

# CODE41 gives its Fine Watchmaking piece, the X41, a new sapphire look



Officially available for pre-order from April 12 to May 4 2022, the X41 shows what it's made up with an Edition 6 that's full of technical and esthetic innovations. It's an opportunity for all lovers of mechanical beauty and members of the CODE41 community to treat themselves to this exceptional piece of watchmaking at the best price. The X41 Edition 6 is the product of genuine technical watchmaking feats, thanks in particular to its case, made entirely of sapphire.

## **Sapphire: dazzling, elegant, robust**

In Fine Watchmaking, sapphire is an extremely difficult material to work, and one requiring rare expertise. Not a single error can be permitted throughout each stage of its production, from machining to polishing, up to and including its assembly. A challenge worthy of CODE41, who've taken on the task with vigour with the release of the X41 Edition 6.

CODE41 has opted for sapphire for a number of reasons: its unrivaled beauty, but also because with this exceptional material, the glory of each component of the timepiece is magnified. Obviously these aren't the only benefits of sapphire. It's also highly valued for its legendary hardness (not far from that of diamond), vastly superior to that of steel, titanium and even AeroCarbon.

This unique quality grants it incredible resistance to scratching. What's more, being two times lighter than steel, sapphire offers exceptional comfort for your wrist. Another important advantage: its transparency, which allows the splendor of the X41's skeleton movement to be admired from every angle.

CODE41

## Technical and esthetic developments for the X41 Edition 6

9 new bridge colors were subject to the community's vote, with two selected for this Edition 6: green and rainbow. These two new colors have been added to the existing list and are available in all of the possible X41 case configurations: Sapphire, AeroCarbon and grade 5 Titanium.



The translucent strap is the other big new feature for this 6th edition of the X41. As well as offering a case made entirely of sapphire, allowing for a mesmerizing transparency, the X41 Edition 6 can be paired with a translucent R41 strap for an even more captivating transparent experience. The translucent strap is available for all models in this 6th edition.



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## **X41 Edition 6: a magnificent sapphire watch, accessible to all**

Thanks to its sapphire case, the X41 Edition 6 enjoys all the benefits of this demanding material, with unbeatable value for money. Indeed, the sapphire case is 22 times more expensive to produce than the titanium case (3,600 CHF versus 160 CHF). Available from 14,793 CHF, the X41 Edition 6 Sapphire offers exceptional value for money, made possible by an even more drastic reduction of the mark-ups applied to this model, with the aim of making this Fine Watchmaking piece accessible to as many people as possible.

Furthermore, and for the pleasure of the CODE41 community and lovers of mechanical beauty alike, the base price remains unchanged: the X41 Edition 6 is available from 5,393 CHF (Titanium version with leather strap), and this despite the significant increase in the costs of production due to the rising prices of raw materials.

### **X41: what makes it unique**

- A unique project in Fine Watchmaking
  - First participative, community-created Fine Watchmaking piece: with and for the CODE41 members
- Product
  - Exclusive architecture and design reserved only for the CODE41 community
  - Price starting from 5'393 CHF (5'443Eur, 4'995GBP, 5'443 USD), while comparable watches cost 20,000 CHF (and much more)
  - The opportunity to own a Fine Watchmaking piece for an unbeatable price
  - Finished and assembled by hand
- Technical
  - A strikingly beautiful transparent sapphire case to put the spotlight on the beating heart of the X41
  - Two other high-quality materials for the X41 case: titanium (grade 5) and AeroCarbon
  - An exclusive CODE41 manufacture movement
  - Movement designed, produced and assembled entirely in Switzerland in limited series
  - Exclusive peripheral oscillating weight mastered by only a handful of brands

Thanks to a community of enthusiasts, there has been no lack of success from the release of the Creator Edition in March 2019 through to Edition 5 in June 2021! In total, 1,850 watches have been sold for an overall turnover of 9,621,167 CHF.

## **A watch, a journey, an authentic story**

The X41 is the perfect demonstration of the strong demand among fans of mechanical beauty for an authentic Fine Watchmaking industry,; one focused on creation, quality and the virtuosity of Swiss watchmakers. In this way, CODE41 frees this exceptional piece from subjective luxury values in order to focus on the very essence of watchmaking: superior expertise, with unbeatable magic and value for money.

More than a watch, the CODE41 community is being offered a journey. At each stage of the project, members vote and have their say. Thus, they participate in the design of future models. In addition, throughout production, they witness the birth of their watch in photo and on video, as well as through visits to the workshops. A unique immersion in the watchmaking universe that places each member of the community and the heart of the creative process.

## **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.

### **For more information, please contact:**

Mattias Fernandez

[mattias@code41.com](mailto:mattias@code41.com)

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