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Sea-God Watches: Luxury Timepieces Featuring Swiss Technology, Italian Style & Innovative Patents

Sea-God was founded in 2003 from the passion for luxury watchmaking of **Enzo Palazzolo**, successful entrepreneur and collector of watches he has created fashionable timepieces for the connoisseurs and enthusiasts, merging Italian style with the best Swiss technique watchmaking tradition combine in an elegant sportiness.

As the name suggests, Sea-God watches are inspired by the sea, therefore water is the distinctive feature. Being water resistance up to 300 meters make them unique because they offer to their users a rare privilege: the liberty of use.

High-end, refined and sporty watches can be worn every-day without giving-up the style and elegance, which always characterize Italian excellence. Two innovative patents make Sea-God watches unique and stands for this brand constant pursuit of innovation.

The first concerns the crown. A special screw system allows the logo placed on the crown to be always in a vertical position. This eliminates the annoying problem of the logo not being perpendicular with the case, therefore allowing the logo to have a perfect visibility. All Sea-God watches have already this crown locking system on the case.

The second one concerns the bezel. It can simply be removed by loosening a pair of screws without levering with a tool between the case and the bezel. In this way it can avoid to damage the timepieces as happens with the traditional system that is used by the major watchmakers. This improved functionality will be available from 2013.



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Sea-God collection that was introduced in Baselworld 2012 and has already been marketed successfully in Europe, consists in six lines with three possible models: simple time, date and GMT. The lines are: **BlackStorm and BlackStorm Date, GMT III, Black&White, BlackShadow and Portorotondo Limited Edition.**

This latter is the flagship model of the collection and is inspired by the exclusive Sardinian resort and it is produced in a limited edition: 499 numbered pieces that hold the attention to details and the quality of the materials that Sea-God utilise for each 30 ATM waterproof watches.



The stylized waves and the Trident, which is the sceptre of the sea's God, Poseidon, are the elements that characterize the logo of the brand and become sought-after details. An intense and deep black enshroud every single component, gives the watch a sporty design that turns into elegance thanks to the contrast between the shiny and the satin effects, which are used for the carrure finishing. The bright red, used for the text "Portorotondo" highlights black enamel of the dial on which stand out the numbers, the bright indices and the skeleton second hands personalised with a red Trident.

The case has a diameter of 46mm, made in 316L steel with black DLC coating on which the brand Sea-God is engraved, encloses the automatic ETA 2824-2 movement. The bezel is stainless steel made and the thread of the titanium screws has the shape of "sea wave". The bezel is in fifth grade titanium and has a unidirectional rotation. The milled crown has a DLC coating and it is characterized by the improved and patented screwing system.

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The dial is protected by a curved sapphire crystal with anti-glare treatment on both sides. The case which is enriched by the incision of the Trident is made in 316L steel with black DLC coating and it is clamped with 12 steel screws with the thread that reminds the "sea wave". An anti-shock system complete the finishing of the timepieces: it protects the watches from fall and absorbs the noise of the rotor and the ticking of the balance wheel.

It is also an aesthetical feature to cover the screws. The black rubber bracelet is reinforced on the side, which allows for fit. Portorotondo is available also in limited edition GMT version whose main feature is the 2893-2 ETA movement and the bidirectional 5th grade titanium bezel.

Official website: <http://www.sea-god.ch>



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