



## A Smart Luxury Statement of Sporty Elegance

**This bold chronograph timepiece is a new sophisticated take on the most iconic of the Gc men's lines. Fusing sporty chic with retro design details to striking effect, the new additions to the Gc-1 series offer a contemporary stylish alternative whilst retaining the strong expressive design and infinite attention to detail inherent in the series' and brand's DNA.**

The purity of the lines of the stainless steel case with its sleek and modern bezel sets off the striking Gc dial with its textured engraved chequered-square pattern, encircled by a raised minute ring. Hand-applied roman numerals and straight hands with arrow-heads, coated with SuperLuminova®, contribute to the unique character of this watch. A very subtle counter between 2 and 3 o'clock runs the seconds whereas two further sub-dials add contrast through their colour accents and explicit design, providing a 12 hour and 30 minute indication at 6 and 9. The large date window is positioned between 4 and 5. Two strong pushers frame the chiselled screw-in crown and give an elegantly retro note to the timepiece.

The Gc-1 is equipped with a Swiss chronograph movement with a precision of 1/10th second, a scratch-resistant sapphire crystal, screw-down crown with embossed Gc logo, a water resistance up to 100 meters (10 ATM) and a croco-embossed Italian leather, all quality characteristics of the Swiss Made Gc brand.

The Gc-1 is available in a variety of different colours. Highlight for the next season is the chocolate model with a modern brown dial and bracelet contrasted by a matte black (PVD) coated case and bezel including the pushers and T-bar lugs. The offering further includes models with polished and brushed stainless steel, black PVD and rose gold PVD cases in combination with grey or silver dials.

A powerful timepiece that fully embodies the DNA of the Gc brand – strong expressive design with infinite attention to detail for the dynamic ambitious man of today.

A new sophisticated statement of sporty elegance.

Recommended retail price: 550-650 Euro

### HIGHLIGHTS

- Swiss Made
- Precision Swiss quartz movement Ronda 5030 D
- 44 mm case in 316 L polished and brushed stainless steel, black PVD and rose gold PVD
- Textured chequered-square pattern engraved dial design
- Screw-down crown with embossed Gc logo
- Screw-in case back with series number
- Scratch-resistant sapphire crystal
- Water resistant to 100 m (10 ATM)

Gc is a Swiss Made statement brand whose signature "Smart Luxury" stands for the brand's commitment to provide quality Swiss Made timepieces and luxury products for men and women through the choice of their materials and design, all at a surprisingly accessible price point. Gc watches are produced and distributed by Sequel AG, a Timex Group company. Founded in 2007, Sequel AG, is a Swiss company headquartered in Zug, Switzerland, with satellite offices in London, Paris, Hong Kong, Toronto and Norwalk, Connecticut. Sequel AG is a member of the Federation of the Swiss Watch Industry FH. A 15-year licensing agreement gives Sequel AG the exclusive distribution rights for Gc watches worldwide. Sequel AG distributes Gc Watches in over 70 countries worldwide through a network of 60 distributors and 5,000 retail outlets, including Gc boutiques.