



October 23, 2019

CODE41 Fine Watchmaking – The Swiss brand announces the launch of a [second limited edition X41](#) on October 30 2019!

Following the presale of the first 700 watches last March (500 creator editions and 200 from the standard series), the brand CODE41 has announced that a new limited edition run of 300 watches will be put on pre-sale on October 30 2019. It's a dream come true for the thousands who've been on the waiting list for the last 6 months!

When preorders opened on the [CODE41 website](#) at 3pm on March 12 2019, hundreds of enthusiasts rushed to reserve one of the first 500 [X41](#) Fine Watchmaking pieces. **In less than 3 hours, the counter recorded more than 1,000,000€ in sales**, up to almost 2,000,000€ in 48 hours! So the gamble paid off for this young Swiss start-up, whose ambition is to **offer the public an example of Fine Watchmaking for less than 5,500€**.

DOES THIS SUCCESS MEAN NEW OPPORTUNITIES FOR SWISS WATCHMAKING?

Far from just a temporary buzz, public interest in the X41 project seems to have settled in for the long term. In fact, in the months following the first edition, **the number of members on the X41 waiting list has been constantly growing, and has now reached over 3,000**.

This public interest in the X41 and recent figures for the Swiss watchmaking industry seem to show that Swiss watchmaking has new opportunities for growth within its reach.

CODE41



As the latest figures published this morning by the Swiss watchmaking federation confirm, demand for the sector of watches under 5,000€ has been the most affected by foreign competition. The Swiss high-end sector, however, seems to be standing firm for the moment, thanks to the difficulty of imitating its expertise in the production of complex movements.

And did the success of the X41 project prove the existence of demand for pieces of Fine Watchmaking for less than 5,000€? Should that prove to be the case, Swiss watchmaking could use its unique competitive advantage in this area to win back parts of the market in a sector which is largely dominated by foreign supply.

On October 30 2019, CODE41 will launch the second numbered edition of its X41 watch. This will be a crucial test for confirming the (non-)existence of demand for Fine Watchmaking products in a sector from which they were absent until now.

WHAT MAKES THE X41 PROJECT SO REMARKABLE?

- The chance to be able to wear a piece of Fine Watchmaking that showcases the most in-depth Swiss expertise, all for an unbeatable price
- Movement designed, manufactured and assembled entirely in Switzerland
- Exclusive architecture and design just for the CODE41 community
- Each component, except the balance wheel, is produced specifically for CODE41
- Exclusive peripheral oscillating weight mastered by only a handful of brands
- Retail price of less than 5,500€, whereas comparable models cost 20,000€, and in many cases much more
- Unbeatable quality-price-magic ratio

QUINTESSENTIAL WATCHMAKING

The X41 movement showcases the superior expertise specific to Fine Watchmaking. Each component is produced in Switzerland, on demand and exclusively for the CODE41 community. Finishing touches and assembly are performed by hand. The time is read directly on the movement, without a dial, to truly highlight the magic of these mechanical sculptures. Pure watchmaking art.

IS THE X41 WATCH SWISS-MADE?

For a watch to be considered Swiss Made, at least 60% of its value must be of Swiss origin. **The X41 project has managed to achieve 90%**, thus doing far more than enough to meet the requirements. Such a quantity of Swiss parts is very rare! And yet the X41 watches bear no mention of being Swiss-Made, as CODE41 has opposed this deceptive label since the beginning.

TOTAL TRANSPARENCY

With its TTO label, standing for Total Transparency on Origin, CODE41 is placing transparency at the heart of its approach. Here are the production costs and origin of each component and each process.

COMPONENT / PROCESS	COST	ORIGIN
MOVEMENT	1,620 CHF / 1,435€	SWITZERLAND
TITANIUM CASE, TRANSPARENT BACK	145 CHF / 128€	CHINA
LEATHER STRAP, DEPLOYMENT CLASP	30 CHF / 26€	ITALY/CHINA
ASSEMBLY	30 CHF / 26€	SWITZERLAND
PACKAGING	25 CHF / 22€	CHINA
TOTAL (EX-TAX)	1,850 CHF / 1,637 €	



WHAT'S THE SECRET BEHIND SUCH A LOW PRICE?

Fine Watchmaking is associated with the world of luxury. The latter is synonymous with inaccessibility, social standing, and even ostentation. These subjective criteria have the unfortunate tendency to propel prices to artificially high levels.

For the X41 project, as with all of their projects, for that matter, the CODE41 team has focused on objective values like high quality and superior expertise. The production costs and profit margins that allow the project to be profitable are clearly explained.

The retail price isn't the result of market positioning, but rather a direct reflection of the costs of production. Models comparable to the X41 cost upwards of 20,000€, and often much more! Far from the 5,500€ offered by this exceptional project.

CODE41

FOUNDER

Born in Switzerland to Italian parents, Claudio D'Amore (43) holds a degree in design. Having already worked with around forty different watchmaking brands like Tag Heuer, Parmigiani, Montblanc, Oris, Eberhard and Hautlence, Claudio decided to launch his own brand, in order to share his passion for watchmaking. Founded in 2016, today CODE41 boasts 12 employees and more than 260,000 registered members.



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HIGH-RESOLUTION IMAGES: <https://code41watches.com/fr/press/>
X41 PROJECT PAGE: www.x41.watch
