



WATCH JOURNAL REVIEW

THE HAMILTON LAB | "OUT THERE" WATCHES EXPLODE ONTO THE SMALL SCREEN
TEXT BY: KEITH W. STRANDBERG

Hamilton has long been known for its Hollywood collaborations and for developing watches especially for the movies. Sometimes these special watches make their way into the brand's regular collection; often, however, those perceived as too "out there" for the mainstream remain one-offs. But that is changing. Hamilton's most unusual creations, including some inspired by the movies, are being offered exclusively through an online source known as the Hamilton Lab.



THE CONCEPT

The Lab concept is an innovative way for Hamilton to make it possible for interested consumers to get their hands on these special watches while at the same time minimizing its risk. "When we develop products for Hollywood, prop masters, costume designers and producers want unique timepieces to use in their movie projects. They expect us to come out with pieces that are

unlike anything on the market," explains Matthias Breschan, president, Hamilton International. "The idea for the Hamilton Lab originated because we know that there are collectors and watch enthusiasts who are extremely interested in these special watches, but it's a niche market. Rather than placing these special timepieces into retail stores and hoping that watch collectors discover them, we thought it would be better to develop a website where consumers can reserve the watches."

THE IMPLEMENTATION

Each year, Hamilton will introduce several special Lab pieces. There's no set number, because the number of special projects varies from year to

year. When a new piece is announced on the website, there will be a limited time for consumers to place virtual orders. If the piece sells out before the time period ends, the Lab will stop taking orders. Hamilton will then produce and deliver the pieces. There must be a minimum of 300 pieces ordered through the Lab before it will commit to producing the timepiece.

What about delivery? Instead of sending the finished watch directly to the buyer, Hamilton has decided to keep its established retail network in the loop. The watches will be shipped to retailers who will deliver them to their owners. "We wanted to integrate the retailer into the concept, because they have direct contact with collectors and watch fans," Breschan explains.

Hamilton has already started to sell these unique watches—the



first three Lab pieces, the ODC X-02, the Time Player and the Ventura XXL White—have proven popular during their time in the Lab. "The Lab gives us the possibility to explore many other areas as well, such as personalization," Breschan adds. "We think we will have between three and 10 products available through the Lab every year."

The prospect of an evolving selection of "out there" pieces is sure to keep curious fans of Hamilton making regular visits to the Lab. 800.234.8463, hamilton-lab.com



● Hamilton Ventura XXL White