

Art on the Wrist



ALEXANDER SHOROKHOFF

UHRENMANUFAKTUR
GERMANY

Art on the Wrist

Art on the wrist: Independent conveyance of perception, inspiration and emotions via unique and creative expression in form of a watch. A watch is not just a timepiece; it serves as a window into people's soul, where creativity comes to life.

ALEXANDER SHOROKHOV

Alexander Shorokhov, born in Moscow in 1960, is a trained civil engineer who also studied architecture, where he developed his flair for forms and colors, as well as his aptitude for extraordinary design.

As part of an arrangement between German Federal Chancellor Kohl and Russian President Gorbachev, he arrived in Germany in 1991 as one of Russia's most accomplished managers to pursue further education at the Ministry of Economics in Hessen.

Just one year later, in 1994, he founded his first in-house watch brand „Poljot International,“ after successfully establishing a pan-European direct sales and distribution market for watches of the Russian brand „Poljot.“

In 2003, the designer and watchmaker succeeded in delivering and patenting the watch brand that bears his name: „Alexander Shorokhoff.“ The double „ff“ at the end of his last name accentuates his Russian roots and the brand's rich historical background, of which he takes great pride.

Alexander Shorokhov is a global citizen who travels the world, drawing inspiration from the numerous countries and cultures he encounters. His deepest wellspring of creativity lies in his roots, which are anchored in a rich and deeply ingrained millennial art and cultural history.

His exceptional design creations have already earned him several international design awards.

I have dedicated my life to design.

ALEXANDER SHOROKHOV



THE MANUFACTORY

The globally operating company headquarters for mechanical watches – the „Alexander Shorokoff“ watch manufacture – is situated in the heart of Alzenau, a charming and idyllic town in Bavaria.

The „Alexander Shorokoff“ watch manufacture is a family-operated company with a strong emphasis on quality, handcrafted art, and extraordinary design. They are driven by the motivation to differentiate themselves from the competition and create timepieces that transcend mere functionality, earning the title of „Art on the Wrist.“ This commitment to uniqueness is precisely what sets them apart.

The manufacturing of high-quality watches is no easy task; it demands exceptional complexity and a wealth of expertise. With a team of highly qualified workers, the company develops and crafts remarkable and exceptional timepieces that seamlessly integrate cutting-edge design with the utmost precision, as well as intricate and elaborate hand engravings.

On the path to becoming a finished product, each model goes through various stages, starting with engraving and refinement, and culminating in calibration and assembly.



Every movement is completely revised, brought up to date, and given the distinction of “Made in Germany.”

Bridges are embellished, surfaces are refined, levers are finely polished, gears are guilloché, and screws are blued during the process.

Following a comprehensive quality inspection of all specified components, the watches are assembled. Subsequently, all timepieces undergo an inspection lasting several days.

Components such as cases, dials, and hands are acquired exclusively from renowned suppliers.



At the “Alexander Shorokhoff” watch manufacture, every master watchmaker is personally responsible for its watch from start to finish, as precise assembly and perfect craftsmanship are expected.

At the end, each respective master watchmaker certifies and signs off on all watches, providing details about gait deviation, amplitude, and water resistance.

Each certificate includes the unique number of the watch, which is also located on the case on most models.



The manufacture takes great pride in the elaborate hand engravings and refinements, which are entirely carried out in-house. This highlights the individuality of each watch and the special value of craftsmanship and quality.

The handcrafted, timepieces embody courage, innovation, and artistry in exquisite craftsmanship. Their exceptional creativity is unparalleled, delivering a surprising and captivating experience. Our creations present not only a delight to consumers, but also to an international jury. Since 2016, we have been honored with numerous international awards for our creative models.

In cooperation with great personalities and celebrities we develop unique projects and watches and create a special identity. German jazz musician Barbara Dennerlein is an ambassador of the brand, particularly of the award-winning ladies' watch "Barbara", designed in her honor.



Niclas Huschenbeth, who achieved the Grandmaster title in chess in 2011, adores our "Regulator R01" model. Both chess and watchmaking demand a high level of precision and intelligence, along with a strong character.

Even the Australian boxer and four-time lightweight world champion, Kostya Tszyu, along with Paul Potts, the British tenor and winner of "Britain's Got Talent," and many other fascinating personalities, are impressed by our watches. They believe that it's worth fighting for something as long as one knows their goal.

For many years, the "Alexander Shorokhoff" watch manufacture has been developing and producing custom watch lines in strictly limited editions. Customers can also enhance their brand awareness with an exclusive "Alexander Shorokhoff" watch series, individually designed according to their preferences. They can showcase the personality and creativity of their brand with an exceptional dial design in a very limited edition.

Individual and extraordinary custom-made watches are also possible. Through meticulous craftsmanship, the company offers customers a handcrafted mechanical watch that impresses with attention to detail and exquisite hand engravings.

Undoubtedly, the highest level is reached through the development and production of skeletonized watches with individual initials. These watches not only tell time; they are handcrafted works of art and true family heirlooms that can be passed down from generation to generation with pride and love.

The creation of all custom-made individual pieces and small series is exclusively carried out by the star designer Alexander Shorokhov himself.

Now the journey begins into the multifaceted world of 'Alexander Shorokhoff' watches, where enchantment and inspiration await.





For more than 31 years, Alexander Shorokhoff is known for fascinating design innovations, combined with intricate craftsmanship and extraordinary creativity. With the AVANTGARDE collection, driven by the philosophy of „Art on the Wrist,“ the watch designs break away from all conventions and guidelines. Alexander Shorokhov personally develops the designs for his creations, but the direction, colors, and forms of the extraordinary AVANTGARDE line have their roots in classical modernity.



60

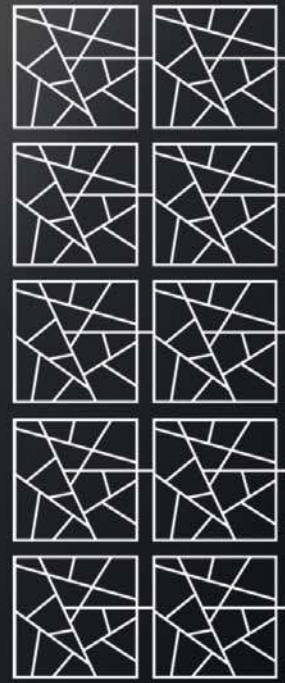
THE MAGIC OF TIME IS HIDDEN IN THE NUMBER "60"

Even the old Pythagoras considered time to be the origin of all things and the underlying harmony of the universe.

The number 60 has a very special meaning for timekeeping. 60 seconds give you a full minute and 60 minutes give you an entire hour. That means 60 is the signal for the end and the beginning of time, regardless of the measuring unit.

60 is reached when a wall or church clock strikes at the top of the hour and it's beautiful sound pours over the city, when it raises your awareness of the transience of time and your thoughts come to a magical rest.

60 is the number of completeness.



Stainless steel case, black PVD-coated with three grooves, filled with yellow gold wires in 18 carat, 41 x 41 mm; anti-reflective sapphire glass of front; automatic movement caliber 2892.AS with hand-engraved and refined rotor; power reserve for approx. 47 hours; 3 atm water-resistant; model AS.KD-AVG02 is limited to 100 pieces;



AS.KD-AVG02

KANDY AVANTGARDE

AGAINST BOREDOM ON THE WRIST

„People rather rely on their feelings than on deliberation.“ With these words the Russian avant-gardist Vasily Kandinsky described the human desire for getting something beautiful, artistic or rare. The philosophy of the design of this model stays the same: To create an extraordinary, avant-garde, fresh, modern, but likewise elegant watch for everyday use which evokes emotions and can be worn with ease.

At first glance, the beholder can see that in any case the slogan of “Art on the wrist“ has been completely transformed into a new design. All elements have been combined with each other with a lot of care. The manifold colors and forms do not create any chaos, but give the beholder the feeling that everything is on its place. On the contrary the components create a feeling of lightness and fascination. That means that the traditions of avant-garde artists as Kandinsky, Malevitch, Hundertwasser and Gaudi are masterly continued with this watch.

For the case Alexander Shorokhov decided to use an angular form. At the side of the case, enamel or refined wires have been introduced in three special grooves with three colorful glass inserts on the back.

In any case the “Kandy Avantgarde“ is a watch against „boredom on the wrist“.



AS.KD-AVG03

Stainless steel case with rosé gold PVD-coating, including 3 grooves, filled with red, blue and white enamel, 41 x 41 mm; anti-reflective sapphire glass of front; automatic movement caliber 2892.AS with hand-engraved and refined rotor; power reserve for approx. 47 hours; 3 atm water-resistant; model AS.KD-AVG03 is limited to 53 pieces;



HOME

AT HOME IN THE WORLD OF ART.

This exceptional model was developed in collaboration with the watch blogger and content creator Florian Bach, also known as 'flop89', and with Alexander Shorokhov's daughter, Inga Duffy-Shorokhova, who played a significant role in the watch's design.

The historical background and inspiration for this model are drawn from the architectural works of Hundertwasser. Hundertwasser was an Austrian artist and architect known for his unique, vibrant works and a preference for organic shapes. The 'Home' model embodies precisely this slightly eccentric and artistic theme of architecture, all in the style of Alexander Shorokhoff. The colorful, geometric shapes were implemented very individually, yet harmoniously, as 'house' appliqués.

Surrounded by black wave-like guilloché patterns at the top and black tile-like guilloché patterns at the bottom of the dial, the focus is entirely on the colorful houses, the centerpiece of the dial, which have been meticulously crafted with cold enamel and mother-of-pearl inlays. The small blue star appliqué at 10 o'clock and the arrow appliqué at 1 o'clock evoke the starry sky above the 'roofs' of the Home. The rose gold-plated hour and minute hands match the color of the other hour markers. The seconds hand shines in a vibrant light blue.



The rectangular stainless steel case, coated in black PVD and featuring side cutouts with orange, blue, and yellow enamel, embodies modernity and complements the creative dial design. Equally unusual is the case back, which has four small round glass windows in three different avant-garde colors – red, yellow, and blue.

Stainless steel case black PVD coated, with four colored glass inserts on the back; 41 x 41 mm; anti-reflective sapphire crystal on the front; automatic movement ETA 2892 hand-engraved and finished, blued screws, 21 jewels; power reserve about 47 hours; 3atm water resistant; limited to 10 pieces;



AS.KD02-HOME



KANDY

The model "Kandy" is dedicated to the most famous Russian avant-gardist Wassily Kandinsky.

He possessed an extraordinary artistic intelligence and a pronounced feeling for colors and form. He assigned colors a deeper meaning and associations by, i.e. describing the color blue as "soft" and "aromatic" or in contrast the color yellow as "fierce" and "pungent". Furthermore, he assigned specific shapes to specific colors, i.e. he imagined the color red to be a square.

A. Shorokhov takes up these colors and shapes in his creations as well. The dials are square and exhibit a three-dimensional guilloche in different colors or in a plain version. The surface of the plain silver watch is first treated circularly, and only after this covered by transparent enamel.

Stainless steel case or black PVD-coated with three grooves filled in with enamel or gold wires in 18 carat rose gold; 41 x 41mm; anti-reflective sapphire glass in the front; automatic winding movement caliber 2892. AS; hand-engraved and refined rotor; power reserve for approx. 47 hours; 3 atm water-resistant; available with genuine croc leather strap.



AS.KD01-10G



AS.KD01-3E



AS.KD02-4G

The back of the case shows four round glasses in red, blue and yellow, the most important colors in Avant-garde art. The edges were rounded off and milled laterally to fill in the resulting cavities with heated high-quality Italian enamel or refined wires. In order to apply the enamel or wires evenly around

the case, the central part is manufactured without little feet. They will later be welded to the bottom of the case. The dials have a 3-D guilloché and are built into a black PVD-coated or stainless steel case, it can be furnished with either various refined wires or enamel in any color combination desired.

Stainless steel case, black PVD-coated with orange enamel; 41 x 41mm; anti-reflective sapphire glass in the front; automatic winding movement caliber 2892. AS; hand-engraved and refined rotor; power reserve for approx. 47 hours; 3 atm water-resistant; limited edition of 31 pieces.

AS.KD02-SPS4



KANDY SPORT

To experience the transition from rectangular to round symbolizes the adaptability and creativity that are inherent in "Alexander Shorokhoff" and are also reflected in the new model "Kandy Sport."

Through the design of the round dial within the rectangular case, these two shapes form a perfect symbiosis. The black dial, with inlays of orange and blue mother-of-pearl, places the focus squarely on the sporty and creative execution of the dial design. While the ring of light blue mother-of-pearl offers a clear and sporty division, the orange mother-of-pearl ring presents an interesting, highly creative, and avant-garde representation of the hours. For instance, the number four is depicted in four parts of a triangle, and the number eight is expressed in Roman numerals. There's truly much to discover. The hour and minute hands are equipped with white luminescent material for clear time reading even in the dark, and the second hand is orange, emphasizing the sporty appearance.

The rectangular stainless steel case, coated in black PVD and featuring side cutouts with orange enamel, embodies modernity and sportiness. Equally unique is the case back, which showcases four small round glass windows in three different avant-garde colors – red, yellow, and blue. The extra-soft black calfskin leather strap, complete with a metallic QR logo emblem, further underscores the sporty orientation of the model.





TOURBILLON PICASSINI

MASTERPIECE OF MODERNITY

In his latest watch design, which is dedicated to the legendary painter Picasso, Alexander Shorokhov touches the issue of faces and genders. This topic was often illustrated in Picasso's pictures and made him world-famous.

The central motif of the Tourbillon „Picassini“ is the connection of two faces of men and women. The face of the woman is shown by curves: soft, pleasant, a little bit withdrawn. The face of the man taking up most of the circle: dominating, jagged, rough. Thus the dial is divided into two parts. On the left side there are sectors with curvy lines and elements. The sector between 9 and 10 o'clock is engraved by hand and reminds of a diamond mine. The right-hand side is more straight and sharp contours. The stars represent an award from the military. Some sectors are enamelled by hand, some are covered with mother-of-pearl. The round central part of the dial is surrounded by a round-angular ring. This shows the minutes as well as the alphabet on a chessboard pattern.

With the limited edition of only 5 pieces the manufacturer differentiate from others and distinguish themselves from the market as an independent, future-oriented Brand with a focus on art and culture with own visions and independent development.

Stainless steel case with three indentations, filled with gold wires in 18 carat gold, 41 x 41 mm; anti-reflective sapphire glass on front; sapphire glass back; manual winding tourbillon caliber 8950 from Concepto, hand-engraved and rose gold-plated; blue screws; 23 stones; power reserve for approx. 60 hours; 3 atm water-resistant; limited to 5 pieces;



AS.TU-PCSN



AS.LA-DUB-4-DD

AS.LA-DUB-2-DD

ARABIAN PEARLS

Dubai and Abu Dhabi fascinate the whole world with their rapid development, bold architecture, pure luxury and love of life. But this is by far not all. These cities are also preserving their rich traditions, manifold culture and precious objects of art. It is no coincidence that these two cities are often called the “Arabian Pearls”.

Our watch “Arabian Pearls” is inspired by all the wonderful things that this unique region has to offer. The dial fascinates with its stylised and elaborate applied Arabic ornaments. Silver or black hour markers bring clarity and transparency to the design. The blued or white hands, the stainless steel case and the colour matching sting ray strap give classical elegance to this watch. The fine diamond powder on the ornamentation and the lurex embroidered leather strap underline the luxury appearance of the successor model.

The “Arabian Pearls” expresses a highly unique style. It is a homage to the beauty of the desert and the Arabic art of ornamentation. Truly a mesmerizing watch and a reminiscence to the tradition of the Arabic art and culture.



AS.LA-DUB-2

Stainless steel case, Ø 39 mm; anti-reflective sapphire glass on front and sapphire glass back; Swiss automatic movement 2824.AS / SW200 with hand-engraved and refined rotor, with blued screws, 5 atm water resistant.



BYZANTIUM

Sometime around the year 660 BC, Doric Greeks founded a colony called Byzantium on the European shore of the Bosphorus. From here the history of this fascinating capital began, which today is the only metropolis in the world that unites the European and Asian continents.

Today it is known as Istanbul and combines the Greek and Roman heritage, the display of Ottoman splendor, in which much valuable jewellery made in Arabic tradition, is preserved. The model „Byzantium“ is a magnificent watch in honor of the eventful and fascinating history of the city of Istanbul and picks up on this great diversity.

The ornaments gathered from Arab calligraphy present themselves in a new interpretation. The dial is divided into four sectors, surrounded by a meander - a motif from the art of Greek antiquity. In the middle is a cross, which reminds of the earlier Christian history of this modern metropolis. The hands are blue or gold-plated, and the hour markers at 3, 6, 9 and 12 are decorated with high-quality diamonds.

Limited to 50 pieces each.



AS.LA-IST-2



AS.LA-IST-3



AS.LA-IST-10

Stainless steel case, Ø 39 mm; anti-reflective sapphire glass on front and sapphire glass back; Swiss automatic movement 2824.AS / SW200 with hand-engraved and refined rotor, with blued screws, 5 atm water resistant.



AS.LA-WIN-2

AS.LA-WIN-10

Available in stainless steel or gold-plated case, Ø 39 mm; anti-reflective sapphire glass on front and sapphire glass back; Swiss automatic movement 2824.AS / SW200 with hand-engraved and refined rotor, with blued screws, 5 atm water resistant; combined with a calfskin leather strap.

WINTER

A PIECE OF WINTER FOR THE WRIST.

With this watch „Winter“ Alexander Shorokhov calls attention to an indispensable season and at the same time breaks with the traditional appearance of luxury watches.

The complete dial is covered with tree branches surrounded by a sparkling blanket of snow made of diamond powder. The diamond powder from the polishing process of the gemstones is used and applied to the dial in an innovative process in order to conserve natural resources.

At the end you get a delicate and feminine time-piece, which convinces and fascinates through its remarkable and innovative design. A piece of winter on the wrist, awarded with the German Design Award “Special mention” 2017 by the international jury of experts of the German Design Award 2017.



WINTERGENTA

FOR THE 50TH ANNIVERSARY OF INHORGENTA.

This remarkable model not only features exclusive and intricately hand-engraved detailing on a genuine 925 silver case but also pays homage to the 50th anniversary of the Inhorgenta fair. With diamond dust on the dial, applied in an innovative process resembling a sparkling diamond snowfall, and an unconventional leaf design, this model embodies an appearance that does justice to the jubilee in every aspect. The ‚Wintergenta‘ is not just an exquisite piece of jewelry; it is art!

The limited edition of only 50 pieces, fittingly aligned with the Inhorgenta anniversary, adds an extra layer of exclusivity to the model.“



AS.LA-WTG

925 silver case, hand-engraved, Ø 39 mm; anti-reflective sapphire glass on front and sapphire glass back; automatic movement G100-La Joux-Perret with hand-engraved and refined rotor; blued screws; 24 jewels; power reserve approx. 68 hours; 3 atm water-resistant; combined with a stingray leather strap;



AS.LA-AMN-10

IP brown covered case, Ø 39 mm; anti-reflective sapphire glass on front and sapphire glass back; Swiss automatic movement 2824.AS / SW200 with hand-engraved and refined rotor, with blued screws, 5 atm water resistant; combined with a stingray leather strap.

AUTUMN

MODEL AUTUMN CARRIES MORE GOLD IN ITS POCKET THAN ALL OTHER SEASONS.

In order to present autumn in its entire splendor, many brown and golden tones are needed. The color palette of autumn offers a large selection of many different shades. Also a dark orange fits perfectly into the warm color spectrum.

The entire design is based on the successful automatic watch „Winter“, but has been color-matched and thus drastically changes its appearance. The leaf design is refined in yellow-gold, the diamond dust is underlaid with orange color. The case and hands are plated in a warm chocolate tone. The stingray leather strap will shine in a strong red color. This underlines the new appearance and makes it look very harmonious. But that's not all - the rotor of the Swiss automatic movement is also fitted with a hand-engraved golden maple leaf to finally manifest the theme.

As a result, the watch radiates something extraordinary and will enhance every wrist to the highest level.





AS.LA01-25



AS.LA01-16



AS.LA01-12D

AUTOMATIC

One for two: The optimum case size of 39 mm plus the sportive and elegant appearance of this watch suits both men and women. In any case, you will be perfectly equipped wearing the Alexander Shorokhoff watch model LA01. Stainless

steel case, Ø 39 mm; anti-reflective sapphire glass on front and sapphire glass back; Swiss automatic movement 2824.AS / SW200 with hand-engraved and refined rotor, with blued screws, 5 atm water resistant.



Stainless steel case, Ø 39 mm; anti-reflective sapphire glass on front and sapphire glass back; Swiss automatic movement 2824.AS / SW200 with hand-engraved and refined rotor, with blued screws, 5 atm water resistant.

AS.LA01-15



AS.LCD-SPR

Stainless steel case, Ø 39 mm; anti-reflective sapphire glass on front and sapphire glass back; caliber 3133.AS manual winding chronograph with chrono and summing up function; partially hand-engraved and refined; blued screws; 23 jewels; power reserve approx. 42 hours, 36 hours if chrono feature is turned on; 5 atm water-resistant.

SPRING

A HOMAGE TO NATURE

Alexander Shorokhov wanted to design the model „Spring“ in very fresh colors. Light green shades play the main role, just like the first buds and leaves that begin to sprout and come to life.

But this model was not only to be colorful, but also decorative. Therefore a special dial pattern in paisley look was worked out and reshaped, which fully corresponds to the first spring feelings.

The case, hands and other details are kept in cool silver tones. To emphasize the vibrancy of spring, Alexander Shorokhov decided to make the watch as a chronograph. As a result, it radiates more energy and at the same time has more functions. The stingray leather strap underlines the delicacy of the design.

All in all, the „Spring“ is an elegant and high-quality watch!





AS.CB01-2

CRAZY BALLS

ALEXANDER SHOROKHOFF'S MOST CREATIVE ANNIVERSARY WATCH.

The most creative and crazy automatic watch „Crazy Balls“ continues the line of avant-garde watches of the brand „Alexander Shorokhoff“. It is the successor of the first anniversary model „Crazy Eyes“, which was dedicated to Gustav Klimt, fitting for the 30th anniversary of the manufacture.

The „Crazy Balls“ enchants with new, artistic design ideas and colors. The colorful enameled „balls“ play the main role and are the namesakes of the watch. They are not symmetrical and even, but randomly and freely placed and are somewhat lifted from the dial. But other balls can also be found on the dial, such as the tennis ball or a technical representation of the globe under the big trademark, the large number „60“. The other elements of the dial complement the whole composition of the new „AS - movement“ by their special shape and colors. Because the dial consists of several layers, many different applications and different materials such as mother-of-pearl, brass and several colors. In combination with the avant-garde crazy face, a matching bracelet was created: a stingray leather strap in blue and red colors. All in all, the new art object „Crazy Balls“ is a crazy innovative piece of art for the wrist, fully in line with the philosophy of the brand.



AS.CB01-4(B)

Stainless steel case, Ø 39 mm; anti-reflective sapphire glass on front and sapphire glass back; Swiss automatic movement 2824.AS / SW200 with hand engraved and refined rotor, with blued screws, 5 atm water resistant; model AS.CB01-2 limited to 88 pieces, model AS.CB01-4 limited to 30 pieces.



AVANTGARDE 08

MASTERPIECE OF AVANT-GARDE
DESIGN MOVEMENT.

The model „Avantgarde 08“ is a true masterpiece of the Avant-garde design movement, pushing the boundaries of conventional watch design.

The avant-garde design language of the individual hour markers turns the watch into a genuine work of art. Depicted in white, each rendition uniquely symbolizes the corresponding hour. The elongated hands with circular cutouts in three Avant-garde colors are perfectly coordinated, creating a harmonious interplay with the dial. The circular cutouts lend the hands an elegant lightness that complements their sleek design, making them not just a functional element in any watch but also a statement.

The hand-wound caliber 2614.AS is distinguished by its hand engraving and finishing, imparting a distinct aesthetic to the movement. The blued screws add a touch of color. The caliber is equipped with 17 jewels to minimize wear and enhance accuracy. It boasts a power reserve of approximately 42 hours. The strap features contrasting red and yellow stitching, striking yet balanced. This avant-garde work of art is limited to only 50 pieces, making it a rare and coveted collector's item.



Stainless steel case, Ø 43.5 mm; anti-reflective sapphire glass on front and sapphire glass back; hand-winding Cal.2614AS, hand-engraved and finished, blued screws, 17 jewels; power reserve approx. 42 hours; 5 atm water-resistant.

AS.AVG08.2

Stainless steel case, Ø 40,0 mm; anti-reflective sapphire glass on front and sapphire glass back; Swiss automatic movement 2892.AS / SW300 with hand-engraved and refined rotor, with blued screws, 5 atm water resistant.



AS.LA02-6

AS.LA02-4



AS.LA02-3



AS.LA02-1



AS.LA02-5

SIXTYTHREE



The model "Sixtythree" with its cylindrical sapphire glass is inspired by the flat watches of the sixties. The aim was to carry the spirit and tradition of the past into a new design and create the flattest watch from "Alexander Shorokhoff". The stainless steel case is completed by a cylindrical sapphire glass on front, which is complicated to manufacture and a

sapphire glass on back. The rose gold-plated indexes 20, 40 and 60 are masterpiece of precision considering that they have to compensate the curved dial. The fine appearance is worth the effort and the curved glass makes the watch look more elegant and bigger than it actually is. This effect makes the watch popular for both men and women.



AS.V7-SC1

Stainless steel case, Ø 39,5 mm; anti-reflective sapphire glass on front and sapphire glass back; automatic movement caliber 2616.2H_AS, hand-engraved and refined; 23 jewels; power reserve approx. 41 hours; 5 atm water-resistance; limited to 30 pieces;

STRAIGHT & CURVE

THE FREEDOM OF LINES!

Even „Hundertwasser“ was already known as an opponent of the „straight line“ and any standardization, which is particularly evident in his works in the field of architectural design, characterized by imaginative liveliness and individuality. Alexander Shorokhov also follows his own path in the watch design industry, combining two opposites at the same time. Because he believes, „A straight line is genius, but a curvy line is divine!

The model „Straight & Curve“ combines exactly these straight lines with the curved ones in a harmonious appearance. The entire dial playfully manages to combine the two elements as the main actors of the dial. The curved line patterns meander to match the shape of the dial in the upper right area, while the straight lines find their place to the left of the „Alexander Shorokhoff“ lettering. They exude a certain contrasting harmony, and that's what makes the watch so special.

The avant-garde designed dial is complemented by two hour applications at 3 and 9 o'clock, which pick up the vintage style of the 60s/70s. Together with the gold-plated hands and the large number 60, they offer very good readability of the time.



AS.V7-SC2



AS.V7-R



AS.V7-G



AS.V7-RS

Stainless steel case, Ø 39.5 mm; anti-reflective sapphire crystal on the front and sapphire crystal back; automatic movement 2616.AS, hand-engraved and refined, blued screws, 23 jewels, power reserve approximately 41 hours; water-resistant to 5 atm; limited to 30 pieces.

VINTAGE 7

A RARE VINTAGE RARITY.

For the new model „Vintage 7,“ a smaller case of 39.5 mm was chosen, just like in the 1960s. The case features rounded sides, polished bezel and back, and a brushed middle section. Sapphire crystals are present on both sides of the case. Special glass seals made of Hytrel and rubber seals for the bezel and back enable a water resistance of 5 ATM.

The dial consists of three parts: the base dial in silver with a sunburst finish, and the upper dial itself comprises two parts - above the 3-9 o'clock line and below the 3-9 o'clock line. The shape of the two upper dials has round cutouts at 12 and 6 o'clock, as well as in the middle segment of the dial. The „Alexander Shorokhoff“ symbol, the prominent number 60, and the calendar are placed there. In the middle segment, a small hour hand is positioned. The lower dial has two time markers for minutes in the outer area and for hours in the middle area. Small markers for seconds are placed on the upper dials. Two appliqués at 9 and 3 o'clock, in a vintage shape, complete the association with the 1960s.

The movement used is the caliber 2614 by Poljot from the 1960s. It is completely disassembled, engraved, refined, re-oiled, assembled, adjusted, and certified in the manufacture. All models are produced in a limited edition of 30 pieces and are dedicated to the 30th anniversary year of the manufacture.





Stainless steel case or IP coated in brown (ion plating), Ø 43,5 mm; anti-reflective sapphire glass on front and sapphire glass back; manual winding 3105.AS; partly hand-engraved and refined; blued screws; 17 jewels; power reserve approx. 42 hours; 5 atm water resistance; limitation: Stainless steel case: 49 pieces, IP coated case: 98 pieces.

AS.NEV02-4



AS.NEV01-4



AS.NEV02-4

NEVA BROWN

This model is inspired by the most watery European river „NEVA“, which flows from Lake Lado into the Neva Bay of the Baltic Sea, passing through St. Petersburg. From this inspiration, the wavy guilloché of the dial was created. This is transferred to the upper and slightly smaller dial. There, the hour markers are punched out. The lower dial bears the logo “Alexander Shorokhoff”, the minute as well as the second markings.

The small curved second hand bears the shape of the letter “N”, referring to the name of the watch as well as the magnificence of the city through its curved shape. The silver colored hands and the silver colored large number „60“ give a nice contrast to the warm color picture. One variant of the case gets a brownish IP coating, an ion plating. The warm case is completed with a genuine crocodile leather strap in light brown color.



AS.NEV01-2



AS.NEV02-2

NEVA YELLOW & BLUE

The last variants are completed in a stainless steel and with an IP-coated blue and brown case. These color combinations are based on the magical „White Nights“, during which the sun does not set completely in the former tsarist city. From late May to mid-June, St. Petersburg becomes one of the most romantic cities in the world. The sun creates a unique light, a real light spec-

tacle. Even at midnight the twilight shows from blue to yellow and conjures up an extraordinary atmosphere. This blaze of color was incorporated into the „Neva“ models. The yellow-gold or brown hands, the calendar window and the famous large number „60“ shine on this warm overall composition. The rich blue and the delicate yellow harmoniously match each other.

Stainless steel case or IP coated in blue (ion plating), Ø 43,5 mm; anti-reflective sapphire glass on front and sapphire glass back; manual winding 3105.AS; partly hand-engraved and refined; blued screws; 17 jewels; power reserve approx. 42 hours; 5 atm water resistance; Limited to 49 pieces;

AS.NEV02-3



AS.NEV01-3



NEVA CHRONO

In 2021, Alexander Shorokhov introduced the new model „NEVA,“ which he designed during a business trip to St. Petersburg. After the success of this line, Alexander Shorokhov decided to expand and breathe new life into this rather classic line by introducing an automatic chronograph version.

The wave-like guilloché pattern on the dial is also incorporated into the chronographs, transferred to the upper and slightly smaller dial. Here, the hour markers are punched out. The small curved seconds hand in the shape of the letter „N“ pays homage to the watch's name and the grandeur of the city of St. Petersburg through its elegant design.

The silver-toned hands create a brilliant contrast with the colorful appearance of the dial. Furthermore, the exquisite automatic chronograph retains the well-known features of the Avantgarde line: the prominent number 60 and the silver „Alexander Shorokhoff“ logo, which is presented as an appliqué this time.

The fine crocodile or calf leather straps are color-coordinated with the dials. Each model is limited to 100 pieces.



AS.CA05-NEV5



AS.CA05-NEV6



AS.CA05-NEV3

Stainless steel case, Ø 43.5 mm; anti-reflective sapphire crystal on the front and sapphire crystal back; automatic chronograph 2030AS, with a hand-engraved and refined rotor, blued screws, 49 jewels; power reserve about 38 hours; 5 atm water resistant; limited to 100 pieces;



AS.C01-KR01S

KARO 3 CHRONO

A MODERN SKELETON IN A TRADITIONAL DESIGN.

The chronograph KARO 3 create a perfect symbiosis between modernity and tradition.

The number "3" in the watch's name symbolizes the three different layers of metal used to produce the dial and give it its skeletonized appearance: Silver-colored, yellow-gold-plated, rose-gold-plated. All three "checkered grids" are connected to each other and form a harmonious, translucent checkered pattern in an interesting 3D look. The blued or gold-plated hands stand out perfectly from the dial in color to clearly indicate the time.

Another important component is the partially skeletonized and hand-engraved chronograph movement. The 3 bridges on the upper movement plate, which can be seen through the checkered pattern, have a filigree hand-finished sunray engraving. Additionally, this chronograph offers a stopwatch with totalizing function, which can be activated with the upper pusher. The lower pusher returns the second hand to its original position.

Also the trademark, the large number "60" may not be missing in this model. It indicates the 60 minutes of an hour and the revolutionary time of the 60s.



AS.C01-KR02L

AS.C01-KR01L

Stainless steel case, Ø 43,5 mm; anti-reflective sapphire glass on front and sapphire glass back; manual winding chronograph 3133.AS with chrono and summing up function; partly hand-engraved and refined; blued screws; 23 jewels; power reserve approx. 42 hours (36 hours with activated stop function); 5 atm water resistance; limited to 39 pieces, blue version is limited to 29 pieces;



AS.SR02-4



AS.SR02-6



AS.SR01-5

Stainless steel case, 44.5 x 44.5 mm; anti-reflective sapphire crystal on the front and sapphire crystal back; automatic chronograph 7753.ETA (27 jewels) or manual winding chronograph 3133.AS (23 jewels), hand-engraved and finished, blued screws; power reserve approx. 42 hours; 3 atm water resistant; limited to 30 pieces;

SQUARE & ROUND

THE COLORFUL SERIES OF AVANT-GARDE - CHRONOGRAPHS

In the new chronograph, Shorokhov plays with different colors, shapes, and contrasts. A darker yet warm hue has been chosen for red and green, while black remains grounded and serious, realized in a semi-matte finish. The matching contrasting colors for the models are black and white. This not only creates a color contrast but also an emotional one.

Certainly, these chronographs will not go unnoticed due to their vibrant colors. Additionally, their significance is emphasized by the substantial square case measuring 44.5 x 44.5 mm. However, the corners are rounded, lending a bit of relaxation to the robust appearance.

These color combinations are produced with a choice of an automatic or hand-wound movement, both meticulously reworked, hand-engraved, and finished. The small technical marvel can be admired through the sapphire glass case back. Furthermore, on the back, there is an avant-garde ring, emphasizing their affiliation with the „Avantgarde“ collection.

All chronographs are produced in a limited edition of 30 pieces per color and movement and are dedicated to the manufacture's 30th anniversary.





CHRONO - REGULATOR CR02

Even at first sight, the Chrono-Regulator-Skeleton fascinates with its innovations in design and engineering. It proves that even in a "skeleton" version, a Chrono-Regulator can be functional and offer great readability.

The CR02 presents a rare execution of a chronograph. The displays for hour, minute and second are placed at three separate locations: the minute display is located at 6 h and the second display is located at 9 h. There is also the timer feature with two hands: the large second hand from the center and the small minute hand at 3 h. Due to the blued hands and the clear division of time, time is easy to read.

Another feature is the rhodium-plated and skeletonized date indicator dial. In order to see the date clearly in one position, a special bridge with a window at 6 h was developed. On the plate below this window is a circular area that was covered in a thin layer of dark blue enamel to increase visibility. The movement of the timekeeper is not only skeletonized by hand, but also hand-engraved on both sides. The production of such watches is very laborious, which is why the edition is limited to 68 pieces per dial.



AS.CR02-1



AS.CR02-2



AS.CR02-3

Exclusively outfitted with a genuine Louisiana croc-strap, Alexander Shorokhoff is the only producer worldwide who offers a chrono-regulator in this design. Hence, this model is definitely one of the rarest timekeepers in the world. Stainless steel case with anti-reflective sap-

phire glass on front and sapphire glass back; diameter of 43.5 mm; mechanical chronograph-regulator 31679.AS, skeletonized, hand-engraved and refined; 23 jewels; blued screws; power reserve approx. 42 hours with timer turned off; approx. 36 hours if chrono feature is turned on; blued hands; 5 atm water-resistant.



REGULATOR AUTOMATIC

WHERE TECHNOLOGY MEETS
AVANT-GARDE DESIGN.

The Regulator Automatic is an expression of individuality and style. It is the perfect companion for those who appreciate both technology and avant-garde design, and seek a timepiece that reflects their personality and their demand for quality.

Its unique dial design features distinct color accents that highlight the various time functions in a fascinating way. It's a special type of wristwatch where the time display is arranged differently from most conventional watches. In this unusually avant-garde model, the hour, minute, and second indicators are placed separately on the dial, with each function even presented in its own sub-dial, distinguished by colors.

The hour display, in a rich green hue, appears at 9 o'clock, while the seconds are counted in radiant white along the outer minute ring. The minutes, presented in a vibrant blue, are found at 3 o'clock. This design not only ensures precise time reading but also provides a distinct color scheme that clearly distinguishes the various time elements.

The hour display is also equipped with luminous paint, which is not only visible during the day but also allows for clear time reading at night or in low-light conditions.



Stainless steel case, 43.5 mm; anti-reflective sapphire crystal on the front and sapphire crystal back; automatic caliber ETA 2892-A2, 29 jewels, hand-engraved and finished, blued screws; power reserve approx. 38 hours; 5 atm water resistant; limited to 30 pieces;

AS.R03-4



Stainless steel case, Ø 43.5 mm; anti-reflective sapphire glass on front and soundboard on back; manual winding alarm movement 2612.AS, partially hand-engraved and gold-plated; duration of alarm tone: 10-12 seconds when fully wound; blued screws; 18 jewels; power reserve approx. 38 hours; 5 atm water-resistant.

AS.GL01-1

AS.GL01-4

GLOCKER

Eight mother-of-pearl sectors light up on a dark background and accompany the wearer during the first few hours of the day. If the hand is located at 5:30am, it moves in the nightly dark blue. The colors change little by little, until the day finally starts around 9:30am with a bright white mother-of-pearl-sector.

The various colors facilitate the setting of the alarm and the black & white striped alarm hand helps to specify the exact point of time to get up. During the night, the luminescent hour markers and the luminescent hour and minute hands enable a quick capture of the time.

This watch contains a 2612.Poljot alarm movement, which is based on the Swiss AS1475 movement built by A. Schild and has already proved its worth. It is robust and reliable. The movement is completely revised at the "Alexander Shorokhoff" watch manufacturer and brought up to "Alexander-Shorokhoff-level". The sound of it is fairly long and sonar and can hardly be ignored. Due to the extra-thin soundboard, it lives up to its name "Glocker". This model is worldwide limited to 100 pieces per dial.



Stainless steel case, Ø 46.5 mm; anti-reflective sapphire glass on front and sapphire glass back; two automatic movements 2671.AS, hand-engraved and refined; blued screws; 25 jewels; power reserve approx. 42 hours; 5 atm water-resistant.



AS.DT03-1



AS.DT03-5



AS.DT03-4

LEVELS

The watch “Levels” gets its name from the different levels of the dial. One level stands for your home time while the next level shows you the local time. On the third level the “Alexander Shorokhoff”-logo is placed and the fourth level shows the limitation number of the watch. All levels are of different height. The most highest level is placed above the calendar window. There, at an elevated “bridge” a magnifying glass is

positioned in a creative and innovative way in order to enlarge the visibility of the relative small date display. In this arrangement the magnifying glass resembles a monocle and underlines the creativity of A. Shorokhov. The complete rose gold-plated “skyscraper” construction is built on a guilloché “basement”. The coloured stripe imparts the watch the unmistakable “Alexander Shorokhoff-design”.



AS.DT02-2

AS.DT02-3

Stainless steel case, Ø 46.5 mm; anti-reflective sapphire glass on front and sapphire glass back; two automatic movements 2671.AS, hand-engraved and refined; blued screws; 25 jewels; power reserve approx. 42 hours; 5 atm water-resistant.

LOS CRANEOS

During his journey through Mexico, Mr. Shorokhov was fascinated by the power of Frida Kahlo's paintings and the blaze of colour, as well as of their inimitable and national character. He dedicated his new watches „Los Craneos“ to her.

Two items serve as main motif for this watches: The skulls and the tapering metal appliqué on the dial. Both elements represent the fight of Frida Kahlo against death. Furthermore skulls are deeply rooted in the Mexican culture as a symbol for gambling with life and death. „Los Craneos“, which means skulls in Spanish, is made as a double-time watch. Placed on one time zone is the calendar, on the other time zone a central second hand is placed. For the double time zones two automatic movements are used.

The successor underline the happy and colourful side of Frida Kahlo's art. The skulls are covered by coloured enamel, resulting in a much more emotional, vivid and peaceful appearance. For the dials production mostly transparent enamel is used, the sectors are artificially worked out in typical Mexican tradition inspired by ancient Aztec patterns. The 62 striking metallic studs are now covered in yellow gold.

The colourful edition is limited to 88 pieces with champagne coloured dial and to 65 pieces with dark grey metallic dial.



龍 蛇 馬 羊
 兔 牛 虎 豬
 猴 雞 狗 鼠

Dragon Snake Horse Goat
 Rabbit Ox Tiger Pig
 Monkey Rooster Dog Rat

60

IN CHINA THE NUMBER 60 IS DETERMINING THE CYCLE OF TIME

In the 3rd century A.D., the time cycle of 60 years, months and days was introduced by the ruling Han-dynasty. This cycle consists of 5 elements (wood, fire, soil, metal and water) and the 12 earth branches which are better known as the 12 signs of the zodiac (dragon, snake, horse, sheep, monkey, rooster, dog, pig, rat, bison, tiger and hare). To this day the ancient cycle system is important for the Chinese astrology.

1960 element: metal, sign: rat

2012 element: water, sign: dragon

Such a constellation occurs only every 60 years:

2020 element: metal, sign: rat

2072 element: water, sign: dragon



RED CHRONO AUTOMATIC

Red is a bright and intense color, it attracts attention and can evoke strong emotional reactions. However, red can also be used very carefully and unobtrusively. With a lot of creativity and skill, an effective, interesting detail is added here.

A red ring, incorporated into the sporty, elegant CHRONO CA05 RED model from the "Avantgarde" collection, adds even more elegance and shows how this strong color can be used just as discreetly.

The model combines style and functionality in

perfect harmony. The classic black enameled dial gives the automatic watch a timeless elegance, while the intense yet subtle reddish accents add a touch of dynamism and passion. The bright white adds a contrasting accent and emphasizes the clarity of the design.

The matching red hand of the chrono function at 9 o'clock completes the black, white and red combination. The red and yellow stitching on the extra-soft calfskin strap complements the avant-garde directness and supports the strong, dynamic attitude to life that the watch conveys.



AS.CA05-4R

Stainless steel case, Ø 43.5 mm; anti-reflective sapphire glass on front and sapphire glass back; automatic chronograph 2030.AS with chrono and summing up function; hand-engraved and refined rotor; 49 jewels; blued screws; power reserve approx. 38 hours; 5 atm water-resistant.



1 OF 1

A WATCH WITH YOUR INITIALS

The highest level, without a doubt is the development and production of skeletonized watches with individual initials. The AS manufactory has the opportunity to implement customers individual and unique design wishes. The customer can choose the style of the letters, the manner of the engravings and the extent of skeletonizing and refining of the dial and watch movement. But it doesn't stop there – Furthermore the material for the case and the leather strap or bracelet can be selected as well. At all steps a member of the highly qualified team will advise and assist the client.

After selecting all components for a personal "Watch with initials", the production can be started. No matter if skeletonizing, guilloché or engraving - all this work on the movement and dial requires a great deal of time, precision and concentration. It takes many hours, sometimes even days for the engravers to unveil the soul of the metal and to create an exclusive and unique engraving pattern.

After the engraving and the refining process of the rhodium, gold or other plating, the watch is ready to be assembled. More than 100 small parts have to be put in place, a job that cannot be done without love and precision the main elements to create a handmade manufacturer-movement.

This watch cannot only measure time, it tells a story. A story about imagination, passion, love and art. A beautiful timekeeper that will last for many generations.

Stainless steel case, Ø 43,5 mm; anti-reflective sapphire glass on front and sapphire glass back; manual winding chronograph 3133.AS with chrono and summing up function; skeletonized, hand-engraved and gold-plated; blued screws; 23 jewels; power reserve approx. 42 hours; 5 atm water-resistant;



AS.C01-IN



AS.N.PT05-58

Stainless steel case; Ø 43.5 mm; anti-reflective sapphire glass on front and sapphire glass back; automatic winding chronograph 2030.AS; 49 jewels; blued screws; power reserve approx. 38 hours; 5 atm water resistance;

YELLOWMATIC

LONG LIVE THE CONTRAST.

Yellow and black: these two bold colors are the hallmark of this colorful watch, evoking tension and thematizing seemingly irreconcilable poles, brought into harmony by the elegant timepiece.

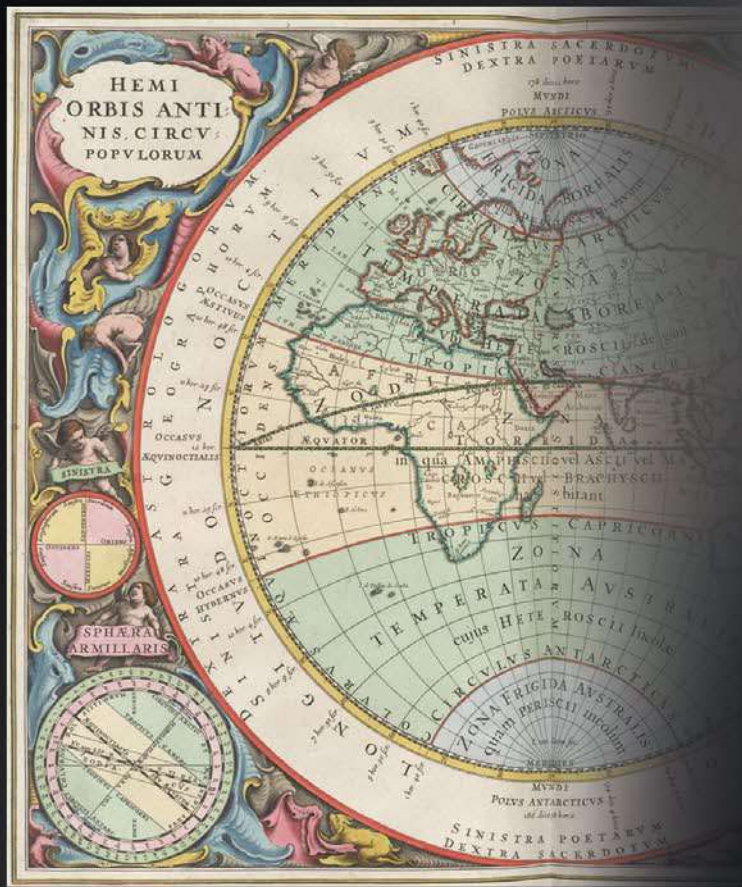
The bright yellow enameled dial with the fancy guilloché pattern forms the basis for the numerals, which have been placed in an unusual way. Red and white contrasts complete the cheerful summer watch. The checkered bracelet makes the watch look modern and fresh. Different colors were integrated into a harmonious checkered pattern and perfectly fit the overall concept of this model.

The large number „60“ as the most important element of the AVANTGARDE collection may of course not be missing and dominates, in addition to the striking yellow color, the overall picture.

The automatic chrono movement of the Yellowmatic is precisely reworked by the master watchmakers of the Alexander Shorokhoff watch manufactory. The rotor is hand-engraved and refined. The sapphire crystal case back allows a view of the finely refined movement.



AS.N.PT05-55S



DAY & NIGHT

This delightful 24-hour watch “Day & Night” with a manual winding movement caliber 2423, is a real eye catcher - for two reasons:

The dial is divided into two equal halves, just like the day at the equator. Through the two charming symbols of sun and moon, they radiate peace and serenity, but also a strong and positive energy that puts a smile on everybody’s face.

For this purpose, all large digits of 20, 40 and 60, typical for all Avantgarde-watches, were enhanced with luminous paint and are trying to outshine the refined mother-of-pearl dial.

Additional features include a hand-engraved movement and sapphire glass on both sides. There’s also an option to combine it with a high-quality Milanese strap.

Stainless steel case; Ø 43.5 mm; anti-reflective sapphire glass on front and sapphire glass back; manual winding 24-hour movement caliber 2423.AS, hand-engraved and gold-plated; 17 jewels; blued screws; power reserve approx. 38 hours; 5 atm water-resistant.



AS.DN01

AS.EQ01-4M



Stainless steel case; Ø 43.5 mm; anti-reflective sapphire glass on front and sapphire glass back; manual winding movement caliber 2423.AS, hand-engraved and gold-plated; 17 jewels; blued screws; power reserve approx. 38 hours; 5 atm water-resistant; hour and minute hands endowed in light orange luminous paint;

AS.EQ01-1

EQUA

“La Mitad del Mundo” is an equatorial monument in San Antonio de Pichincha in Ecuador. The monument is located about 23 kilometers north of the capital Quito and marks the location where Charles Marie de La Condamine, traveling with a French expedition, determined the exact position of the equator as the first European in 1736.

The equinox at the equator, symbol of the beginning of spring and fall, is artistically interpreted in two semi rings on the dial, each of them representing 12 hours.

What catches the eye is the vibrant orange of the upper ring symbolizing heat and fire, and the warm blue of the lower ring, alluding to mild equator nights. Just like the equator, both of them enclose the ocean, which is implied by the gleaming light and dark mother-of-pearl.





AS.TU55-1TM

A tourbillon is an addition to the mechanics of a watch escapement. Developed around 1795, a tourbillon aims to counter the effects of gravity by mounting the escapement and balance wheel in a rotating cage, to negate the effect of gravity when the timepiece is stuck in a certain position.

TOURBILLON TOMORROW & CLASSIC

DESIGNED FOR THE 25TH ANNIVERSARY OF THE COMPANY

By making this watch Alexander Shorokhov remained true to his principles. The extraordinary futuristic design is well suited to the shaping of his successful watch collection "Avantgarde".

The exceptional futuristic design of this watch can be interpreted in several ways. However, the plan was to make a decentralized front side. The center has been shifted with the focus on the brand's logo. The lines show a strong individualism and intensifying their importance. The lower part of the dial is colored in a pleasant blue tone and have a sun beams polishing. Despite the multitude of elements, the watch guarantees clarity with clear demarcation of the gold-plated hour marks as well as contrasting watch hand that stands out from the background of the dial.

Besides the avatgardistic Tourbillon "Tomorrow", Shorokhov has created a more classic appearance of the Tourbillon model. Both timekeepers with genuine mother-of-pearl dial incorporates attributes such as noblesse and elegance with exquisite craftsmanship and quality of watch making. To emphasise the identity of this exclusive watch, all models were limited to 5 pieces per dial.



AS.TU01-1

AS.TU02-4

18 carat rose gold case, stainless steel case or stainless steel case PVD-coated, Ø 43,5 mm; anti-reflective sapphire glass on front and sapphire glass back; manual winding tourbillon caliber 8950.AS, hand-engraved and refined; 23 jewels; power reserve 60 hours; 5 atm water-resistant (3 atm in rose-gold version); combined with a genuine crocodile leather strap; limited to 5 pieces.



FULL CALENDAR CADAMOMO

DANCE OF THE AVANT-GARDE: DATE, WEEK, MONTH, MOON IN ONE BEAT.

Alexander Shorokhoff once again introduces a groundbreaking design innovation with his latest full calendar model named „CADAMOMO“, that pays homage to the 50th anniversary of Inhorgenta fair.

This particular timepiece not only distinguishes itself by displaying the current time but also provides information on the date, day of the week, month, and moon phase. Unlike simple date displays that only show the current date, a full calendar offers a more comprehensive date function, making it the ideal choice for those who want all essential date information at a glance.

The day is highlighted by the central yellow date hand with a blue tip. The day of the week is indicated at 10 o'clock by a small white sphere, while the month is marked at 2 o'clock with a small white arrow.

In addition, the „CADAMOMO“ offers another feature, displaying the current moon phase at 6 o'clock. It shows how the moon appears in the sky and in which phase it is. This is designed as a representation of the moon as a small disc that moves slowly over the course of a month.



The name „CADAMOMO“ was not chosen arbitrarily. Upon closer examination of the letter pairs – CA-DA-MO-MO – an artistic sense emerges. CA stands for „calendar“, DA for „day“, MO for „month“, and the second MO for „moon.“

AS.VK-CDMM2

Stainless steel case, Ø 43,5 mm; anti-reflective sapphire glass on front and sapphire glass back; automatic caliber DD9000, hand-engraved and refined; 25 jewels; power reserve 42 hours; 5 atm water-resistant; limited to 50 pieces.

AS.VK-MKR5



Stainless steel case, Ø 43,5 mm; anti-reflective sapphire glass on front and sapphire glass back; automatic caliber DD9000, hand-engraved and refined; 25 jewels; power reserve 42 hours; 5 atm water-resistant; limited to 31 pieces.

ARCHITECTURE & DESIGN
COLLECTION AWARDS 2023
**PLATINUM
WINNER**
2023
Architecture Collection

FULL CALENDAR MERKUR

DATE, WEEK, MONTH, MOON IN ONE RHYTHM.

Alexander Shorokhoff once again impresses with a design innovation in the form of a full calendar. The model, called “Merkur” is a special watch that, in addition to displaying the current time, also indicates the date, day of the week, and month. Unlike a simple date display that only shows the current date, a full calendar provides a more comprehensive date function.

The name “Merkur” was inspired by the planet of the same name in the solar system. With its crater-covered surface reminiscent of the moon, it seamlessly integrates into the design concept of this model.

The day is indicated by the central date hand with an orange tip, while the day of the week and the month are displayed at 12 o'clock. In addition, the “Merkur” offers another feature that displays the current lunar phase at 6 o'clock. It shows how the moon appears in the sky and in which phase it is. This is designed as a representation of the moon as a small disc that slowly moves over the course of a month to depict various moon phases such as full moon, half-moon, new moon, and waning moon. During a full moon, the orange “sphere” appears precisely in the center of the aperture, opposite the marking for 29.5 days, which is the time it takes for the moon to orbit the Earth once and go through all its phases.





FOUR SEASONS

A special dial was developed for this watch “Four Seasons”, distinguishing it from all other dials in the Alexander Shorokhoff collection.

The idea was to bring the dial as close as possible to the front sapphire glass. Therefore, it measures a height of 2.4 mm, instead of the usual 0.4 mm. Due to the narrow space between the dial and the front glass, there is only room for the second hand. To integrate the hour and minute hands as well, the center of the dial was lowered in the form of a round recess. This allows the blue hour and minute hands to have sufficient space to make their rounds.

The dial design is avant-garde, with each color symbolizing a season and featuring a corresponding decorative design interpreted by designer Alexander Shorokhov. The green iridescent mother-of-pearl represents spring and the awakening of nature. The lighter mother-of-pearl area with circles symbolizes summer with avant-garde depictions of flowers. The dark blue mother-of-pearl represents winter, while the orange represents autumn, symbolizing the change in nature.

To add more emotion to the dial, the hour markers are designed in various executions. For example, there are two diamonds at the 7 and 10 o'clock positions, numbers at the 4 and 11 o'clock positions, and a star at the 1 o'clock position.



Stainless steel case, 36 x 36 mm; anti-reflective sapphire glass on front and sapphire glass on back; automatic movement 2000-1ETA, 20 jewels, power reserve approx. 40 hours, hand-engraved and refined; 3 atm water-resistant; limited to 30 pieces.

AS.APV-4S



AS.APV-BCA

Stainless steel case, 36 x 36 mm; anti-reflective sapphire glass on front and sapphire glass on back; manual winding movement 2009.AS (21 jewels, power reserve approx. 37 hours) or automatic movement 2000-1ETA (20 jewels, power reserve approx. 40 hours), hand-engraved and refined; 3 atm water-resistant; limited to 19 pieces.

BLACK CAT

Black cats are a popular choice in art due to their symbolism and aesthetics. Various renowned artists throughout art history have depicted black cats in their paintings.

Alexander Shorokhoff has also explored this theme, and for the first time, a cat appears as a motif in his collection. Crafted from black mother-of-pearl, it partially conceals itself on the dial, but its presence is unmistakable. The cat exudes playfulness, courage, and a hint of curiosity towards the butterfly that has found its place in the upper part of the dial.

To infuse this 'painting' with a sense of 'naturalness' and 'movement', the entire dial is made from high-quality mother-of-pearl and adorned with Alexander Shorokhoff's original signature, giving this outstanding artwork a personal touch.

The total work of art is presented in a rectangular stainless steel case measuring 36 x 36 millimeters, akin to a masterpiece within a frame. The watch is powered by either a hand-engraved and refined automatic movement or a manual winding caliber. Both versions are limited to 19 pieces each. Each variant is accompanied by a green ostrich leather strap with a stainless steel buckle, further accentuating its elegance.





AS.SH01-4D

SHAR

THE FIRST ABSOLUTELY ROUND WRISTWATCH.

The spherical shape is encountered everywhere: in nature, in technology, and even in art. The form approaches perfection - without edges and corners, but also without a beginning and an end.

Alexander Shorokhov was also fascinated by the sphere's shape and created his new watch, „Shar“, in an absolutely round form. The case and the sapphire glass, shaped as a hemisphere, are united in the form of a sphere. To connect the bottom and the body of the case without additional edges and holes, a single-screw construction was developed. The screw is located in the center of the bottom, securely connecting the two parts and also having a hemispherical shape that complements the overall form. The case can be delivered with or without diamonds.

The lugs are also made from small spheres and secure the strap to the watch using a lug on the case. Either a steel or leather strap can be attached. Inside the watch, the Swiss ETA 2671 automatic movement ticks. The rotor of the movement, as customary for „Alexander Shorokhoff“, is hand-engraved. The dial comes in various designs, optionally hand-engraved with floral motifs and rhodium-plated, with a mother-of-pearl dial, a blue fluss stone, or malachite.

Limited edition of 30 pieces each.



AS.SH05-1YB



AS.SH01-3



AS.SH01-5



Stainless steel case or with various case platings, optionally set with diamonds; Ø 25 mm; sapphire glass, shaped as a hemisphere; automatic movement 2671.AS, hand-engraved and decorated rotor, blued screws, 25 jewels, power reserve approximately 42 hours; water-resistant to 3 atm; limited to 30 pieces.



AS.SH01-4B



AS.SH01-1



AS.SH05-5

Stainless steel case or with various case platings, Ø 25 mm; sapphire glass, shaped as a hemisphere; automatic movement 2671.AS, hand-engraved and decorated rotor, blued screws, 25 jewels, power reserve approximately 42 hours; water-resistant to 3 atm; limited to 30 pieces.



Synonymous with the shape of the watch is also its name, which was not chosen by chance. Translated from Russian, it means “sphere”.

In any case, it is a bold step of the designer Alexander Shorokhov, who wants to go into the new and future. Whether it is an art object, the wearer or viewer will decide. But that’s exactly how this watch was designed.

AS.SH05-1R



60

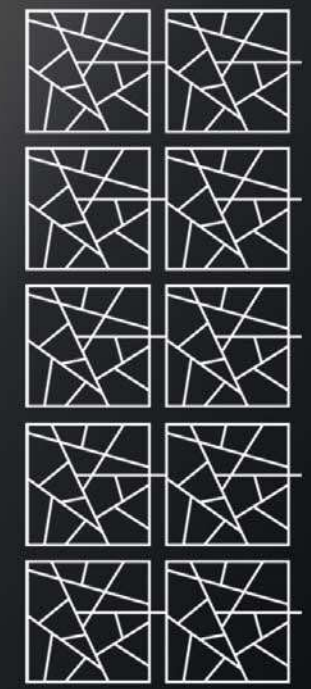
IN THE HISTORY OF BABYLON THE NUMBER 60 HAS A CENTURIES-OLD AND EXCITING HISTORY

The sexagesimal system is based on the number 60.

The reason behind it is still a matter of academic debate. However, many scientists speculate that the system's origin can be found in astrology.

In contrast, others see the number 60 as the foundation of our arithmetic system by hand: you can count to twelve by counting all phalanges of the hand (using the thumb as a pointer); when you add the second hand and in each case use one finger as a pointer, you can count to 60.

This system is ancient. It can be traced back up to 30.000 years before the beginning of the modern calendar.



The "Babylonian I" is a watch for eternity. Unfortunately this model won't be available forever, because it is only limited to 500 pieces.

AS.BYL01



BABYLONIAN I

A cosmos with celestial objects and zodiac signs opens up on the dial of the "Babylonian I".

At the center of this "galaxy" is a hand-engraved movement, as in many of "Alexander Shorokhoff" watches. It is equipped with a special decorative sunburst pattern.

Wave ornaments – symbol for water and the rivers Euphrates and Tigris – lie above and mark the horizontal axis. The sun and moon augment the harmonious image of this constellation. To give this "galaxy" even more meaning, zodiac signs were placed at the center on top of a shimmering blue mother-of-pearl circle. The dark blue, about 1.5 mm lower frame with the golden stars particularly accentuates the numbering and the silver hour and minute markers. The hands present in a deep midnight blue.

This beautiful piece of art with manual winding movement caliber 2609.AS with 17 jewels, blued screws and a power reserve of approx. 42 hours, is located in an up to 5 atm waterproof case equipped with anti-reflective sapphire glass on front and sapphire glass on back. It has a diameter of 46.5 mm.



Stainless steel case, Ø 46.5 mm; anti-reflective sapphire glass on front and sapphire glass back; manual winding movement 2609.AS; hand-engraved and rhodium-plated; blued screws; 17 jewels; power reserve approx. 42 hours; 5 atm water-resistant.



BABYLONIAN II

The success of the first Babylonian model that was nominated for the German Design Award 2015, motivated Alexander Shorokhov to initiate a second version.

The inspiration arose from the contact with the history of the biggest and most powerful city's of ancient times - "Babylon". It's not a coincidence the name of the city translates to "gate of god". The prosperity of the city in its heyday attracted astronomers, scientists, craftsmen and artists and turned it into a highly developed cultural center. Furthermore the stellar constellations were discovered there, the zodiac signs invented and the first horoscopes been created.

This is where the cultural fascination Babylon's is picked up. In a highly complicated procedure, the movement's plates and the outer ring of the dial are delicately carved out by hand and decoratively designed. The combination of the hour circle of dark blue mother-of-pearl with imprinted zodiac signs and blued hands and hour markers create a fascinating picture. On the back of the watch you can take pleasure in the masterful engravings.

The "Babylonian II" is limited to only 300 pieces.



AS.BYL03Y



Stainless steel case, Ø 43.5 mm; anti-reflective sapphire crystal on the front and sapphire crystal case back; hand-wound movement 2614.AS, hand-satinized with graver, bridge under the dial hand-skeletonized and engraved, from below the movement is finished with a specially designed hand-skeletonized and – engraved brass plate, blued screws, 17 jewels, power reserve about 42 hours; 5 atm water resistant; limited to 49 pieces;

BABYLONIAN III

FASCINATION FROM MILLENNIA OF HISTORY.

The “Babylonian III” also draws inspiration from Babylon, the capital of Babylonia. At that time, people obtained precise astronomical data and established the basis of our current constellations. According to its inspiration, the dial shows the signs of the zodiac elaborated and engraved by hand.

The new variant is available in a new color combination. Unlike its predecessors, this model is housed in a 43.5 mm case due to high demand. The manual winding movement is intricately engraved and refined. The front bridge is hand-skeletonized and hand-engraved. The movement is adorned from below with a specially designed hand-skeletonized and engraved brass plate. The main plate and other bridges of the movement are hand-finished with a special graver, then yellow gold plated. Additionally, the back of the movement features a plate with beautiful skeletonization, rhodium-plated. A two-tone refinement of the movement creates contrasts and an elegant appearance.

The dial consists of two parts. The lower part showcases the zodiac signs, first etched and then hand-engraved. The outer area of each zodiac sign is hand-matted and yellow gold plated. On the upper part of the dial, which comprises two mother-of-pearl rings and hour markers, there is a minute track on the outer ring and the abbreviations of the zodiac signs on the inner ring.

This exceptional model in a stainless steel case is limited to 50 pieces.



UNBREAKABLE - DEEP DING

THE FIRST "ALEXANDER SHOROKHOFF"
WATCH WITH 10 ATM WATER RESISTANCE.

The model „Deep Ding“ is a reliable, robust watch with 10 ATM water resistance, well protected and unbreakable by the innovative new case design. The artistic and avant-garde orientation is nevertheless in line with the brand's philosophy.

The case consists of six parts in total - the upper bezel with sapphire crystal, an inner rotating bezel, the middle case and two lids. In addition, the grid, which is constructed from six separate and 90° bent stainless steel rods and 12 fastening screws. The case has two crowns. One is located at 2 o'clock for the rotating inner bezel, which can be used for minute setting while diving. The other is located at 4 o'clock for time setting. Additionally, the crowns have double gaskets to be sufficiently protected against water pressure.

On the closed back, there is a place for a pair of turtles in 3D design. Several different finishes and platings of the case elements provide scratch resistance and versatility of the watch. A high-quality rubber strap with a folding clasp was developed for carefree handling of water. The dials are available in light and dark mother-of-pearl finishes. The lower circle features the globe with indications of the cardinal points. The hands with luminous material were designed in a large format to still be visible through the grid. Both models are limited to 30 pieces only.

AS.DD1

10 ATM means that this can withstand a pressure of 10 bar, or the pressure of a water column of 100 meters. With these models, you can easily swim, snorkel and make good use of them during sea voyages or any work that needs to be done on the deck of a yacht.

AS.DD2

Stainless steel with steel lattice and embossed solid steel back in 3D look, middle part coated in a PVD red gold color or in PVD black, outer bezel and crowns in PVD black; Ø 45 mm; sapphire crystal on the front, anti-reflective; Swiss automatic movement 2824.AS / SW200 with hand-engraved and refined rotor, with blued screws, 10 atm water resistant; limited to 30 pieces;



AS.DD03-RSR

DEEP DING 2

The dial of the new 'Deep Ding 2' features artistically avant-garde wave patterns, representing the sea. The hands and large hour markers are distinctive and equipped with luminescent material. Their size allows for easier time reading underwater and in darkness.

The 45-millimeter case has two crowns. One is located at 2 o'clock for the rotating inner bezel, and the other is at 4 o'clock for time adjustment. Additionally, the crowns have double seals to provide sufficient protection against water pressure. Various finishes and platings on the case elements ensure scratch resistance and diversity of the watch.

The case back displays a 3D depiction of a turtle couple. Beneath the case back lies a reliable Swiss movement, equipped with a hand-engraved and refined rotor.

What sets this new variant apart is its versatility. The special case construction can be worn either with or without a grid. The grid, constructed from six separate and 90° bent stainless steel rods along with 12 securing screws, can be removed or attached as desired.





AS.DD05-B



AS.DD04-BG



AS.DD01-SBS



AS.DD04-SB



AS.DD03-RSR



AS.DD15-RBR

For carefree water usage, a high-quality rubber strap with an elegant folding clasp made of solid stainless steel has been developed.

A new watch box has been specially designed for this model as well. The interior features a wavelike fabric covering in a lighter bluish hue. Through the 'peek-a-boo' hole with a steel frame in the upper part of the box, you can even see the watch when

the box is closed. On the left side of the box, there is also a certificate confirming the authenticity of the watch, along with an additional cleaning kit to better clean the underlying glass when wearing the grid.

All models of the 'Deep Ding 2' have small limitations, ranging from 17 to 37 pieces depending on the variant.

Stainless steel case, with an embossed solid steel back, middle part, crowns, and outer bezel coated; steel grid included, Ø 45 mm; anti-reflective sapphire crystal on the front; Swiss automatic movement 2824. AS / SW200 with hand engraved and refined rotor, with blued screws, 10 atm water resistant; limited from 17 to 37 pieces depending on the variant;



BARBARA

GERMAN DESIGN AWARD
"SPECIAL MENTION" 2016

With the watch "Barbara", Alexander Shorokhov pays his respects to one of the biggest contemporary jazz musicians, Barbara Dennerlein, famous for her play on the Hammond organ.

"I am fascinated with Barbara's avant-garde music. I created a watch with organ keys surrounding a clef that virtually breaks the mold on the colorful and vibrant background. The avant-garde design corresponds to the work of this unique artist", is how Shorokhov described his conception at the presentation of the watch at the International Watch and Jewelry Show "Basel World 2015".

The automatic winding stainless steel watch with hand-engraved and refined rotor has a anti-reflective sapphire glass on front and a sapphire glass on back. It has a diameter of 43.5 mm. With a limitation of 169 pieces, the receiver of the "Special Mention" German Design Award is a desirable collectors item.

Stainless steel case, Ø 43.5 mm; anti-reflective sapphire crystal on the front; Swiss automatic movement 2824.AS / SW200 with hand-engraved and refined rotor, with blued screws, 5 atm water resistant; hour and minute hands endowed in light green luminous material.

AS.AVG06





REVOLUTION AVANTGARDE

GERMAN DESIGN AWARD WINNER 2020

With the watch "Revolution" Alexander Shorokhov wanted to realize his talent of engineer by showing more art and more "Avantgarde" in his design.

In the case of 43.5cm diameter Alexander Shorokhov creates space for the movement and dial. The free space is filled with geometrical elements and small movement parts such as springs and wheels. These parts literally are floating in the free room which is broken through by metallic bars. A small bridge with enamel coating in the centre is connecting the watch with the space which otherwise remains free and transparent.

The inner rim of the case and the outer edge of the dial are similar to technical wheels. The aim was to create a feeling for the industrialisation and the heavy change of life of the people. The big industry and the fine mechanism of watches are connecting with each other perfectly. Both aspects are symbolic for the watches of the Avantgarde-collection by Alexander Shorokhoff – connecting the non-compatible.

The avant-garde dial with different shapes and colours fits perfectly in with the family of its predecessors. The case back is enamelled with further information about the watch. The new object d'art is limited to 100 pieces.

Stainless steel case, Ø 43,5 mm; anti-reflective sapphire glass on front and sapphire glass back; automatic cal. 2671.AS with hand-engraved and refined rotor; blued screws; 25 jewels; power reserve approx. 42 hours; 5 atm water-resistant;



AS.REV-AVG



AS.PT-SL5



The uniqueness of the „Swan Lake AVG“ lies in the foldable double case. This additional feature allows the owner of this alarm clock to have an unobstructed view of the time even while lying down and to enjoy the pleasant sound of the alarm.

Winner of the „SILVER WINNER“ award at the prestigious IADA 2023 competition in the Luxury Goods Product Design Built category.



SWAN LAKE AVG

ALARM WATCH WITH A ROTATING ALARM DISC.

This model of the Tchaikovsky alarm watch line is once again dedicated to its most famous ballet - Swan Lake. And it is not by chance, as the numbers on the colored alarm disc, placed in the center of the watch, were designed and developed in a curvaceous style. This style is intended to evoke the world-famous ballet that premiered in 1877 at the Bolshoi Theatre in Moscow.

The colored disc in the center of the dial is used to set the alarm time and is integrated into a complex two-layer construction of the dial. In the area at six o'clock, there is a small plate with an arrow. If the desired wake-up time is precisely aligned with this small arrow, a gentle alarm signal will sound at that time. This alarm disc can be set using a separate crown located at 11 o'clock. It can only be rotated in one direction - counter-clockwise. The dials are available in different versions, with the outer area featuring mother-of-pearl, and the inner alarm disc shining in the colors green, blue, and red. The hour and minute hands are designed with luminous material.

The movement has been imaginatively engraved and exquisitely finished. Traditional engravings and guilloché patterns create a nostalgic feeling, which can be admired in all its beauty through a sapphire glass case back. With a limited edition of 30 pieces per dial color, this elegant alarm clock is perfect for any watch collector.



AS.PT-SL3

Stainless steel case, Ø 40 mm; anti-reflective sapphire crystal on the front and sapphire crystal case back; alarm movement 2612.AS, hand-engraved and refined, blued screws, 18 jewels, power reserve approximately 38 hours; water-resistant to 3 atm; limited to 30 pieces.



AS.JH01-4

AS.JH55-5

Stainless steel case or in 18 carat rose gold, Ø 43,5 mm; anti-reflective sapphire glass on front and sapphire glass back; automatic movement 14400A.AS with hand-engraved and refined rotor; blued screws; 27 jewels; power reserve approx. 40 hours; 5 atm water-resistant (3 atm for 18 carat rose gold case); combined with a genuine crocodile leather strap; limited edition of 25 pieces per dial;

CROSSING 1 - JUMPING HOUR

Shorokhov is not only showing new traits in the watch design, but he is moreover completing his creation with a new watch movement – the “jumping hours” by Dubois Depraz.

The dial of this exceptional watch is subdivided in two functional sectors. The upper part shows the minutes and the lower part shows the seconds. The hour indicator jumps in the big window at 12 o'clock.

The fine lines of the minute area are crossing each other in pairs and give this model an avant-garde appearance and its name.

The movement is consisting of a lot of filigree elements enabling the hours to jump every full hour. The rotor is hand-engraved and additionally gold-plated and can be admired through the sapphire glass bottom. All in all, an excellent watch uniting not only functionality and elegance but also an exceptional shaping with attractive colors.



AS.JH01-2

AS.JH02-4



CROSSING 2 - JUMPING HOUR

The second edition of the model "Crossing" has been extended with new dials. The division of both functional sectors - the upper part shows the minutes and the lower part shows the seconds - remains the same. As well as the hour indicator with an automatic movement from Dubois Depraz is still jumping in the big window at 12 o'clock. But the design gets a sporty, cool new look.

Unusual color combinations are the main motive of the new Edition. It's getting more extravagant. The new dials pay more attention to detail. The small seconds ring with clear marks show a better advantage, while the seconds with black and white checkered plaids are easier to read. One of the new dials comes in a beautiful dark mother-of-pearl dial, which fascinates at the very first sight.

The distinguishing large numbers 20 and 40 are inconspicuous eye-catcher and underline the identity of this excellent watch. The rotor is hand-engraved in traditional manner and additionally gold-plated and can be admired through the sapphire glass bottom. All in all, an excellent continuation, which is not only uniting functionality and elegance but is also "Art on the Wrist"!



AS.JH02-3

AS.JH02-5

Stainless steel case, Ø 43,5 mm; anti-reflective sapphire glass on front and sapphire glass back; automatic movement 14400A.AS with hand-engraved and refined rotor; blued screws; 27 jewels; power reserve approx. 40 hours; 5 atm water-resistant; combined with a genuine crocodile leather strap; limited edition of 25 pieces per dial;

AS.V3.02-R



120

VINTAGE NO. 3 - LUCKY 8-2

The "Vintage"-line has been extended with the new edition of the watch model "Lucky 8-2".

The new model is even more sophisticated with its filigree features and buoyant engravings. The cutout in the dial allows an insight view of the refined watch movement. The engravings can also be found at the date changing wheel. The three fixing screws are blued by hand in order to complete the appearance.

The date display as the main element of this watch is produced in the same way as for its predecessor. A special date disk in silver with red marks is fixed to the movement. The dial has 31 small windows so you can see the current date at the red mark appearing in one of the windows and read it at the outer scale. The new stamped and silver plated date figures sparkle in new splendour. In order to reach a balance with the date indication, the hands have been coloured red. The hour and minute hands are kept in typical "Alexander Shorokhoff"-design, but strike with their new small black decor lines.

For better legibility the second hand has been made half in black and half in red colour. The red seam of the genuine ostrich leather strap perfectly completes this beautiful watch. In contrast to the black, red and silver colours the "Alexander Shorokhoff"-logo is rose gold plated. Among the components of the dial it immediately catches the viewers' attention.



121



AS.V3-02-BR



AS.V3-02-BY



AS.V3-02-GY

VINTAGE NO. 3 LUCKY 8-2

Responsible for the time measuring is the movement cal. 2416. Poljot a precise instrument which was used in the previous models. Sadly the production of this movement was stopped about 20 years ago. Nowadays, it belongs to the "Vintage" rarities. At the Alexander Shorokhoff manufactory it is completely re-worked,

lubricated, hand-engraved and adjusted. This watch is available in four different versions: case of stainless steel or rose gold plated, covered by black PVD or with yellow hands. Each version is limited to only 50 pieces. This is the exact number of "Vintage" movements the manufactory could track down.



Stainless steel case, Ø 43.5 mm; anti-reflective sapphire glass on front and sapphire glass back; manual winding movement caliber 2614.Poljot, hand-engraved and refined; blued screws; 17 jewels; power reserve approx. 42 hours; 5 atm water-resistant.

AS.V3-02-BR

Art on the Wrist

Going into detail, achieving the highest precision possible, creativity and individuality – these are the standards of the “Alexander Shorokhoff” watch manufacture. The entire team is committed to each and every watch with great diligence and dedication, in order to receive an in every respect qualitative and artful watch that retains its value due to its uniqueness. Art has no limits, but it is art that can transcend boundaries.

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Art on the Wrist