

# CODE41

## DAY41 - Edition 2: Unisex mechanical magic

### A look back at Edition 1

CODE41 is more than just a brand, it's a movement, human-powered watchmaking. The aim is to devise the creation of a watch as an extraordinary adventure to which everyone can contribute.

The DAY41 project is a result of the direct impetus of their female community. It became a reality following 8 months of votes and passionate debates. The result goes against the flow of traditional watchmaking: a strong, sophisticated mechanical piece.

The DAY41 project was initially dedicated to women. But CODE41 quickly realized that this mechanical watch worked just as well on a woman's arm as on that of a man.

"In our attempts to create a beautiful women's watch, we've ended up just creating a beautiful watch, regardless of gender." **Claudio D'Amore, CODE41 Founder and CEO**

### The DAY41 - Edition 1 results

The first edition of the DAY41 met with resounding success, with 1,941 pieces sold for a total of 2,185,345 CHF during the pre-order period (January 29 to February 28 2020).

### An international success

With the first edition, CODE41 once again reinforced its international presence with 35% of the customers coming from France, 25% from Switzerland, 10% from Germany, and 30% from the rest of the world.

### A watch voted for by women... and by men

CODE41 wanted to create a mechanical piece dedicated to their female community. But upon receipt of the prototypes, the Swiss brand realized that the DAY41 watch was just as likely to appeal to men as it was to women.

In the wake of the Edition 1, CODE41 has observed that the results are split between men and women. Available in two sizes (37mm and 40mm), 58% of DAY41 buyers are men and 42% women.

Among male buyers, the best sellers were the 40mm Charcoal Gray PVD, Black PVD and Steel.

For the women, the best sellers were the 37mm Charcoal Gray PVD, the 40mm Black PVD and the 37mm Steel.

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## DAY41 - Edition 2

The numerous requests from the CODE41 community and the 9,000 new sign-ups to the waiting list promise to make the DAY41 Edition 2 even crazier!

Pre-orders for the DAY41 - Edition 2 will launch on Thursday November 26 2020 at 3pm (Swiss time / UTC+1). The closing date is Friday December, 18th 2020.

Starting price of this DAY41 Edition 2 will be from **\$1180**  
So that the DAY41 can suit any size of wrist (male or female), it is available in 37mm and 40mm versions.

5 variants are available for the 37mm version:

- Rose Gold Pvd, Anthracite, Black PVD, Stainless steel and stainless steel set with diamonds

and 3 variants for the 40mm version:

- Anthracite, Black PVD and Stainless steel

In addition, there is a large range of straps on offer to suit all tastes.

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

80% of our revenue is generated through pre-orders for our projects: production of a series is only launched once a minimum number of watches have been sold. This approach grants us 2 specific advantages:

- Optimized cash flow: we only produce what has been pre-ordered, so there's no risk of unsold stock or immobilized assets.
- Production security: the financing of the entire production run is guaranteed in advance by our cash flow, and is separate from any profits.

### Delivery in time for Christmas

In an effort to satisfy their community, who've been waiting impatiently for a new pre-order campaign, CODE41 has decided to offer its members 5-day delivery and the possibility of delivery before Christmas. A somewhat remarkable decision, as delivery usually takes place following 6 to 7 months of production.

### Limited number of pieces

The number of watches in the DAY41 - Edition 2 collection is limited to 1200.

# The DAY41 Project

Summary of chapters (full 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/>

## Emancipating Women's Watchmaking

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 we here at CODE41 are extremely proud of.

## Mechanical magic

Until now, women's watchmaking mostly consisted of quartz (battery-powered) watches, and a few mechanical watches with very high price tags. But thanks to the DAY41 project - and your votes, Ladies - we're paving the way for self-assured women's watchmaking, with no more butterflies and dragonflies.

## From women's watch to genderless watch

Initially, the DAY41 project was dedicated to women. But we've come to realize that it also looks very good on a man's arm! It's funny that it's now men who are stealing their women's watches :)

## An exclusive design that goes against the flow

Mechanical watches are traditionally the exclusive domain of men. Thanks to the participation of thousands of women, and heightened creativity, the DAY41 project shows that they too are fond of raw, machined, mechanical designs.

In fact, the case is simple and elegant, while both its lugs and its chambered structure lend it a strong, specific, recognizable esthetic. The openwork dial becomes an extension of the movement, allowing the mechanical magic to shine through.

## Swiss mechanical movement

We've chosen the Swiss mechanical STP movement for its excellent value for money. In addition, for a standard movement, its skeleton design is particularly successful. It boasts the distinctive features of an above-average power reserve, at 44 hours (usually 40 hours), being tested in 5 positions (normally 2 to 3), and precision worthy of the best movements, with a daily difference of -0/+15 seconds.

## Eco-friendly straps

Our straps are fitted with an ingenious system that allows you to change your style quickly, simply and without tools. The collection consists of a varied selection of leather straps, and a steel bracelet. What's more, we've developed 3 Eco-friendly straps made from recycled leather, flax, and even a paper one. The icing on the cake? All of our straps are fitted with a 3-blade deployment buckle with pushers! It's simply the best :)

## Is the DAY41 Swiss Made?

For a watch to be Swiss Made, at least 60% of its value has to come from Switzerland, its movement must be Swiss, and it must be assembled in Switzerland. The DAY41 watch comfortably satisfies the prerequisites, and yet it will not bear mention of being Swiss Made, as CODE41 has been opposed to this misleading label since the beginning.

This is why we're banking on a policy of total transparency, and we choose both Swiss and foreign components for their distinctive features 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 Chinese workshops (grade A), who've now been producing a significant number of parts for Swiss brands for over 50 years.

## An unbeatable price-quality-magic ratio

Direct distribution, minimal mark-ups and transparency on costs are some of the key criteria that allow us to offer the DAY41 at a price that defies all competition.

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