

What

Why modernizing the pocket watch is the perfect solution

Watches throughout time have been one of the purest and easiest forms of time keeping. The quality, materials and detail build a **user connection** that is valued in a different way than a phone. The fact that watches are dedicated strictly for time related matters makes them undiluted and **purposeful**. As a society that carries “our lives” in our **pockets** with the cell phone it is fitting as a home to a device that connects us to the past.