

ARBUTUS[®]

New York

PRESS RELEASE

ARBUTUS LADIES WALL STREET ICON AR2401



February 2024 - As the world prepares to celebrate International Women's Day, Arbutus proudly unveils the latest addition to its iconic Wall Street collection - introducing the **Arbutus Ladies Wall Street Icon AR2401**, a powerful symbol of empowerment. This edition retains the iconic design and functionality of its predecessor while carrying a touch of femininity, tailored for the empowered woman who charts her own path with confidence and grace.



Drawing inspiration from the legacy of Wall Street, the financial district in New York City synonymous with power and resilience, the **Arbutus Ladies Wall Street Icon AR2401** pays homage to individuals who refuse to let setbacks define their journey to success. Like the bustling streets of Wall Street that produce countless success stories, Arbutus aims to arm its wearers with a commanding timepiece that exudes power and confidence, empowering them to conquer any challenge that comes their way.

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The **Arbutus Ladies Wall Street Icon AR2401** showcases a slightly smaller yet extraordinary design compared to its predecessor, featuring a 30mm by 36mm stainless steel case that is suitable for any lady. This elegant case integrates harmoniously with a dodecagon-shaped bezel and captivating sunray dial, embodying the perfect fusion of innovation and contemporary design elements. Whether adorned with a brushed stainless-steel bracelet or a genuine leather strap, the **Arbutus Ladies Wall Street Icon AR2401** stands as a testament to refined taste and modern luxury.



Apart from its sleek design, its vibrant color palette also serves as a powerful symbol that reflects strength, resilience, and the upcoming spring season. Each colorway represents a unique facet of a woman's journey: Leaf Green for strength rooted in resilience, Sky Blue for the vast possibilities envisioned, Soft Beige Pink for grounded determination, and Silver for the purity of aspirations. These timepieces exude sophistication and embody the timeless grace of the wearer, effortlessly complementing any attire and making a bold statement in both casual and professional settings.

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Craftsmanship and quality are paramount to Arbutus. The **Arbutus Ladies Wall Street Icon AR2401** is meticulously crafted, with its caseback featuring a sapphire glass window that provides a captivating view into the heart of the timepiece – the Miyota 8205 automatic movement. Renowned for its reliability, this Japanese movement powers the watch for up to 40 hours, ensuring that every moment is met with unwavering accuracy.

Accessible affordability for mechanical timepieces has always been one of Arbutus' value statements. Affordably priced from \$480.00 to \$515.00 before GST, the **Arbutus Ladies Wall Street Icon AR2401** is more than just a timepiece; it's a celebration of empowerment and resilience. As the world prepares to commemorate International Women's Day, Arbutus invites women everywhere to embrace their inner strength, write their own story with power, and conquer the world with confidence – one moment at a time.

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AR2401SWS
*\$515.00 / \$561.35

Silver Dial, Stainless Steel Case, Stainless Steel Bracelet



AR2401SUU
*\$480.00 / \$523.20

Sky Blue Dial, Stainless Steel Case, Sky Blue Leather Strap



AR2401SGS
*\$515.00 / \$561.35

Leaf Green Dial, Stainless Steel Case, Stainless Steel Bracelet



AR2401SFF
*\$480.00 / \$523.20

Soft Beige Dial, Stainless Steel Case, Soft Beige Leather Strap



ABOUT ARBUTUS

In the frenetic, exhilarating fast pace of the modern city where technology rules our daily lives, art provides that edge of vibrancy that stirs our creativity and redefines our personality. Specialty mechanical watchmaker, Arbutus, stands out in the modern marketplace as an artisanal timepiece with pure mechanical self-winding movements featuring complications such as calendar functions, small seconds sub-dials and moon phases – a striking wearable piece of art that reflects the edgy chic of the young cosmopolitan city dweller who is cool and technologically-savvy, yet truly unique in character with a taste for modern creativity and the unconventional. This perfect harmony of the “art” of traditional watchmaking combined with modern styling comes only from a pure watch brand that knows and understands consumers' needs - Arbutus.

AVAILABILITY

Arbutus watches are available at Crystal Time Pavilion at VivoCity #01-K30, leading department store, TANGS at Tang Plaza and authorised watch retailers.

For further information and the list of authorised retailers, please call Crystal Time (S) Pte Ltd at +65 6747 8888, visit the website at www.crystaltime.com.sg

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