



DAY41 PROJECT - From women's watch to genderless watch

The DAY41 project is a result of the direct impetus of our female community. After thousands of votes and comments on their part, concerning the design, movement and diameter, it will finally be brought to life 8 months after its launch. The result goes against the flow of traditional watchmaking: a strong, sophisticated mechanical piece that ultimately works just as well on the arm of a woman as it does on a man.

"In attempting to create a beautiful women's watch, in the end we've quite simply made a beautiful watch, regardless of gender."

THE PROJECT IN A FEW WORDS

Until now, mechanical watchmaking was always above all a man's world. In terms of both designers and customers, this noble passion had a tendency to remain closed off to most, even though women represent a significant part of the market.

But soon that will all be a thing of the past, because the DAY41 project is paving the way for self-confident women's mechanical watchmaking, without the butterflies, dragonflies and rainbow unicorns. From the first step of DAY41 to the last, only the votes of the female members CODE41 community will be taken into account when developing a watch that really makes them happy. This direct, democratic approach is going to shake up the status quo of traditional mechanical watchmaking.

Recap of chapters (key content):

- <https://code41watches.com/projects/day41/chap25/>
- <https://code41watches.com/projects/day41/chap26/>
- <https://code41watches.com/projects/day41/chap27/>
- <https://code41watches.com/projects/day41/chap28/>
- <https://code41watches.com/projects/day41/chap29/>

PRE-ORDERS LAUNCH JANUARY 29 2020

CODE41's female community voted en masse to make their voices heard. More than 2000 voters gave their opinion on the definitive design of the watch. The choices that were settled on were a visible mechanical movement, a diameter of 37mm and a technical esthetic. Pre-orders will open on January 29, and will last for one month. All pieces sold during the 30 days of pre-sales will be Creator Editions. 1000 pieces will be on offer for delivery in autumn 2020. If the DAY41 doesn't suit you, you'll have 30 days from receipt of the product to return it free of charge. In the event of technical issues, your watch will be taken back at CODE41's expense as soon as possible. The retail price during pre-orders starts from 930 euros.

DAY41 TECHNICAL CHARACTERISTICS

- **Case material:** High quality 316L stainless steel
- **Crystal:** Scratchproof sapphire on front and back. Anti-reflective treatment
- **Display:** Hour, minute, second in centre
- **Nighttime display:** Luminova on hands and indices
- **Watertightness:** To 100 meters. Individually tested in a pressurized chamber
- **Weight:** 75 grams / 105 grams with leather strap
- **Dimensions:** Diameter: 37 or 40mm / Thickness: 10.5mm
- **Strap:** 21mm or 22mm / Simple tool-free assembly system

STP6-15 SWISS MOVEMENT

- **Number of jewels:** 26
- **Frequency:** 28,800 turns per hour / 4[Hz]
- **Precision:** -0/+15 seconds per day
- **Power reserve:** 44 hrs (when not in use)
- **Second stop device:** Yes
- **Shock absorber:** Incabloc
- **Rewinding:** Automatic via oscillating weight. Bidirectional rewinding
- **Pivots:** Tempered rolled steel. High quality treatment that prevents the premature wearing of the pivots.
- **Fine-tuned in 5 positions:** Each movement is tested for precision in 5 positions (Generally 1 in 50 pieces are tested in just 2 or 3 positions).

CONCLUSIONS TO BE MADE FROM THE DAY41 PROJECT AFTER THE VOTES

The DAY41 project was originally dedicated to women, but CODE41 soon came to realize that it also looks very good on a man's arm. It would be funny if it were now the men who were stealing their women's watches. In order for the DAY41 to be adaptable to any size of wrist (men's or women's), it is available in 37mm and 40mm sizes. 5 color variants are available for the 37mm model, including one set with diamonds, and 2 for the 40mm. What's more, a wide range of eco-friendly straps is on offer to suit all tastes.

The DAY41 project shows that the voting women have a fondness for raw, machined and mechanical designs. The case is simple yet elegant; both its lugs and its chambered design give it a strong, distinctive and recognizable esthetic. The openwork dial becomes an extension of the movement, and allows the mechanical magic to shine through.

NUMBERED CREATOR EDITION

CODE41 is not a brand in the traditional sense of the term; it's more of a community project. The aim is to bring enthusiasts together around a watchmaking project in order to make it a reality. Said members thus become Creators of the project.

Why contribute to the project during its launch?

- Receive a numbered piece engraved with CREATOR EDITION
- Become a creator member of the DAY41 project
- Enjoy a launch price that's much lower than the regular price



WILL THE DAY41 WATCH BE SWISS-MADE?

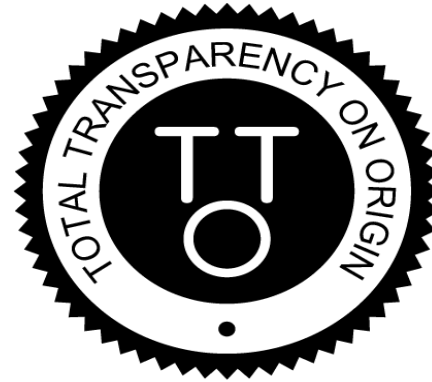
For a watch to be Swiss Made, at least 60% of its value must come from Switzerland, its movement has to be Swiss, and it must be assembled in Switzerland.

The DAY41 watch comfortably meets these prerequisites, and yet it will bear no mention of being Swiss Made, as CODE41 has been opposed to this misleading label since the very beginning. That's why we've taken our chances with being totally transparent and selected Swiss and foreign components for their distinctiveness and high value for money, not to meet the criteria of a label. For the DAY41's cases and dials, for example, we're working with the best (grade A) Chinese workshops, who have been producing a good number of components for Swiss brands for over 50 years now.

TOTAL TRANSPARENCY

With its TTO label, standing for Total Transparency on Origin, CODE41 has put transparency at the heart of its approach. Here are the production costs and origin of each component and each process.

COMPONENT / PROCESS	COST	ORIGIN
MOVEMENT	125 CHF / 130 €	SWITZERLAND
STEEL CASE, TRANSPARENT BACK	85 CHF / 89 €	CHINA
DIAL	35 CHF / 36 €	CHINA
LEATHER STRAP, DEPLOYMENT CLASP	30 CHF / 31 €	ITALY/CHINA
ASSEMBLY	20 CHF / 21 €	SWITZERLAND
PACKAGING	15 CHF / 16 €	CHINA
LOGISTICS	15 CHF / 16 €	SWITZERLAND
DESIGN & DEVELOPMENT	15 CHF / 16 €	SWITZERLAND
TOTAL PRODUCTION COST INC TAX	340 CHF / 355 €	
FUTURE PRICE INC TAX (fixed 3.5X multiplier)	1,190 CHF / 1,245 €	
LAUNCH PRICE INC TAX	From 890 CHF / 930 €	



UNBEATABLE VALUE AND MAGIC FOR MONEY

Direct distribution, minimal margins and transparency on costs are all criteria that allow us to offer the DAY41 at a price that the competition just can't match.

THE POWER OF A COMMUNITY

In 2016, CODE41 unsettled the hushed world of watchmaking by offering total transparency on development, costs and origin. By relying on a solid, enthusiastic community, an initial "crowdfunding" campaign allowed them to raise the fine sum of 543,150 CHF at the end of 2016. Today, more than 300,000 members are taking part in this incredible adventure, with the aim of creating high quality watches at fair prices.

FOUNDER

Born in Switzerland to Italian parents, Claudio D'Amore (43) is a design graduate. Having already worked alongside over 40 watchmaking brands including Tag Heuer, Parmigiani, Montblanc, Oris, Eberhard and Hautlence, Claudio decided to launch his own brand in order to share his passion for watchmaking. Founded in 2016, CODE41 now boasts a team of 12 and is followed by over 300,000 members.

CONTACT

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 DAY41 PROJECT PAGE: www.day41.watch

