to find peace of mind by living a useful life. In a downright obsessive manner, he put his intense experiences and adventures on paper. As a superb realist, he consistently managed to capture the personal sensitivities of people with incredible precision and down to the minutest detail.

In doing so, he achieved world fame not only as a writer, but also as an acknowledged philosopher.

Many of his works have become part of our lives. Books like "War and Peace" or "Anna Karenina" had an impression on entire generations and were captured in large international film productions that filled theaters around the globe. Anton Tsvetkov once said: "If Leo Tolstoy would die, it would create a big empty space in my life".

It is a special concern of Alexander Shorokhov to bow to this magnificent individual by creating a watch collection that combines his talent and skill, as well as his highest consideration.





Dedicated to Leo Tolstoy

The “Leo Tolstoy” watch uses the 3133 movement. It originated from the Swiss watch industry and has many similarities to the popular Valjoux 7734 movement. The movement was manufactured in Russia and is completely disassembled, revised, hand-engraved, refined and re-assembled at the “Alexander Shorokhoff” watch manufacture.

No matter if skeletonizing, guilloché or engraving, these tasks on movement components require maximum precision, patience and concentration from our master watchmakers.

It takes engravers several hours, sometimes several days to carve out a “soul” from the cold steel that will turn every model into an exclusive specimen in the end.

Due to the attention to detail, excellent hand-engravings and the watchmaker’s perfectionism, a mechanically extremely reliable and esthetically magnificent



The rounded, delicate push button and the relatively flat, nostalgic crown complete the timeless and elegant design of the watch.

The diamond setting can be manufactured on a steel or gold bezel. This precision work is done under the microscope by highly professional jewelers.

Only high-grade diamonds are used for the manufacture of “Alexander Shorokhoff” models.

piece of work emerges, in which the Russian soul and German quality form a harmonious alliance.

The case of the “Tolstoy watch” was designed in a classic, round and tiered shape that optically minimizes the watches’ height.

The case consists of three components: bezel, center part and screwed bottom. A high-quality sapphire glass is installed in the front and the back.





Skeletonized unique pieces

The chronograph "Graf" opened up a new dimension of engraving and skeletonizing. One model is hand-crafted with a 3-D dial and the other one with the finest skeletonization.

They went with a traditional Russian adornment pattern for the finely skeletonized model. In order to be able to work out the floral designs better and give the watch more of a "soul", less material than usual was removed from the dial and the movement.

The base material of the three-dimensional engraving of the dial is removed with a burin. The remaining untreated surface forms the decorative pattern, as it was favored by Russian aristocracy of the past century. The opening in the dial gives a clear view into the mechanical movement. Blued screws and hands contribute to the precious esthetics of the watch.



AS.LTS1-RGG-D



AS.LTS2-WGG

- Movement:** Caliber 3133. AS, manual winding chronograph, skeletonized, hand-engraved, gold-plated and rhodium-plated, blued screws, with small second at 9h and chrono and summing up function, power reserve approx. 42 hours;
- Case:** 18 carat rose gold with diamonds or in 18 carat white gold, Ø 41.5 mm, 3 atm water-resistant;
- Glasses:** Anti-reflective sapphire glass on front and sapphire glass back;
- Dial:** Completely hand-skeletonized and hand-engraved, rose gold-plated or rhodium-plated;
- Features:** Genuine crocodile leather strap in black or brown, limited edition of 25 pieces per dial;



AS.LT3D-WGG



AS.LT3D

- Movement:** Caliber 3133.AS, manual winding chronograph, hand-engraved, gold-plated and rhodium-plated, blued screws, with small second at 9h and chrono and summing up function, calendar, power reserve approx. 42 hours;
- Case:** Stainless steel, 5 atm water-resistant or in 18 carat white gold, 3 atm water-resistant, Ø 41.5 mm;
- Glasses:** Anti-reflective sapphire glass on front and sapphire glass back;
- Dial:** 3D hand-engraved, rose gold-plated or rhodium-plated;
- Features:** Genuine crocodile leather strap in black or brown, limited edition of 25 pieces per dial;

The base material of the three-dimensional engraving of the dial is removed with a burin. The remaining untreated surface forms the decorative pattern, as it was favored by Russian aristocracy of the past century.

The opening in the dial gives a clear view into the mechanical movement. Through two openings at “3” and “9” you can see the hand-skeletonized and engraved parts of the chronograph movement, as well as the calendar dial. For all models, the sapphire glass bottom gives a view of the flawless movement.

Blued screws and hands contribute to the precious esthetics of the watch.



1 of 1 - A watch with individual initials

Upon request, the “Alexander Shorokhoff” watch manufacture also builds individually skeletonized watches with your individual initials on the dial.

This requires an engraver with very special skills, a steady hand and of course patience.



It takes about three months until the design is worked out, the dial and movement are skeletonized, engraved and refined, and the watch is assembled and tested.

The dial can be gold or rhodium-plated. The initials can match in color or deliberately contrast to stand out.

The client decides whether a traditional and curved or modern style will be used for the initials. The “Alexander Shorokhoff” watch manufacture can transform any style and any customer request into an imaginative piece of art.



AS.LT-IN-RGG



AS.LT-IN-RGGD

- Movement:** Caliber 3133. AS, manual winding chronograph, skeletonized, hand-engraved, gold-plated and rhodium-plated, blued screws, with small second at 9h and minutes counter at 3h, power reserve approx. 42 hours;
- Case:** 18 carat rose gold, optionally with diamonds, Ø 41.5 mm, 3 atm water-resistant;
- Glasses:** Anti-reflective sapphire glass on front and sapphire glass back;
- Dial:** Hand-skeletonized and hand-engraved, rose gold-plated or rhodium-plated;
- Features:** Genuine crocodile leather strap in black or brown, limited edition 1 of 1 upon request;

Inspired by Russian and European art and culture, the Avantgarde-collection continues with the tradition of Avantgarde-art and suprematism of the 20th century with individual, matchless and artful designs of wristwatches. Manufacturing tasks such as skeletonizing and engraving, as well as the handcrafted art of watchmaking are equally integral elements of the Avantgarde-series.

AVANTGARDE

A surreal collage featuring a white horse rearing up from a golden frame, surrounded by various objects like a dartboard, a chair, a pencil, and a watch movement.



60

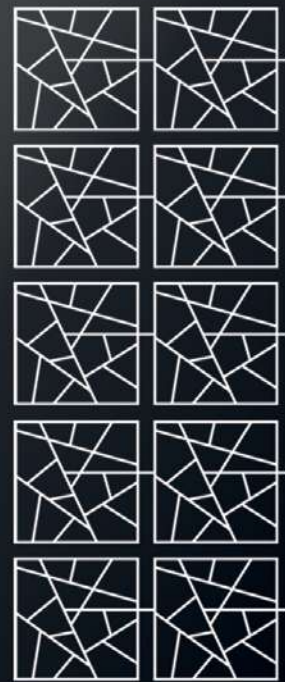
THE MAGIC OF TIME IS HIDDEN IN THE NUMBER "60"

Even the old Pythagoras considered time to be the origin of all things and the underlying harmony of the universe.

The number 60 has a very special meaning for timekeeping. 60 seconds give you a full minute and 60 minutes give you an entire hour. That means 60 is the signal for the end and the beginning of time, regardless of the measuring unit.

60 is reached when a wall or church clock strikes at the top of the hour and it's beautiful sound pours over the city, when it raises your awareness of the transience of time and your thoughts come to a magical rest.

60 is the number of completeness.



Stainless steel case, black PVD-coated with three grooves, filled with yellow gold wires in 18 carat, 41 x 41 mm; anti-reflective sapphire glass of front; automatic movement caliber 2892.AS with hand-engraved and refined rotor; power reserve for approx. 47 hours; 3 atm water-resistant; model AS.KD-AVG-2 is limited to 100 pieces;



AS.KD-AVG-2

KANDY AVANTGARDE

AGAINST BOREDOM ON THE WRIST

„People rather rely on their feelings than on deliberation.“ With these words the Russian avant-gardist Vasily Kandinsky described the human desire for getting something beautiful, artistic or rare. The philosophy of the design of this model stays the same: To create an extraordinary, avant-garde, fresh, modern, but likewise elegant watch for everyday use which evokes emotions and can be worn with ease.

At first glance, the beholder can see that in any case the slogan of “Art on the wrist” has been completely transformed into a new design. All elements have been combined with each other with a lot of care. The manifold colors and forms do not create any chaos, but give the beholder the feeling that everything is on its place. On the contrary the components create a feeling of lightness and fascination. That means that the traditions of avant-garde artists as Kandinsky, Malevitch, Hundertwasser and Gaudi are masterly continued with this watch.

For the case Alexander Shorokhov decided to use an angular form. At the side of the case, enamel or refined wires have been introduced in three special grooves with three colorful glass inserts on the back.

In any case the “Kandy Avantgarde“ is a watch against „boredom on the wrist“.



AS.KD-AVG03

Stainless steel case with rosé gold PVD-coating, including 3 grooves, filled with red, blue and white enamel, 41 x 41 mm; anti-reflective sapphire glass of front; automatic movement caliber 2892.AS with hand-engraved and refined rotor; power reserve for approx. 47 hours; 3 atm water-resistant; model AS.KD-AVG03 is limited to 53 pieces;



REVOLUTION AVANTGARDE

GERMAN DESIGN AWARD WINNER 2020

With the watch "Revolution" Alexander Shorokhov wanted to realize his talent of engineer by showing more art and more "Avantgarde" in his design.

In the case of 43.5cm diameter Alexander Shorokhov creates space for the movement and dial. The free space is filled with geometrical elements and small movement parts such as springs and wheels. These parts literally are floating in the free room which is broken through by metallic bars. A small bridge with enamel coating in the centre is connecting the watch with the space which otherwise remains free and transparent.

The inner rim of the case and the outer edge of the dial are similar to technical wheels. The aim was to create a feeling for the industrialisation and the heavy change of life of the people. The big industry and the fine mechanism of watches are connecting with each other perfectly. Both aspects are symbolic for the watches of the Avantgarde-collection by Alexander Shorokhoff – connecting the non-compatible.

The avant-garde dial with different shapes and colours fits perfectly in with the family of its predecessors. The case back is enamelled with further information about the watch. The new object d'art is limited to 100 pieces.

Stainless steel case, Ø 43,5 mm; anti-reflective sapphire glass on front and sapphire glass back; automatic cal. 2671.AS with hand-engraved and refined rotor; blued screws; 25 jewels; power reserve approx. 42 hours; 5 atm water-resistant;



AS.REV-AVG





AS.LA01-25



AS.LA01-16



AS.LA01-12D

AUTOMATIC

One for two: The optimum case size of 39 mm plus the sportive and elegant appearance of this watch suites both men and women. In any case, you will be perfectly equipped wearing the Alexander Shorokhoff watch model LA01. Stainless

steel case, Ø 39 mm; anti-reflective sapphire glass on front and sapphire glass back; Swiss automatic movement 2824.AS with hand-engraved and refined rotor; 25 jewels; blued screws; power reserve approx. 49 hours, 5 atm water-resistant.

Stainless steel case, Ø 39 mm; anti-reflective sapphire glass on front and sapphire glass back; Swiss automatic movement 2824.AS with hand-engraved and refined rotor; 25 jewels; blued screws; power reserve approx. 49 hours; 5 atm water-resistant.



AS.LA01-15



AS.LA-DUB-4-DD

AS.LA-DUB-2-DD

ARABIAN PEARLS

Dubai and Abu Dhabi fascinate the whole world with their rapid development, bold architecture, pure luxury and love of life. But this is by far not all. These cities are also preserving their rich traditions, manifold culture and precious objects of art. It is no coincidence that these two cities are often called the "Arabian Pearls".

Our watch "Arabian Pearls" is inspired by all the wonderful things that this unique region has to offer. The dial fascinates with its stylised and elaborate applied Arabic ornaments. Silver or black hour markers bring clarity and transparency to the design. The blue or white hands, the stainless steel case and the colour matching sting ray strap give classical elegance to this watch. The fine diamond powder on the ornamentation and the lurex embroidered leather strap underline the luxury appearance of the successor model.

The "Arabian Pearls" expresses a highly unique style. It is a homage to the beauty of the desert and the Arabic art of ornamentation. Truly a mesmerizing watch and a reminiscence to the tradition of the Arabic art and culture.



AS.LA-DUB-2



AS.LA-DUB-4

Stainless steel case, Ø 39 mm; anti-reflective sapphire glass on front and sapphire glass back; automatic movement 2824.AS with hand-engraved and refined rotor; blue screws; 25 jewels; power reserve approx. 49 hours; 5 atm water-resistant.



BYZANTIUM

Sometime around the year 660 BC, Doric Greeks founded a colony called Byzantium on the European shore of the Bosphorus. From here the history of this fascinating capital began, which today is the only metropolis in the world that unites the European and Asian continents.

Today it is known as Istanbul and combines the Greek and Roman heritage, the display of Ottoman splendor, in which much valuable jewellery made in Arabic tradition, is preserved. The model „Byzantium“ is a magnificent watch in honor of the eventful and fascinating history of the city of Istanbul and picks up on this great diversity.

The ornaments gathered from Arab calligraphy present themselves in a new interpretation. The dial is divided into four sectors, surrounded by a meander - a motif from the art of Greek antiquity. In the middle is a cross, which reminds of the earlier Christian history of this modern metropolis. The hands are blue or gold-plated, and the hour markers at 3, 6, 9 and 12 are decorated with high-quality diamonds.



AS.LA-IST-2



AS.LA-IST-3



AS.LA-IST-10

Stainless steel case, Ø 39 mm; anti-reflective sapphire glass on front and sapphire glass back; automatic movement 2824.AS with hand-engraved and refined rotor; blued screws; 25 jewels; power reserve approx. 49 hours; 5 atm water-resistant.



AS.LA-WIN-2

AS.LA-WIN-10

Available in stainless steel or gold-plated case, Ø 39 mm; anti-reflective sapphire glass on front and sapphire glass back; automatic movement 2824.AS with hand-engraved and refined rotor; blued screws; 25 jewels; power reserve approx. 49 hours; 5 atm water-resistant; combined with a calfskin leather strap.

WINTER

GERMAN DESIGN AWARD
"SPECIAL MENTION" 2017

People feel the consequences of the climate change - global warming. More and more people in Europe are waiting for a real winter with plenty of snow and frost.

With his watch „Winter“ Alexander Shorokhov calls attention to an indispensable season and at the same time breaks with the traditional appearance of luxury watches.

The complete dial is covered with tree branches surrounded by a sparkling blanket of snow made of diamond powder. The diamond powder from the polishing process of the gemstones is used and applied to the dial in an innovative process in order to conserve natural resources.

At the end you get a delicate and feminine timepiece, which convinces and fascinates through its remarkable and innovative design. A piece of winter on the wrist, awarded with the German Design Award "Special mention" 2017 by the international jury of experts of the German Design Award 2017.

Dedicated to nature and the indispensable winter season. Kept in calm, harmonious winter colors. The model with completely blued hands and a color matching stingray strap is limited to 287 pieces and has a hand-engraved and rhodium-plated rotor.



AS.LA-WIN-3





AS.LA-AMN-10

IP brown covered case, \varnothing 39 mm; anti-reflective sapphire glass on front and sapphire glass back; automatic movement 2824.AS with hand-engraved and refined rotor; blued screws; 25 jewels; power reserve approx. 49 hours; 5 atm water-resistant; combined with a stingray leather strap.

AUTUMN

MODEL AUTUMN CARRIES MORE GOLD IN ITS POCKET THAN ALL OTHER SEASONS

In order to present autumn in its entire splendor, many brown and golden tones are needed. The color palette of autumn offers a large selection of many different shades. Also a dark orange fits perfectly into the warm color spectrum.

The entire design is based on the successful automatic watch „Winter“, but has been color-matched and thus drastically changes its appearance. The leaf design is refined in yellow-gold, the diamond dust is underlaid with orange color. The case and hands are plated in a warm chocolate tone. The stingray leather strap will shine in a strong red color. This underlines the new appearance and makes it look very harmonious. But that's not all - the rotor of the Swiss automatic movement is also fitted with a hand-engraved golden maple leaf to finally manifest the theme.

As a result, the watch radiates something extraordinary and will enhance every wrist to the highest level.





AS.LA55-FTL

14 carat rose gold case, Ø 39 mm; anti-reflective sapphire glass on front and sapphire glass back; automatic movement 2824.AS with hand-engraved and refined rotor; blued screws; 25 jewels; power reserve approx. 49 hours; 3 atm water-resistant.

FAIRYTALE

HANDPAINTED PIECES OF ART

The painter's brush floats on the dark brown mother-of-pearl and immerses the observer in an unusual, fairytale-like representation of the dial of the „Fairytale“ model. It tells the wonderful story of the firebird. The firebird is a bird in Slavic mythology. The magically glowing bird lives in a distant land and brings its captor both blessings and calamities and becomes the subject of difficult tasks. The rich plumage of the firebird has many shades and shines in red, orange and yellow, like the embers of a fire. The beautifully shimmering dark brown dial supports the radiant depiction of miniature painting, which requires exceptional precision and skillful hand guidance.

To produce such a miniature painting, the painter works with a magnifying glass and it takes over 40 hours on average. First the colour palette is put together and the appropriate colour mixes prepared. Only the highest quality brushes with marten hair bristles are used for this art. At the end the painting is barely five hundredths of a millimeter thick. In order to ensure that each layer of paint has dried out, the small work of art must be dried out several times in an oven at 100°C.

COLIBRI

HANDPAINTED PIECES OF ART

For the hand-painted masterpieces called “Colibri” Alexander Shorokhoff uses same miniature painting which require exceptionally sharp eyes and dextrous hands.

Two magical hummingbirds play in a fairytale-like garden and collect the sweet nectar of the blossoms. The plumage shines in shimmering colors and a magical moment appears. In addition the dark mother-of-pearl dial underlines the fascinating interplay of colors.

For the housing Alexander Shorokhoff decided to use the rectangular shape. The case back includes round, colorful shapes made from glass, where the automatic movement can be seen.

The small limitation of only 5 pieces for the model Fairytale and only 8 pieces for the model Colibri underlines the uniqueness of both models.



AS.KD01-CBR

Stainless steel case with three grooves filled with 18 carat rose gold wires, 41 x 41 mm; anti-reflective sapphire glass on front; automatic movement caliber 2892.AS with hand-engraved and refined rotor; power reserve for approx. 47 hours; 3 atm water-resistant;



AS.LCD-SPR

Stainless steel case, Ø 39 mm; anti-reflective sapphire glass on front and sapphire glass back; caliber 3133.AS manual winding chronograph with chrono and summing up function; partially hand-engraved and refined; blued screws; 23 jewels; power reserve approx. 42 hours, 36 hours if chrono feature is turned on; 5 atm water-resistant.

SPRING

A HOMAGE TO NATURE

Alexander Shorokhov wanted to design the model „Spring“ in very fresh colors. Light green shades play the main role, just like the first buds and leaves that begin to sprout and come to life.

But this model was not only to be colorful, but also decorative. Therefore a special dial pattern in paisley look was worked out and reshaped, which fully corresponds to the first spring feelings.

The case, hands and other details are kept in cool silver tones. To emphasize the vibrancy of spring, Alexander Shorokhov decided to make the watch as a chronograph. As a result, it radiates more energy and at the same time has more functions. The stingray leather strap underlines the delicacy of the design.

All in all, the „Spring“ is an elegant and high-quality watch!



AS.LCD-SPR



Stainless steel case, Ø 39 mm; anti-reflective sapphire glass on front and sapphire glass back; caliber 31681. AS manual winding chronograph with chrono and summing up function, day and night indicator; hand-engraved and gold-plated; blued screws; 23 jewels; power reserve approx. 42 hours; 5 atm water-resistant; mother-of-pearl dial.



AS.LCD01-1D



AS.LCD01-4M



AS.LCD01-2

LADY CHRONO

With the Lady Chrono, you stand out for sure. A classic style watch that incorporates female attributes such as beauty and elegance with the exquisite craftsmanship and quality of watch making. The two-tier dial, the

surface from genuine mother-of-pearl, the distinctive design of day and night-display and the diamond-studded bezel make this feminine watch a real eye-catcher on the wrist of any elegant woman.



MISS PILOT

Our version of a feminine pilots watch - the model "Miss Pilot" - presents itself with superluminova coating in blue or orange.

Therefore this watch fits athletes for sporty activities, but also watch enthusiasts preferring modern fashion.

The appearance is likewise dynamic and sporty, elegant and modern. The big number "60" as a remarkable sign of the Avantgarde-collection is kept in a strong white luminous color.

The movement is a mechanical chronograph with partially engraved and gold-plated bridges and power reserve of approximately 42 hours. The strong stainless steel case in 39mm with anti-reflective sapphire glass on the front and sapphire glass on the back, is waterproof up to 5 atm. Available with soft buckskin strap or sting ray strap.



AS.LCD02-2



AS.LCD02-1

Stainless steel case, Ø 39 mm; anti-reflective sapphire glass on front and sapphire glass back; caliber 3133.AS manual winding chronograph with chrono and summing up function, hand-engraved and gold-plated; blued screws; 23 jewels; power reserve approx. 42 hours; 5 atm water-resistant.

Stainless steel case, Ø 40,0 mm; anti-reflective sapphire glass on front and sapphire glass back; automatic movement caliber 2892.AS, hand-engraved and refined; 21 jewels; power reserve approx. 47 hours; 5 atm water-resistance;



AS.LA02-3



AS.LA02-6



AS.LA02-4



AS.LA02-5

SIXTYTHREE

The model "Sixtythree" with its cylindrical sapphire glass is inspired by the flat watches of the sixties. The aim was to carry the spirit and tradition of the past into a new design and create the flattest watch from "Alexander Shorokhoff". The stainless steel case is completed by a cylindrical sapphire glass on front, which is complicated to manufacture and a

sapphire glass on back. The rose gold-plated indexes 20, 40 and 60 are masterpiece of precision considering that they have to compensate the curved dial. The fine appearance is worth the effort and the curved glass makes the watch look more elegant and bigger than it actually is. This effect makes the watch popular for both men and women.



AS.R02-2



AS.R02-3

Stainless steel case, Ø 43.5 mm; anti-reflective sapphire glass on front and sapphire glass back; manual winding regulator 3105.AS with completely hand-engraved and refined movement; blued screws; 17 jewels; power reserve approx. 42 hours; 5 atm water-resistant; limited edition of 98 pieces per dial.

REGULATOR R02

The regulator R02, the second edition of the highly successful regulator R01, is a fascinating watch in traditional execution. Introduced for the first time at Baselworld 2016 the watch received strong demand from the outset.

In comparison with the first version, the dial and movement were completely revised. The dial has a “stripes-guilloching” and around the hour indicator a high-quality “sun-beams” guilloching and is available in the colors silver, rose gold and champagne. The visible calendar ring has been relocated to the 9 o’clock position.

The highlight of the watch is the centre which is skeletonized and allows an undisturbed view on the regulator movement. It is completely hand engraved in traditional manner and rose gold plated.

The distinguishing marks of the “Avantgarde“-line by “Alexander Shorokhoff” remain unaffected: The elegant, blued, curved hands and the big figure “60” underline the identity of this excellent watch.

To emphasise the identity of this exquisite watch, this masterpiece was limited to 98 pieces per dial.



AS.R02-1



AS.R01-3

REGULATOR R01

The Regulator R01 is the ideal watch for a self-confident man. Avant-garde design paired with modern, almost provocative stylistic devices will capture interested men's curiosity.

This special timekeeper catches your attention right away, perhaps due to the mixture of a rather discreet dial and the extremely present "60" that turns the dial into an eye-catcher. The hour hand was placed at "6h" and the hand for seconds was deliberately placed at "9h".

Also in terms of quality, the Regulator leaves nothing to be desired: The movement is refined by hand with partially hand-engraved and gold-plated bridges. The chrono-bridge, pallet bridge and coupling receive a special polishing. The crown wheel is engraved with a gouge and the balance bridge is decorated with a hand engraving. The manufacturer's logo completes the impressive appearance of the piece.

Compatible with that, a case made from brushed stainless steel with polished bezel was chosen. The Regulator is available in black, beige or grey-blue, with a respective color-coordinated, premium calf-skin leather strap.



AS.R01-2



AS.R01-4M



AS.R01-2R

Stainless steel case, Ø 43.5 mm; anti-reflective sapphire glass on front and sapphire glass back; manual winding regulator 3105.AS, hand-engraved and refined; blued screws; 17 jewels; power reserve approx. 42 hours; 5 atm water-resistant.



CHRONO - REGULATOR CR02

Even at first sight, the Chrono-Regulator-Skeleton fascinates with its innovations in design and engineering. It proves that even in a "skeleton" version, a Chrono-Regulator can be functional and offer great readability.

The CR02 presents a rare execution of a chronograph. The displays for hour, minute and second are placed at three separate locations: the minute display is located at 6 h and the second display is located at 9 h. There is also the timer feature with two hands: the large second hand from the center and the small minute hand at 3 h. Due to the blued hands and the clear division of time, time is easy to read.

Another feature is the rhodium-plated and skeletonized date indicator dial. In order to see the date clearly in one position, a special bridge with a window at 6 h was developed. On the plate below this window is a circular area that was covered in a thin layer of dark blue enamel to increase visibility. The movement of the timekeeper is not only skeletonized by hand, but also hand-engraved on both sides. The production of such watches is very laborious, which is why the edition is limited to 68 pieces per dial.



AS.CR02-1



AS.CR02-2



AS.CR02-3

Exclusively outfitted with a genuine Louisiana croc-strap, Alexander Shorokhoff is the only producer worldwide who offers a chrono-regulator in this design. Hence, this model is definitely one of the rarest timekeepers in the world. Stainless steel case with anti-reflective sap-

phire glass on front and sapphire glass back; diameter of 43.5 mm; mechanical chronograph-regulator 31679.AS, skeletonized, hand-engraved and refined; 23 jewels; blued screws; power reserve approx. 42 hours with timer turned off; approx. 36 hours if chrono feature is turned on; blued hands; 5 atm water-resistant.

The delicate applied red metal ring, embossed with the lettering "Alexander Shorokhoff", is absolutely eye-catching. Height: 1,6 mm.



AS.CR01-4R



AS.CR01-2



AS.CR01-3M



AS.CR01-4

CHRONO - REGULATOR CRO1

Chronograph-Regulators are absolute precision watches. Their mechanics are complex and intricate. However, the CRO1 offers even more sophisticated features. The timer function has a contrasting color to increase readability and the feature can be easily operated with the two elongated push buttons.

Stainless steel case with anti-reflective sapphire glass on front and sapphire glass back; diameter of 43.5 mm; mechanical Chronograph-Regulator 31679.AS, hand-engraved and refined; 23 jewels; blued screws; power reserve approx. 42 hours with timer turned off, approx. 36 hours if chrono feature is turned on; 5 atm water-resistant.



AS.GL01-1

AS.GL01-4

Stainless steel case, Ø 43.5 mm; anti-reflective sapphire glass on front and soundboard on back; manual winding alarm movement 2612.AS, partially hand-engraved and gold-plated; duration of alarm tone: 10-12 seconds when fully wound; blued screws; 18 jewels; power reserve approx. 38 hours; 5 atm water-resistant.

GLOCKER

Eight mother-of-pearl sectors light up on a dark background and accompany the wearer during the first few hours of the day. If the hand is located at 5:30am, it moves in the nightly dark blue. The colors change little by little, until the day finally starts around 9:30am with a bright white mother-of-pearl-sector.

The various colors facilitate the setting of the alarm and the black & white striped alarm hand helps to specify the exact point of time to get up. During the night, the luminescent hour markers and the luminescent hour and minute hands enable a quick capture of the time.

This watch contains a 2612.Poljot alarm movement, which is based on the Swiss AS1475 movement built by A. Schild and has already proved its worth. It is robust and reliable. The movement is completely revised at the "Alexander Shorokhoff" watch manufacturer and brought up to "Alexander-Shorokhoff-level". The sound of it is fairly long and sonar and can hardly be ignored. Due to the extra-thin soundboard, it lives up to its name "Glocker". This model is worldwide limited to 100 pieces per dial.





AS.CA01-1



AS.CA01-4M

**AUTOMATIC
CHRONOGRAPH
AS.CA01**

People say: Opposite attract. Those who do not believe should take a closer look at the model CA01. The blue and silver hands shaped in the design tradition of the 20th century and the consistently modern dial create a harmonious yet avant-garde

picture. Stainless steel case, Ø 43.5 mm; anti-reflective sapphire glass on front and sapphire glass back; automatic chronograph 7750.AS, refined; blue screws; 25 jewels; power reserve approx. 50 hours; 5 atm water-resistant.



AS.CA01-4



STRIPES

Matchless charm, extraordinary creativity and avant-garde handling of clear lines – those are distinguishing characteristics of the watch “Stripes”.

It's the anniversary watch Alexander Shorokhov created in 2012 for the 20th anniversary of his company. It impresses with the effect of its interplay between straight strips and properly separated, round timekeepers on the one hand, and the creative play with design element stripes in various colors and shapes on the other hand. The double-timer, together with the discursively applied design features, symbolizes the uniqueness of the brand – Russian inspired creativity and first class precision “Made in Germany”.

Just like all other Avantgarde-models, the 47mm large anniversary watch uses hand-engraved and elaborately refined mechanical automatic winding movements from our manufacturer. Two sapphire glasses on the back of the watch reveal the beauty of these unique model. The limitation of 200 specimens per model makes this watch “Stripes” a desirable luxury for true watch connoisseurs.

AS.DT01-1



Stainless steel case, Ø 46.5 mm; anti-reflective sapphire glass on front and sapphire glass back; two automatic movements 2671.AS, hand-engraved and refined; blued screws; 25 jewels; power reserve approx. 42 hours; 5 atm water-resistant.

AS.DT01-2



AS.DT03-3

Stainless steel case, Ø 46.5 mm; anti-reflective sapphire glass on front and sapphire glass back; two automatic movements 2671.AS, hand-engraved and refined; blued screws; 25 jewels; power reserve approx. 42 hours; 5 atm water-resistant.



AS.DT03-1



AS.DT03-5



AS.DT03-4

LEVELS

The watch “Levels” gets its name from the different levels of the dial. One level stands for your home time while the next level shows you the local time. On the third level the “Alexander Shorokhoff”-logo is placed and the fourth level shows the limitation number of the watch. All levels are of different height. The most highest level is placed above the calendar window. There, at an elevated “bridge” a magnifying glass is

positioned in a creative and innovative way in order to enlarge the visibility of the relative small date display. In this arrangement the magnifying glass resembles a monocle and underlines the creativity of A. Shorokhov. The complete rose gold-plated “skyscraper” construction is built on a guilloché “basement”. The coloured stripe imparts the watch the unmistakable “Alexander Shorokhoff-design”.



AS.DT02-2

AS.DT02-3

Stainless steel case, Ø 46.5 mm; anti-reflective sapphire glass on front and sapphire glass back; two automatic movements 2671.AS, hand-engraved and refined; blued screws; 25 jewels; power reserve approx. 42 hours; 5 atm water-resistant.

LOS CRANEOS

During his journey through Mexico, Mr. Shorokhov was fascinated by the power of Frida Kahlo's paintings and the blaze of colour, as well as of their inimitable and national character. He dedicated his new watches „Los Craneos“ to her.

Two items serve as main motif for this watches: The skulls and the tapering metal appliques on the dial. Both elements represent the fight of Frida Kahlo against death. Furthermore skulls are deeply rooted in the Mexican culture as a symbol for gambling with life and death. „Los Craneos“, which means skulls in Spanish, is made as a double-time watch. Placed on one time zone is the calendar, on the other time zone a central second hand is placed. For the double time zones two automatic movements are used.

The successor underline the happy and colourful side of Frida Kahlo's art. The skulls are covered by coloured enamel, resulting in a much more emotional, vivid and peaceful appearance. For the dials production mostly transparent enamel is used, the sectors are artificially worked out in typical Mexican tradition inspired by ancient Aztec patterns. The 62 striking metallic studs are now covered in yellow gold.

The colourful edition is limited to 88 pieces with champagne coloured dial and to 65 pieces with dark grey metallic dial.



AS.DT02-1

The black version is limited to only 47 pieces. The same number of years Frida Kahlo has delighted people in the world with her artwork.

龍 蛇 馬 羊
 兔 牛 虎 豬
 猴 雞 狗 鼠

Dragon Snake Horse Goat
 Rabbit Ox Tiger Pig
 Monkey Rooster Dog Rat

60

IN CHINA THE NUMBER 60 IS DETERMINING THE CYCLE OF TIME

In the 3rd century A.D., the time cycle of 60 years, months and days was introduced by the ruling Han-dynasty. This cycle consists of 5 elements (wood, fire, soil, metal and water) and the 12 earth branches which are better known as the 12 signs of the zodiac (dragon, snake, horse, sheep, monkey, rooster, dog, pig, rat, bison, tiger and hare). To this day the ancient cycle system is important for the Chinese astrology.

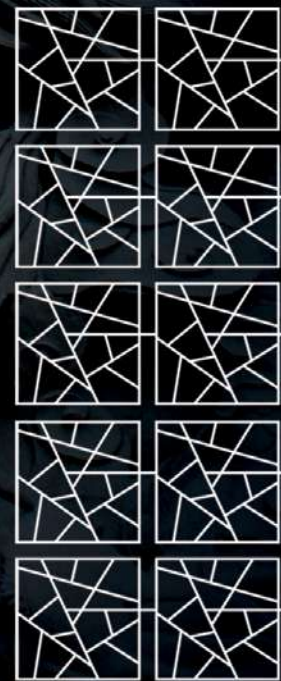
1960 element: metal, sign: rat

2012 element: water, sign: dragon

Such a constellation occurs only every 60 years:

2020 element: metal, sign: rat

2072 element: water, sign: dragon



Stainless steel case, Ø 43,5 mm; anti-reflective coated sapphire glass on front and sapphire glass back; manual winding chronograph 3133.AS with chrono and summing up function; hand-engraved and gold-plated; blued screws; 23 jewels; power reserve approx. 42 hours; 5 atm water-resistant;



AS.C01-1GCR

BLUE SAPPHIRE & ORANGE CHRONO

A PLAY OF LIGHT

Such a gent's watch is more than just a timekeeper. It is one of the most elegant watch models of the AVANT-GARDE-collection. It attracts attention in the first place by its innovative design. The dial is dominated by the three large figures 60, 40 and 20 as well as by the two "eyes" serving for the indication of seconds and the minutes' counter of the stop function.

The highlight of this model is the special coated sapphire glass which seems to be bluish. Indeed it is not of blue colour but it has got a special sapphire glass coating by a difficult technology resulting in an extraordinary play of light. Thus, the dial reflects in many different colours such as light purple, green and light blue, depending on how the watch is held.

The orange glass, a material not commonly used for watches, catches attention from the first second and radiates warmth, leaving viewers astonished. The final detail that gives the watch its freshness of lively colours is the genuine agate at the winding crown.

The brushed stainless steel case with polished bezel and sapphire glass back is enclosing a refined hand winding movement featuring hand-engraved and gold-plated bridges. Also available in automatic version.



AS.C01-7



AS.C01-2



AS.C01-3M



AS.C01-4

**CHRONO
AS.C01**

From time to time, you will be approached about your “C01” from Alexander Shorokhoff. You need to keep that in mind, if you decide in favor of it. Because the large numbers 20, 40, 60 and the two contrary colored “eyes” at 3 and 9 o’clock are inconspicuous eye-catchers. Stainless

steel case, Ø 43.5 mm; anti-reflective sapphire glass on front and sapphire glass back; manual winding chronograph 3133.AS with chrono and summing up function; hand-engraved and gold-plated; 23 jewels; blued screws; power reserve approx. 42 hours; 5 atm water-resistant.



AS.C01-1F

The delicate applied red metal ring, embossed with the lettering "Alexander Shorokhoff", is absolutely eye-catching. Height: 1,6 mm.



RED CHRONO

This watch proves that the red colour can be applied in a quiet discreet manner. It has been completed by an attractive and interesting detail.

The red ring of the sporty-elegant chronograph C01-4 from the "Avantgarde"-collection intensifies its elegance and shows that this powerful colour can also be very gentle.

The matching red second and the small minute hand complete the black, white and red colour combination. The red and yellow seams on the leather strap complete the avant-garde directness of the design while also emphasizing the casual appearance and a dynamic lifestyle.

This model is a mechanical chronograph ref. AS.3133 with hand engraved and refined movement including 23 jewels, screws of blued steel and a power reserve of 42 hour. The diameter is 43,5 mm, the height of 13,65 mm; and watertight up to 5 atm.



AS.C01-4R



AS.CA05-2



AS.CA05-3M



AS.CA05-4

AUTOMATIC CHRONO CA05

The successful manual winding chronograph movement is now also available in an automatic version. Due to its great popularity among watch collectors, all other details, including the design, remained the same. Option of stainless steel case or 14-carat rose gold case, Ø 43.5

mm; anti-reflective sapphire glass on front and sapphire glass back; automatic chronograph caliber 2030.AS with chrono and summing up function; hand-engraved and gold-plated; 49 jewels; blued screws; power reserve approx. 38 hours; 5 atm water-resistant.



AS.CA05-1G



Stainless steel case, Ø 43.5 mm; anti-reflective sapphire glass on front and sapphire glass back; automatic chronograph caliber 2030.AS, hand-engraved; refined rotor; blued screws; 49 jewels; power reserve approx. 38 hours; 5 atm water-resistant.

AS.CA05-4L-M

CHRONO FOR LEFT-HANDERS

With the creation of the watch for left-handers, the “Alexander Shorokhoff” watch manufacture expresses its respect for the large number of left-handed people.

The core of the operating comfort is the arrangement of the crown and operating elements on the left side, thereby ensuring comfortable handling for left-handers. Two push pieces activate additional functions of the watch: The push piece at the height of 8 o'clock activates the start/stop function. The push piece at the height of 10 o'clock serves as a reset to zero.

The distinctive large digits of all “Avantgarde”-models are shown on this watch as well: 20, 40 and 60 serve as equally identifiable design elements. At first glance, the Avantgarde-models differ from all other watches by their large digits and the particular shape of the hands. That's how the watch for left-handers can easily be distinguished as one of the high-quality timekeepers from “Alexander Shorokhoff”. Partial engravings and handcrafted refinement makes these specimens unique pieces as well.



AS.CA05-2L



AS.CA05-4L



AS.N.PT01-2



AS.N.PT01-3



AS.N.PT01-4M

NEW PLANET MANUAL WINDING

The idea for the watch “New Planet” came to Alexander Shorokhov during a visit to Portugal. He was fascinated with the positive sentiment of the country and the determined willingness to achieve modernization and restoration. How should it be any different; he immediately transferred it goal-oriented into the creation of a watch. To maintain consi-

stency, the large “60” was retained. However, every single digit was newly developed and designed in a more modern and autonomous way. Even the background of the dial impresses with its elegant pattern in form of an elaborate guilloche. The “New Planet” can be ordered in four different dial colors and two different hand shapes.

Stainless steel case, Ø 43.5 mm; anti-reflective sapphire glass on front and sapphire glass back; manual winding chronograph 3133.AS, hand-engraved and refined; blued screws; 23 jewels; power reserve approx. 42 hours with timer turned off; approx. 36 hours if chrono feature is turned on; 5 atm water-resistant.



AS.N.PT01-1F



AS.N.PT05-1



AS.N.PT05-2



AS.N.PT05-4

NEW PLANET AUTOMATIC CHRONO

However, Alexander Shorokhov was not only fascinated by the beauty of Portugal, but also infected by its dynamic. For this reason he created an automatic

winding version of the “New Planet”. The “New Planet” is destined for individualists with sure taste for style and a dynamic life-style.

Option of stainless steel case, 5atm water-resistant or 14-carat rose gold case, 3atm water-resistant; Ø 43.5 mm; anti-reflective sapphire glass on front and sapphire glass back; automatic winding chronograph 2030.AS, hand-engraved and gold-plated; 49 jewels; power reserve approx. 38 hours.



AS.N.PT05-3G



1 OF 1

A WATCH WITH YOUR INITIALS

The highest level, without a doubt is the development and production of skeletonized watches with individual initials. The AS manufactory has the opportunity to implement customers individual and unique design wishes. The customer can choose the style of the letters, the manner of the engravings and the extent of skeletonizing and refining of the dial and watch movement. But it doesn't stop there – Furthermore the material for the case and the leather strap or bracelet can be selected as well. At all steps a member of the highly qualified team will advise and assist the client.

After selecting all components for a personal "Watch with initials", the production can be started. No matter if skeletonizing, guilloché or engraving - all this work on the movement and dial requires a great deal of time, precision and concentration. It takes many hours, sometimes even days for the engravers to unveil the soul of the metal and to create an exclusive and unique engraving pattern.

After the engraving and the refining process of the rhodium, gold or other plating, the watch is ready to be assembled. More than 100 small parts have to be put in place, a job that cannot be done without love and precision the main elements to create a handmade manufacturer-movement.

This watch cannot only measure time, it tells a story. A story about imagination, passion, love and art. A beautiful timekeeper that will last for many generations.



Stainless steel case, Ø 43,5 mm; anti-reflective sapphire glass on front and sapphire glass back; manual winding chronograph 3133.AS with chrono and summing up function; skeletonized, hand-engraved and gold-plated; blued screws; 23 jewels; power reserve approx. 42 hours; 5 atm water-resistant;

AS.C01-IN



AS.N.PT05-58

Stainless steel case; Ø 43.5 mm; anti-reflective sapphire glass on front and sapphire glass back; automatic winding chronograph 2030.AS; 49 jewels; blued screws; power reserve approx. 38 hours; 5 atm water-resistant.



AS.N.PT05-58



AS.N.PT05-55

YELLOWMATIC

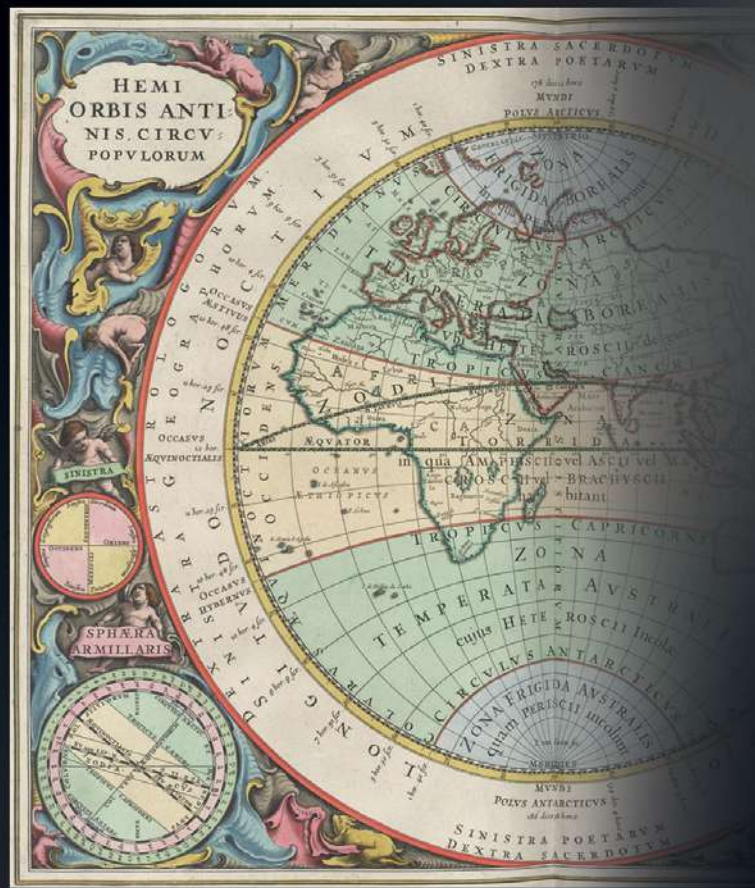
Yellowmatic – long live the contrast!

Yellow and black: These two strong colors are the trademarks of this colorful watch. They evoke tensions and broach the issue of seemingly incompatible poles, reconciled by the elegant timekeeper.

The vibrant yellow enameled dial with the eccentric guilloché, makes up the foundation for

numbers and forms placed in unusual ways. The black numbers, just like the black second and minute circles at 3 and 9 o'clock on the yellow enameled dial, instantly catch your eye.

Of course, the large "60", the most significant element of the Avantgarde-collection, can't be omitted and dominates the overall appearance.



DAY & NIGHT

This delightful 24-hour watch "Day & Night" with a manual winding movement caliber 2423, is a real eye catcher - for two reasons:

The dial is divided into two equal halves, just like the day at the equator. Through the two charming symbols of sun and moon, they radiate peace and serenity, but also a strong and positive energy that puts a smile on everybody's face.

For this purpose, all large digits of 20, 40 and 60, typical for all Avantgarde-watches, were enhanced with luminous paint and are trying to outshine the refined mother-of-pearl dial.

Additional features include a hand-engraved movement and sapphire glass on both sides. There's also an option to combine it with a high-quality Milanese strap.

Stainless steel case; Ø 43.5 mm; anti-reflective sapphire glass on front and sapphire glass back; manual winding 24-hour movement caliber 2423.AS, hand-engraved and gold-plated; 17 jewels; blued screws; power reserve approx. 38 hours; 5 atm water-resistant.



AS.DN01

AS.EQ01-4M



Stainless steel case; Ø 43.5 mm; anti-reflective sapphire glass on front and sapphire glass back; manual winding movement caliber 2423.AS, hand-engraved and gold-plated; 17 jewels; blued screws; power reserve approx. 38 hours; 5 atm water-resistant; hour and minute hands endowed in light orange luminous paint;

AS.EQ01-1

EQUA

“La Mitad del Mundo” is an equatorial monument in San Antonio de Pichincha in Ecuador. The monument is located about 23 kilometers north of the capital Quito and marks the location where Charles Marie de La Condamine, traveling with a French expedition, determined the exact position of the equator as the first European in 1736.

The equinox at the equator, symbol of the beginning of spring and fall, is artistically interpreted in two semi rings on the dial, each of them representing 12 hours.

What catches the eye is the vibrant orange of the upper ring symbolizing heat and fire, and the warm blue of the lower ring, alluding to mild equator nights. Just like the equator, both of them enclose the ocean, which is implied by the gleaming light and dark mother-of-pearl.





A tourbillon is an addition to the mechanics of a watch escapement. Developed around 1795, a tourbillon aims to counter the effects of gravity by mounting the escapement and balance wheel in a rotating cage, to negate the effect of gravity when the timepiece is stuck in a certain position.

AS.TU55-1TM

TOURBILLON TOMORROW & CLASSIC

DESIGNED FOR THE 25TH ANNIVERSARY OF THE COMPANY

By making this watch Alexander Shorokhov remained true to his principles. The extraordinary futuristic design is well suited to the shaping of his successful watch collection "Avantgarde".

The exceptional futuristic design of this watch can be interpreted in several ways. However, the plan was to make a decentralized front side. The center has been shifted with the focus on the brand's logo. The lines show a strong individualism and intensifying their importance. The lower part of the dial is colored in a pleasant blue tone and have a sun beams polishing. Despite the multitude of elements, the watch guarantees clarity with clear demarcation of the gold-plated hour marks as well as contrasting watch hand that stands out from the background of the dial.

Besides the avatgardistic Tourbillon "Tomorrow", Shorokhov has created a more classic appearance of the Tourbillon model. Both timekeepers with genuine mother-of-pearl dial incorporates attributes such as noblesse and elegance with exquisite craftsmanship and quality of watch making. To emphasise the identity of this exclusive watch, all models were limited to 5 pieces per dial.



AS.TU01-1

AS.TU02-4

18 carat rose gold case, stainless steel case or stainless steel case PVD-coated, Ø 43,5 mm; anti-reflective sapphire glass on front and sapphire glass back; manual winding tourbillon caliber 8950.AS, hand-engraved and refined; 23 jewels; power reserve 60 hours; 5 atm water-resistant (3 atm in rose-gold version); combined with a genuine crocodile leather strap; limited to 5 pieces.



TOURBILLON PICASSINI

MASTERPIECE OF MODERNITY

In his latest watch design, which is dedicated to the legendary painter Picasso, Alexander Shorokhov touches the issue of faces and genders. This topic was often illustrated in Picasso's pictures and made him world-famous.

The central motif of the Tourbillon „Picassini“ is the connection of two faces of men and women. The face of the woman is shown by curves: soft, pleasant, a little bit withdrawn. The face of the man taking up most of the circle: dominating, jagged, rough. Thus the dial is divided into two parts. On the left side there are sectors with curvy lines and elements. The sector between 9 and 10 o'clock is engraved by hand and reminds of a diamond mine. The right-hand side is more straight and sharp contours. The stars represent an award from the military. Some sectors are enamelled by hand, some are covered with mother-of-pearl. The round central part of the dial is surrounded by a round-angular ring. This shows the minutes as well as the alphabet on a chessboard pattern.

With the limited edition of only 5 pieces the manufacturer differentiate from others and distinguish themselves from the market as an independent, future-oriented Brand with a focus on art and culture with own visions and independent development.

Stainless steel case with three indentations, filled with gold wires in 18 carat gold, 41 x 41 mm; anti-reflective sapphire glass on front; sapphire glass back; manual winding tourbillon caliber 8950 from Concepto, hand-engraved and rose gold-plated; blue screws; 23 stones; power reserve for approx. 60 hours; 3 atm water-resistant; limited to 5 pieces;



AS.TU-PCSN



60

IN THE HISTORY OF BABYLON THE NUMBER 60 HAS A CENTURIES-OLD AND EXCITING HISTORY

The sexagesimal system is based on the number 60.

The reason behind it is still a matter of academic debate. However, many scientists speculate that the system's origin can be found in astrology.

In contrast, others see the number 60 as the foundation of our arithmetic system by hand: you can count to twelve by counting all phalanges of the hand (using the thumb as a pointer); when you add the second hand and in each case use one finger as a pointer, you can count to 60.

This system is ancient. It can be traced back up to 30.000 years before the beginning of the modern calendar.



The "Babylonian I" is a watch for eternity. Unfortunately this model won't be available forever, because it is only limited to 500 pieces.



AS.BYL01



BABYLONIAN I

A cosmos with celestial objects and zodiac signs opens up on the dial of the "Babylonian I".

At the center of this "galaxy" is a hand-engraved movement, as in many of "Alexander Shorokhoff" watches. It is equipped with a special decorative sunburst pattern.

Wave ornaments – symbol for water and the rivers Euphrates and Tigris – lie above and mark the horizontal axis. The sun and moon augment the harmonious image of this constellation. To give this "galaxy" even more meaning, zodiac signs were placed at the center on top of a shimmering blue mother-of-pearl circle. The dark blue, about 1.5 mm lower frame with the golden stars particularly accentuates the numbering and the silver hour and minute markers. The hands present in a deep midnight blue.

This beautiful piece of art with manual winding movement caliber 2609.AS with 17 jewels, blued screws and a power reserve of approx. 42 hours, is located in an up to 5 atm waterproof case equipped with anti-reflective sapphire glass on front and sapphire glass on back. It has a diameter of 46.5 mm.



Stainless steel case, Ø 46.5 mm; anti-reflective sapphire glass on front and sapphire glass back; manual winding movement 2609.AS; hand-engraved and rhodium-plated; blued screws; 17 jewels; power reserve approx. 42 hours; 5 atm water-resistant.



BABYLONIAN II

The success of the first Babylonian model that was nominated for the German Design Award 2015, motivated Alexander Shorokhov to initiate a second version.

The inspiration arose from the contact with the history of the biggest and most powerful city's of ancient times - "Babylon". It's not a coincidence the name of the city translates to "gate of god". The prosperity of the city in its heyday attracted astronomers, scientists, craftsmen and artists and turned it into a highly developed cultural center. Furthermore the stellar constellations were discovered there, the zodiac signs invented and the first horoscopes been created.

This is where the cultural fascination Babylon's is picked up. In a highly complicated procedure, the movement's plates and the outer ring of the dial are delicately carved out by hand and decoratively designed. The combination of the hour circle of dark blue mother-of-pearl with imprinted zodiac signs and blued hands and hour markers create a fascinating picture. On the back of the watch you can take pleasure in the masterful engravings.

The "Babylonian II" is limited to only 300 pieces.





BARBARA

GERMAN DESIGN AWARD
"SPECIAL MENTION" 2016

With the watch "Barbara", Alexander Shorokhov pays his respects to one of the biggest contemporary jazz musicians, Barbara Dennerlein, famous for her play on the Hammond organ.

"I am fascinated with Barbara's avant-garde music. I created a watch with organ keys surrounding a clef that virtually breaks the mold on the colorful and vibrant background. The avant-garde design corresponds to the work of this unique artist", is how Shorokhov described his conception at the presentation of the watch at the International Watch and Jewelry Show "Basel World 2015".

The automatic winding stainless steel watch with hand-engraved and refined rotor has a anti-reflective sapphire glass on front and a sapphire glass on back. It has a diameter of 43.5 mm. With a limitation of 169 pieces, the receiver of the "Special Mention" German Design Award is a desirable collectors item.

Automatic winding movement 2824.AS with hand-engraved and refined rotor; hour and minute hands endowed in light green luminous material; 25 jewels; blued screws; power reserve for approx. 49 hours; 5 atm water-resistant.



AS.AVG06



KANDY

The model "Kandy" is dedicated to the most famous Russian avant-gardist Wassily Kandinsky.

He possessed an extraordinary artistic intelligence and a pronounced feeling for colors and form. He assigned colors a deeper meaning and associations by, i.e. describing the color blue as "soft" and "aromatic" or in contrast the color yellow as "fierce" and "pungent". Furthermore, he assigned specific shapes to specific colors, i.e. he imagined the color red to be a square.

A. Shorokhov takes up these colors and shapes in his creations as well. The dials are square and exhibit a three-dimensional guilloché.

Stainless steel case or black PVD-coated with three grooves filled in with enamel or gold wires in 18 carat rose gold; 41 x 41mm; anti-reflective sapphire glass in the front; automatic winding movement caliber 2892. AS; hand-engraved and refined rotor; power reserve for approx. 47 hours; 3 atm water-resistant; available with genuine croc leather strap.



AS.KD01-2G



AS.KD01-3E



AS.KD02-4G

The back of the case shows four round glasses in red, blue and yellow, the most important colors in Avant-garde art. The edges were rounded off and milled laterally to fill in the resulting cavities with heated high-quality Italian enamel or refined wires. In order to apply the enamel or wires evenly around

the case, the central part is manufactured without little feet. They will later be welded to the bottom of the case. The dials have a 3-D guilloché and are built into a black PVD-coated or stainless steel case, it can be furnished with either various refined wires or enamel in any color combination desired.



AS.KD01-10G

KANDY CLASSIC

Besides the unusual "Kandy"-watches, the "Alexander Shorokhoff" watch manufacturer has produced two elegant models of this watch line in classic style. Actually, it is contradictory to interpret a watch in a square case as a classic and timeless beauty. It is exactly this idea behind the model and many other watches of the "Avantgarde"-collection: to interpret things in a new way, to create controversially, to provoke.

These models do not break the ranks of the Avantgarde-line, but rather completes it with new attributes. As usual the dials are decorated by the large figures 20, 40 and 60. The surface of the plain silver or black watch "faces" is first treated circularly, and only after this covered by enamel. The result is a very bright shining "summer feeling".

The case is extraordinary, too. It is first made without any lugs - they are later welded to the back side. In this way it becomes possible to insert the grooves for the case's edges with silver or golden wires or - by customers' request - colored enamel. The back side has four small round glass elements in three different avant-garde colors - red, yellow and blue.



AS.KD02-40S

AS.KD01-10G

Stainless steel case or black PVD-coated with three red gold or silver wires; 41 x 41mm; anti-reflective sapphire glass in the front; automatic winding movement caliber 2892.AS; hand-engraved and refined rotor; power reserve for approx. 47 hours; 3 atm water-resistant; available with genuine croc leather strap.



AS.JH01-4

AS.JH55-5

Stainless steel case or in 18 carat rose gold, Ø 43,5 mm; anti-reflective sapphire glass on front and sapphire glass back; automatic movement 14400A.AS with hand-engraved and refined rotor; blued screws; 27 jewels; power reserve approx. 40 hours; 5 atm water-resistant (3 atm for 18 carat rose gold case); combined with a genuine crocodile leather strap; limited edition of 25 pieces per dial;

CROSSING 1 - JUMPING HOUR

Shorokhov is not only showing new traits in the watch design, but he is moreover completing his creation with a new watch movement – the “jumping hours” by Dubois Depraz.

The dial of this exceptional watch is subdivided in two functional sectors. The upper part shows the minutes and the lower part shows the seconds. The hour indicator jumps in the big window at 12 o'clock.

The fine lines of the minute area are crossing each other in pairs and give this model an avant-garde appearance and its name.

The movement is consisting of a lot of filigree elements enabling the hours to jump every full hour. The rotor is hand-engraved and additionally gold-plated and can be admired through the sapphire glass bottom. All in all, an excellent watch uniting not only functionality and elegance but also an exceptional shaping with attractive colors.



AS.JH01-2



AS.JH02-4

CROSSING 2 - JUMPING HOUR

The second edition of the model "Crossing" has been extended with new dials. The division of both functional sectors - the upper part shows the minutes and the lower part shows the seconds - remains the same. As well as the hour indicator with an automatic movement from Dubois Depraz is still jumping in the big window at 12 o'clock. But the design gets a sporty, cool new look.

Unusual color combinations are the main motive of the new Edition. It's getting more extravagant. The new dials pay more attention to detail. The small seconds ring with clear marks show a better advantage, while the seconds with black and white checkered plaids are easier to read. One of the new dials comes in a beautiful dark mother-of-pearl dial, which fascinates at the very first sight.

The distinguishing large numbers 20 and 40 are inconspicuous eye-catcher and underline the identity of this excellent watch. The rotor is hand-engraved in traditional manner and additionally gold-plated and can be admired through the sapphire glass bottom. All in all, an excellent continuation, which is not only uniting functionality and elegance but is also "Art on the Wrist"!



AS.JH02-3

AS.JH02-5

Stainless steel case, Ø 43,5 mm; anti-reflective sapphire glass on front and sapphire glass back; automatic movement 14400A.AS with hand-engraved and refined rotor; blued screws; 27 jewels; power reserve approx. 40 hours; 5 atm water-resistant; combined with a genuine crocodile leather strap; limited edition of 25 pieces per dial;

The emblem can be attached to any strap, regardless of material, size and colour; No.: PM-400AS-AVQR for 22 mm, No.: PM-300AS-AVQR for 20 mm;



NEW STRAP

Small detail, big effect!

In any case, the watches of the brand „Alexander Shorokhoff“ are not boring, the dials are creative and bold and also the straps show a new direction in design.

To underline the philosophy „Art on the Wrist“, Alexander Shorokhov implemented his special „art- sign“ as a special feature on the strap. It does not matter which material, color or size is used as the bracelet for the base, the small but fine emblem can be attached to any watch strap and enriches its appearance.

As with all products, the quality plays a very important role. The metal plate is made of stainless steel, the surface is brushed in vertical and horizontal direction and the lateral edges of the plate are finely polished. Thus it reflects beautifully in sunlight. Through a punched opening in the bracelet, the emblem is screwed tightly from behind, ensuring a comfortable feeling and a secure hold.

In any case it is another creative highlight from the house of „Alexander Shorokhoff“.



PM-400AS-AVQR



VINTAGE

“Vintage” watches represent an individual collection within the Avantgarde-series of the “Alexander Shorokhoff” watch manufacture and are manufactured in the same style. Their particularity: They are fitted with historic and no longer manufactured Russian movements that are being completely restored, modernized, artistically hand-engraved and partially manufactured new. Case, dial and hands are manufactured from scratch and exhibit avant-garde shapes.

AS.V3.02-R



VINTAGE NO. 3 - LUCKY 8-2

The "Vintage"-line has been extended with the new edition of the watch model "Lucky 8-2".

The new model is even more sophisticated with its filigree features and buoyant engravings. The cutout in the dial allows an insight view of the refined watch movement. The engravings can also be found at the date changing wheel. The three fixing screws are blued by hand in order to complete the appearance.

The date display as the main element of this watch is produced in the same way as for its predecessor. A special date disk in silver with red marks is fixed to the movement. The dial has 31 small windows so you can see the current date at the red mark appearing in one of the windows and read it at the outer scale. The new stamped and silver plated date figures sparkle in new splendour. In order to reach a balance with the date indication, the hands have been coloured red. The hour and minute hands are kept in typical "Alexander Shorokhoff"-design, but strike with their new small black decor lines.

For better legibility the second hand has been made half in black and half in red colour. The red seam of the genuine ostrich leather strap perfectly completes this beautiful watch. In contrast to the black, red and silver colours the "Alexander Shorokhoff"-logo is rose gold plated. Among the components of the dial it immediately catches the viewers' attention.





AS.V3-02-BR



AS.V3-02-BY



AS.V3-02-GY

VINTAGE NO. 3 LUCKY 8-2

Responsible for the time measuring is the movement cal. 2416. Poljot a precise instrument which was used in the previous models. Sadly the production of this movement was stopped about 20 years ago. Nowadays, it belongs to the "Vintage" rarities. At the Alexander Shorokhoff manufactory it is completely re-worked,

lubricated, hand-engraved and adjusted. This watch is available in four different versions: case of stainless steel or rose gold plated, covered by black PVD or with yellow hands. Each version is limited to only 50 pieces. This is the exact number of "Vintage" movements the manufactory could track down.



Stainless steel case, Ø 43.5 mm; anti-reflective sapphire glass on front and sapphire glass back; manual winding movement caliber 2614.Poljot, hand-engraved and refined; blued screws; 17 jewels; power reserve approx. 42 hours; 5 atm water-resistant.

AS.V3-02-BR



VINTAGE NO. 4 - KARO

Two different styles collide in this model: the minimalist style with very few elements for the time display and the expressively designed style with a checked pattern for the date display. The two styles complement each other and balance each other out. They do not create confrontation, but harmonize together.

The automatic winding movement of caliber 2627.Poljot was chosen. It was used for watch manufacture up until 1982. The company was able to seek out a few movements for a limited production. The movement is offered in two different versions: fully engraved and partially engraved.

In the fully engraved version, all bridges and the rotor are hand-engraved, the gears are reworked and polished and the screws are blued. In the partially engraved movement, only rotor and balance bridges are engraved. All other bridges receive a cloud pattern polish. The beauty of the movement can be admired through the sapphire glass bottom here as well. In total, there are 100 pieces each with a partially engraved movement and 35 pieces each with a fully engraved movement.

The dial is produced in two versions as well: silver and black. Due to the sunburst pattern and the transparent coat of enamel, the dial has a luminous glow.



Stainless steel case, Ø 43.5 mm; anti-reflective sapphire glass on front and sapphire glass back; manual winding movement, hand-engraved and refined; blued screws; 23 jewels; power reserve approx. 38 hours; 5 atm water-resistant.

AS.V4-B



A Milanese strap is the perfect fit for the model featuring the black dial. It creates the desired contrast and refines the watch in a unique way.

The Milanese strap is of high quality and is produced by one of the best German watchband manufacturers. It's about 4.5mm thick, delicately crafted and sanded and polished on all sides. Therefore it has no sharp edges and is very supple.

Time, day of the week and date are very easy to read.

The date display can be adjusted with an additional push piece at 8 o'clock. The day of the week is adjusted using the winder crown.

The watch measures 43.5 mm in diameter and is approx. 13.6 mm tall. Despite its weight, it rests comfortably and elegantly on the wrist. A luxurious sapphire glass is used for the both sides. In addition, the front glass is curved and AR-coated.

This watch is one of the showpieces of this manufacture. It's a watch for people looking for something exceptional, not ordinary, on the watch market.



AS.V4-B-M



VINTAGE NO. 4 - KARO AVG

Alexander Shorokhov wouldn't be Alexander Shorokhov if he hadn't created another unique model once again.

The idea was simple and original: Transferring the days of the week into images and having them appear in the day of the week window.

He created the days of the week in his own, avant-garde style - and succeeded. He also takes the display of the month and gets it printed in white on a red background.

It gives the model something very emotional, provocative and unique.

There will be only 33 specimens per dial. The watch is a unique artifact and will most certainly appreciate in value over time.



AS.V4-B-AVG-M

Art on the Wrist

Going into detail, achieving the highest precision possible, creativity and individuality – these are the standards of the “Alexander Shorokhoff” watch manufacture. The entire team is committed to each and every watch with great diligence and dedication, in order to receive an in every respect qualitative and artful watch that retains its value due to its uniqueness. Art has no limits, but it is art that can transcend boundaries.

IMPRINT

The following illustrations are published with friendly permission of the respective owners:

Pictures page: 9, 26, 27, 32, 34, 71, 76, 77, 94, 112, 116, 117, 119, 140, 142, 143, 145:
Andreas Friedl Photography / www.andreasfriedl.com

Pictures page: 4, 16, 36, 44, 52:
Alexandre N. Osipov / www.atelier-osipov.de

Pictures page: 14, 15, 62, 64, 74, 86, 88, 110, 113, 133, 138, 141:
de.fotolia.com

Pictures page: 78, 79, 83, 101, 136:
Ty Alexander Photography / www.tyalexander.info

Pictures page: 90, 106, 109, 113, 126, 127, 137, 152, 154, 155, 158, 159, 161:
Philipp Watch Photography / instagram.com/philipp_watch

Concept, design and texts:
Alexander Shorokhoff Uhrenmanufaktur

Print:
bmp Balta Media & Print

© Alexander Shorokhoff Uhrenmanufaktur
Hanauer Straße 25
63755 Alzenau, DE
www.alexander-shorokhoff.de
www.alexander-shorokhoff-shop.de

Limited availability of models and technical modification subject to change.



ALEXANDER SHOROKHOFF

UHRENMANUFAKTUR
GERMANY

DEFINE WATCHES
Authorised Dealer

07 5447 4643

Shop 5 / 2 Quamby Place • NOOSA QLD 4567, Australia
info@definewatches.com.au



Art on the Wrist