

The mechanical watch breaking free from gender ties: DAY41 Edition 3

After almost a year of waiting, the DAY41 is finally available again for pre-order! When it was first released, this mechanical piece thought up by the community brand CODE41 and its female members inspired quite a following. And with good reason: with its spectacular skeleton style and its completely understated and elegant design, the DAY41 is impossible to categorize. This astonishing unisex watch is seen as an exception in the current watchmaking landscape. The 3rd edition will be available from October 13, and for 3 weeks only!

DAY41: from women's watch... to a watch for everyone.

The DAY41 was born two years ago, when CODE41 decided to create a mechanical watch for women. The origins of the project lie in a certain observation: Fine Watchmaking still has an excessive tendency to neglect its female market. Women's models are in fact almost all quartz watches and put more emphasis on the decorations, at the cost of intrinsic watchmaking qualities.

Borne by the desire to offer a new vision for female watchmaking, in June 2019 CODE41 began development of the DAY41 with the help of its community. In order for the project to be a success, the team had decided to only take into consideration the opinions of the women of their community, for once excluding men from the voting sessions.

As the project advanced, the DAY41 began to take shape. Surprise: it didn't look anything like a classic women's watch. Its lugs, its "chambered" case and its openwork dial gave it a raw, machined esthetic. A result that confirms what CODE41 had suspected from the start: yes, women do appreciate mechanical pieces, and yes, they also understand the importance of technicality and performance!

It was during the trial phase, a few weeks before the initial launch, that the team discovered that the DAY41 worked just as well on men's wrists as on women's! Without meaning it, CODE41 had therefore created an **incredible, unisex mechanical watch**.

"The DAY41 is a strong, sophisticated piece, without a single butterfly or unicorn; it works just as well on a woman's wrist as on a man's." Claudio D'Amore, CODE41 founder.

The Creator Edition was then launched in January 2020, when it met with immense success among the CODE41 community, as proven by the 1,910 pieces sold. The reception for the second edition, unveiled in November 2020, was just as enthusiastic, with 1,109 pieces sold for a total (the two editions combined) of 3,831,865 CHF.

Pre-order dates and prices for the DAY41

Faced with this success and the pressing demand of the CODE41 members, offering an edition 3 of the DAY41 was a foregone conclusion. This 3rd edition will be available for only 3 weeks, **from October 13 to November 4 2021**. Delivery is scheduled for summer 2022.

The price of the DAY41 will start from **1,150 CHF** per piece. As with all CODE41 models, there's nothing random about this rate; in order to be as fair as possible, the team has based it on the costs of production of the watch and on the minimum mark-up required to ensure its profitability.

This transparent approach is found in the label founded by CODE41, the TTO (Total Transparency on Origin). The idea behind its creation is to offer an alternative to the Swiss Made label, which, despite its strong reputation, continues to prove misleading for consumers.

Technical characteristics and performance

Swiss STP movement

The DAY41 is fitted with the STP-15 movement. This automatically-rewinding movement, of Swiss origin, is known for its excellent value for money and above-average technical performance. Formidably precise, it offers a minimal daily difference of $-/+15$ seconds, a power reserve of 44 hours (as opposed to the usual 40 hours) and has been tested in 5 different positions (normally 2 or 3).

Case, crystal and watertightness

The front and back of the watch are fitted with scratch-proof sapphire crystal, treated beforehand with an anti-reflective coating. As for the case, it's made from high quality 316L stainless steel. Finally, the DAY41 is watertight to a depth of 100 meters.

2 sizes and 6 colors

So that it can go on men's and women's wrists alike, the DAY41 comes in two sizes: 37mm and 40mm. In terms of colors, 5 variants are available for the 37mm, including one set with diamonds, and 3 variants for the 40mm size.








A wide range of straps

Future buyers of a DAY41 will be able to choose from a large selection of straps to suit all tastes. The new feature this year is the R41 strap, the latest addition to the CODE41 range. Made from FKM (Fluorocarbon Rubber), this high-end rubber strap is available in various colors.

About CODE41

CODE41's mission is to make the art of watchmaking accessible to all. Founded in 2016 by Claudio d'Amore, CODE41 is today the leading community brand in mechanical watchmaking, based in Lausanne, Switzerland. Since the very beginning, CODE41 has gambled on involving the community at each stage of the creation of its projects, all while guaranteeing total transparency on the origin of its components, as well as on the prices of its watch models and accessories.

CODE41 in numbers:

	2016	2021
 CODE41 team	2 people	25 people
 Community	15'000 members	530'000 members
 Monthly website visitors	20'000	570'000
 Turnover (CHF)	0.5 mio	10 mio
 Number of collections	2	6
 Manufacture movements	0	2
 Liters of coffee	1	12


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