



VISUAL RESEARCH

I researched pre-existing designs, and current trends, analyzing what made them successful modern timepieces. What I discovered was that the most timeless pieces displayed simplistic forms with materials that spoke boldly.

Current market trends (**aesthetic**):

- Geometric primitives
- Plastic / Ceramic bands
- Polished steel
- Mirror-finished chrome
- Clear white diamond
- Subtle nuances of intense color
- Oranges / Tangerines