



# SZANTO

San Rafael, CA



**LAUNCHED IN THE FALL OF 2013**, Szanto is another creation by Luminox founder Barry Cohen. The young watch company falls under the umbrella of Time Concepts, a private-label California-based company started by Cohen to design and distribute watches.

Szanto, a name derived from Cohen's family lineage, was established on the theme of 'Time Rediscovered' to create vintage-inspired watches with an accessible price point. Cohen seized the opportunity after he realized there was need for such pieces in the marketplace. The Szanto collections achieve affordable price points, starting at \$195, while using higher-end Japanese quartz movements. These watches fit the niche for those wishing to express their love for vintage looks without draining the bank account.

Szanto timepieces include a well-rounded selection of twenty-two watches in six different series. They feature antique-style dials that were influenced by the military models made in the early 20th century, all with luminescent hands and Arabic numbers. In order to meet current desires, however, Szanto features case sizes between 40 mm and 47 mm, many with ion plating in black or titanium. The collections are designed to embody a vintage look with excellent finishing touches like distressed leather straps and domed mineral crystals. Every Szanto timepiece is presented in a custom-made, mini travel trunk having leather sides with brass corners similar to those from the 'Golden Age of Travel.'

Look for the introduction of five new series this summer to include chronographs and tank-style watches. ●