

# CODE41

## An icon reimagined - ANOMALY EVOLUTION

In 2016, CODE41 made a noisy entrance into the hushed world of watchmaking by offering total transparency on origin and costs, by shining a light on the Swiss Made label, and by giving power to their community.

This approach was seen by some as an anomaly in the Swiss watchmaking landscape.

CODE41's ANOMALY collection was part of a significant change in Swiss watchmaking and, despite its disappearance, will remain emblematic of this new paradigm.

The new ANOMALY EVOLUTION collection takes the DNA and the best of its predecessor, with even better value for money.

## Current watchmaking crisis: a return to CODE41's vision and the fragility of the traditional Swiss watchmaking industry

In 2016, CODE41's ANOMALY project took a gamble on CODE41's vision of a Swiss watchmaking scene that's participative, transparent, digital and direct (to the consumer). Thus, the member has access to all of the information on the costs and origin of the components, and can participate actively in the design of the watch.

The brand became a reality by raising more than 500K CHF on Kickstarter with its ANOMALY collection and its first 2 models, ANOMALY-01 and ANOMALY-02.

The collection becomes the symbol of CODE41's vision for the future of Swiss watchmaking.

COVID-19 provokes the most unprecedented watchmaking crisis since the same happened with quartz.

The traditional model of physical distribution is weakened. Watchmaking is being hit by the full force of the health crisis, and the sector has seen its turnover slump by 30%.

## The movement crisis in Swiss watchmaking has had a considerable impact on the ANOMALY collection.

The ANOMALY collection has been a real success over the last 4 years, with almost 15,000 pieces sold throughout the world. CODE41 has a fully international presence, particularly in Europe (Switzerland, France, Germany, Belgium, Italy, Netherlands and United Kingdom).

The sanctions imposed by COMCO (the Swiss Competition Commission) have made acquiring ETA movements very complicated in the last few years.

And the manufacturer of the Japanese MIYOTA movement is no longer accepting orders due to excess demand; production can no longer keep up.

CODE41 is directly impacted by this situation, as the ANOMALY collection has featured both of these movements since the very beginning. With acquiring the automatic MIYOTA and

ETA movements having become very difficult, the original collection is therefore set to disappear.

CODE41 has decided to treat this crisis as an opportunity to give the ANOMALY collection a second lease of life.

## ANOMALY EVOLUTION: the DNA and the best of ANOMALY enhanced in a new collection

Faithful to its constant research into improving its materials and products, CODE41 has taken the DNA and the best of the ANOMALY collection to breathe life into an exclusive new collection: the ANOMALY EVOLUTION.

For this new version, CODE41 has combined the best of the two original models: **the technical, distinctive and recognizable design** of the ANOMALY-01, and the **Swiss movement** and **date** of the ANOMALY-02.

But that's not all; CODE41 has also made countless improvements:

- Watertightness increased to 100M
- Assembled in Switzerland
- Improved display / addition of indices in Luminova
- Reduced total thickness for better ergonomics. Thickness reduced by 1,5mm
- Strengthened crown
- Transparent back

The ANOMALY EVOLUTION has been created in close collaboration with the owners of the original ANOMALY 01 and ANOMALY 02 versions. Once again, CODE41 has put the members of its community at the heart of this project through a number of votes and work sessions. The ANOMALY EVOLUTION collection is available in **4** versions; as well as the natural steel color, it's available in black, charcoal gray and a very original blue-gray.

Each model is offered with a wide selection of interchangeable straps fitted with deployment clasps.

The technical and mechanical nature of the ANOMALY collection has appealed to men since the start, but CODE41 has also received a lot of praise from women.

The 42mm diameter has been a major obstacle for them, so, in order for this new edition to suit any size of wrist (men's or women's), CODE41 has decided to offer 38mm and 41.5mm versions for the ANOMALY EVOLUTION collection.

### Anomaly Evolution in a nutshell

- **Opening of pre-orders:** April 28 2021, 3pm CET
- **Closing of pre-orders:** May 27 2021, 3pm CET
- **Delivery :** Starting in February/March 2022

# 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 ANOMALY EVOLUTION, it will be 800 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.

## Chapters of the ANOMALY EVOLUTION project

<https://code41watches.com/projects/anomaly-evolution/chap43/>

<https://code41watches.com/projects/anomaly-evolution/chap38/>

<https://code41watches.com/projects/anomaly-evolution/chap34/>

<https://code41watches.com/projects/anomaly-evolution/chap33/>