

# CODE41

## X41 Edition 5: when Fine Watchmaking is freed from its luxury ties

June 23 2021 will mark the opening of pre-orders for the X41 Edition 5 from CODE41, the first and only community movement in Fine Watchmaking.

By offering an exceptional watch for a price of 5,443€, while comparable pieces cost around 20,000€, the idea is to make Fine Watchmaking more transparent, more authentic, and above all, more accessible.

But this project goes even further in aiming to trigger a real turning point in the watchmaking industry, by freeing itself from the sometimes opaque and subjective values of luxury and highlighting the quality of the components and the industry-leading expertise.

### X41: a community project based on transparency

Since 2016, CODE41 has been inviting mechanical watch enthusiasts aboard an exceptional adventure that involves actively participating in the creation of a piece of Fine Watchmaking. The vision behind this community movement, based on creativity, transparency and quality, is to reimagine the current watchmaking industry.

The X41 project is no exception: this automatic watch first saw the light of day in March 2019, after 12 months of development in close collaboration with the members of the CODE41 community. Comprising thousands of watchmaking aficionados, they have had the chance to participate in each step of its creation, giving their opinions and commenting on the various photos and videos shared for that purpose. An authentic, immersive, behind the scenes experience with a watchmaking brand!

The launch of the first pre-orders in March 2019, bringing together the Creator Edition and Edition 2, marked both the first crowdfunding campaign and the first community-created watch in the history of Fine Watchmaking. Despite the lingering uncertainty regarding the welcome in store for the project, public enthusiasm was immediate. Overall, 700 pieces were pre-ordered in barely 30 days, for a grand total of almost 3 million Swiss francs.

The success of the following editions, launched in November 2019 (450 pieces sold for a total of 2,599,616 CHF) and July 2020 (500 pieces sold for a total of 3,0313,996 CHF) respectively, confirmed to the team that the project echoes real consumer demand.

## X41 Edition 5: characteristics and new features

For this 5th edition, the X41 is sticking with the formula that has brought it success until now: an exclusive design and architecture just for the CODE41 community, and a peripheral oscillating weight, an extremely technical feature currently mastered by very few brands. The movement itself is designed, produced and assembled entirely by hand in Switzerland, in short production runs.

The X41 will be available for pre-order from June 23 until July 15 2021, with prices starting from 5,443€; in other words, almost four times less than the usual price for a piece of this calibre. So it's a unique opportunity for fans of fine mechanical watches to own a high-end model at a very attractive price.

There's also a few new features waiting to be discovered:

- **Watertightness to 10 ATM (100m)**, as opposed to the 3 or 5 ATM that the majority of mechanical watches currently feature. This is equivalent to 100 meters under calm water, and with no sudden changes in temperature or pressure.
- **The choice of grade 5 titanium** for the titanium models, a material that's twice as light as steel. The grade 5 replaces the grade 2 used for the previous edition, with the higher price justified by its increased durability, better resistance to scratches and more fineness in terms of the detail of the finishing.
- **Two new colors for the AeroCarbon models.** Normally used in the aeronautics industry, this very dense technical material is notable for its resistance (2.5x more resistant to bending than steel), its lightness (2x lighter than titanium and 4x lighter than steel), and its watertightness (100M without chamber).

As with the majority of CODE41 watches, the X41 could quite easily claim rights to the Swiss Made label. In fact, although 90% of its components come from Switzerland (versus the minimum of 60% required for the label), the piece will bear no mention of being Swiss Made. CODE41 has been opposed to this misleading label since the very beginning.

## Is the end night for luxury's reign over Fine Watchmaking?

For CODE41, the success of the X41 watches is an indisputable sign that change is afoot in the watchmaking world. Fine Watchmaking has always been seen as an inaccessible, luxury industry, reserved only for the elite. On the current market, the prices of the models unfortunately do not always reflect their actual quality. Artificially inflated, they've ended up gradually becoming indicators of social success.

The X41 project thus reveals another aspect of Fine Watchmaking: more authentic, more transparent, one which focuses on quality and industry-leading expertise. These values are increasingly sought-after by consumers tired of the opacity of traditional brands. They demand, and quite rightly so, better traceability of materials, information on the origin of the components, and even details of the mark-ups applied.

These observations have only reinforced the original vision of CODE41, carried by its founder Claudio D'Amore. What's next? Continuing to innovate, question the status quo and create exceptional mechanical watches with unbeatable magic and value for money.

Pre-orders are open until July 15.

Discover the X41 Edition 5: <https://code41watches.com/fr/projects/x41/>

### The X41 EDITION 5 in a nutshell

- **Pre-orders open:** June 23 2021, 3pm CET
- **End of pre-orders:** July 15 2021, 3pm CET
- **Delivery:** Beginning March/April 2022
- **Price:** Starting from 5,443€ - 5,393 CHF - 5,443 USD - 4,995 GBP
- **Number of pieces:** 3 batches of 150 watches
- **Payment method:** payment in 6 installments at no additional cost, payment also possible by bank transfer

## The CODE41 project: unique values

### Unbeatable magic and value for money

Direct distribution, minimal mark-ups and transparency on costs are just some of the criteria that allow us to offer the ANOMALY EVOLUTION at a price that our competitors just can't match.

"The price is not the result of market positioning, but a direct reflection of the cost of production." **CODE41 - Claudio D'Amore, Founder and CEO**

### Pre-orders: producing what's needed, when needed

80% of CODE41's turnover is generated through project pre-orders: production of a series is only launched if a minimum number of pieces are sold. This approach offers 2 specific advantages:

- Cash-flow optimization: CODE41 only produces what has been pre-ordered, so there is no risk of unsold stock or money tied up in stock.
- Safeguarded production: the financing of the entirety of production is guaranteed in advance by their cash-flow, and separate from any profits.

### Total transparency

With their TTO label (Total Transparency on Origin), CODE41 has put transparency at the heart of their approach. CODE41 clearly explains the production costs and the mark-ups required for the project to be profitable, so that they can concentrate on what they're truly passionate about: creating high-quality mechanical watches.

### How are the quantities decided for each edition?

For each collection, we define the quantity per batch in accordance with the monthly production capacity of our suppliers. In the case of the X41, it will be 150 pieces per month. During pre-sales, once the first batch is sold out, a new batch is opened up with a delivery date a month later than the previous. For each edition, we only produce a maximum of 3 or 4 batches.