

# AboutTime

Issue #13

*Function and **Fashion** for the Wrist*

**Szanto**  
Past Perfected





## COVER STORY

by Keith Flamer

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### SERIES 6100 Big Aviator Automatic

*Vintage Styling,*

**MODERN  
MOVEMENTS**

Inspired by wristwatches from a bygone era, Szanto adds quality mechanical movements.

One hundred years ago, World War I pilots and soldiers strapped watches to their wrists—timing their battle missions and inadvertently galvanizing two fashion trends. The wristwatch and rugged “classic” watch were born.

A newcomer to the watchmaking landscape, Szanto, pays tribute to those early military timepieces, which were the first men’s wristwatches, with an expansive range of affordable “vintage inspired” offerings. And while Szanto started modestly with a line of high-quality quartz models, in 2016 the firm is rolling out a range of automatics whose rhythmic ticking and sweeping seconds dovetails beautifully with the vintage inspired cases, bezels and straps.

“The styling borrows from the design cues of old mid-century

vintage watches leaning heavily on the military watches with classic field, dive and pilot designs,” says Barry Cohen, managing partner of Time Concepts LLC, Szanto’s parent company. “Unlike watches worn back in the 1920’s through 1940’s, the Szanto designs are updated with larger sizes to align with current trends.”

Szanto embraces the past but isn’t confined by history. Thunderbirds, drive-ins, diners, TV dinners, and bowling alleys also evoke fond memories, but Szanto is more than a mere “nostalgia” brand. It’s a comprehensive watch line that touts wide-ranging variety compared to its early 20th century precursors. And while Szanto may be designed by the Swiss and feature Japanese movements, the look of the watches is as American as can be.



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## SERIES 6200

Officer's Coin Cushion

“

OUR GOAL WAS TO BRING VINTAGE STYLING TO A WIDER AUDIENCE BY OFFERING A COOL AESTHETIC AT AN AFFORDABLE PRICE.

”





## SERIES 6000

### Half Hunter Automatic

The collection ticks all the boxes one would expect from a line derived from the annals of vintage-military horology: there are field watches, officer's chronographs, aviation watches, and even rugged divers, which come equipped with screw-down crowns for added water resistance.

Szanto watches retail up to \$495 (primarily from \$200 to \$400) and come packaged in a mini steamer trunk (pictured) reminiscent of the pre-airline "Golden Age" of travel via ocean liner, train or motor car.

"The Szanto consumer is a mix of Baby Boomers who fondly recall the styling of their grandfather's watch, plus the younger generations who may not have the means to afford a luxury watch but

are captivated by the vintage look and feel," says Cohen.

"The durable Miyota 21 jewel movements help us keep the watch accessible to a larger audience," Cohen says. "Our goal was to bring vintage styling to a wider audience by offering a cool aesthetic at an affordable price."

Half-hunter and hunter watches were conceived to protect the crystals of watches worn during British fox hunts, since this was considered to be an active endeavor. Hunter watches had a full cover, and half-hunters have a cover but with a hole in its center to allow one to view the time even with the cover closed. With either, one can open the cover to reveal the full dial simply by pushing the crown in. At \$495, the Half Hunter models feature this distinctive





spring hinge cover over sunray finished dials, a Japanese Miyota automatic movement with small seconds sub-dial, date window and rich-looking faux crocodile leather strap for a very elegant look.

The Automatic Aviator collection (\$450 to \$475) is a series of oversized pilot watches fashioned like World War I originals—with matte-finished cases, oversized onion-shaped push crown, 24-hour sub dial, weathered strap, and highly legible Superluminova hands and numbers in a new color called “old radium” to enhance its vintage flavor.

The Automatic Classic Round collection features traditional round cases with guilloché dials, small seconds sub dial, date window, and 100-meter water resistance. The dressier Automatic Coin Cushion series (\$425) is the “officer’s watch of the series. As such it comprises a

coin-edge bezel, a cushion-shaped case with polish finishes, a 24-hour sub dial, the date, push crowns, and Superluminova numbers.

“We observed the vintage theme as it has permeated society in all classes of merchandise from clothing to cars. We believe vintage design is timeless and has an enduring appeal. Most watch brands that have embraced the vintage trend tend to be in the more expensive luxury sector and therefore out of reach for the regular guy. Szanto is proud to offer timeless vintage styling at reasonable prices and will continue to look to the past for its design inspiration.”

The founding philosophy of Szanto is that it will remain accessible to all of us who love watches, provided we cherish the past. And as robust, modern designs, they deliver look we are nostalgic for alongside the accuracy benefits of a brand new timepiece.

## SERIES 6300

### Officer’s Classic Round

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