

## Public Summary

This bachelor thesis explores how a new mechanical watch collection can be designed for a luxury watch brand to reach a demographic slightly younger than their current audience. The design challenge was to design the collection with a more contemporary appeal while adhering to the brand's more traditional and classical design language. This balance had to be found while also incorporating a theme that had been requested by the company.

This design project begins with laying a foundation of watch design, as well as its historical developments to understand its relevance in today's world. A solid understanding of the world of luxury watchmaking and its elements would create the context needed to justify design choices later in the assignment. This included an analysis of watch components, complications, design styles and movements.

A detailed market analysis looked at the brand's six largest competitors that are successfully engaging with this market and a stylistic study of each of their collections. This list of competitors was provided by the company to gain a holistic understanding of the target audience's preferred design features, complications, proportions etc. A clear pattern emerged: sportier and more robust case styles, darker color palettes and complications like chronographs and GMTs.

The brand was analyzed similarly, albeit more in depth. Their current collections were analyzed and explored by their design elements and styles. The importance of this section was to gain an understanding of how to convey the brand's identity through the watch. The collection had to be coherent with the other watches they sell after all. Certain design elements were chosen to be incorporated into the design with, and others were chosen to be modernized. The importance of symmetry, legibility and subtlety was uncovered through this research.

Morphological charts were chosen as a method to ideate, an efficient and systematic way of generating new ideas, according to the Delft Design Guide (). The morphological charts would incorporate the results of the research to make a structured way of creating new detailed design ideas that ensured coherence. Several design ideas were created which were further iteratively refined into three concepts, one of which was chosen to continue with to develop into the final design.

The final design of the assignment is a new collection of eight watches, consisting of 4 chronographs and 4 GMT watches in cream, white, black, and brown dials featuring ceramic dials and a stainless-steel watch case. The watch strikes a balance in the brand's traditional and classical watch design and a more sporty and modern appeal for the younger target demographic. It also incorporates very subtle thematic elements in the stitching of the strap that drive the narrative of this timepiece. The watch does this while remaining coherent with the other collections and still being recognizable as one of the brand's watches.

This thesis covers the real-world application of the concepts and frameworks taught during IDE. It shows how a strong foundation, a structured analysis and iterative design can be used to evolve a traditional product to a more modern market.

## References

- Daalhuizen, J., van Boeijen, A., & Zijlstra, J. (2014). *Delft design guide : design methods*. Bis Publishers.