

Accurist

EST. 1946

LONDON

BOROUGH OF HOLBORN
CLERKENWELL
ROAD
E.C.1.

ACCURIST - A FAMILY STORY

For more than 65 years, Accurist Watches has been one of the most recognisable and successful independent watch company's in the UK. Established in Clerkenwell, London in 1946 and working from premises in St. John Street, Asher and Rebecca Loftus formed Accurist with the sole intention of creating a brand with lasting value.



TRUE BRITISH DESIGN





what is True British Design?

The foundations of our True British Design concept are based in the great pride our country has in its products.



4 6

PENGUIN
THE GOING WAS GOOD
Everything
pre-war
travel books
ZORILEY 3/6 UNWRAPPED

THE PLANNER



There are many examples of British design that simply cannot be surpassed, no matter how much money you were to spend... Harris paintbrushes, Anglepoise lamps and Robin Day's stacking chairs - these are all cutting-edge, unbeatable designs. Classic and iconic, they reflect a focus on quality and craftsmanship. Accurist is another of these brands, and we aim to highlight its reputation for optimal quality and its heritage.



March 2013
this week

March 2013
thursday 7

Proxa - JHORA
© 2011

Mothering Sunday, Ltd
Daylight Saving Time Begins, Canada & USA*

sunday 10



Your Kit....

...is not simply a collection of possessions, it is everything you need to get a job done, whether that be going to work in the morning or climbing Mount Everest.



*“TWENTY bridges from Tower to Kew, Wanted to know what the River knew,
Twenty Bridges or twenty-two, For they were young, and the Thames was old, and this is the
tale that River told”*



It's not just an accessory like a pair of cufflinks or earrings, it's your day-to-day essentials. Your kit is your old friend that never lets you down, the one that you always want by your side. It is your faithful companion, through the simple tasks and the complex.





Every day has the potential to be an adventure, and as long as you're equipped with the right kit, you can embrace whatever it throws at you.

Whether you are a child heading to Cub Scouts, a successful businessperson in the City, or retired and making the most of your free years, an Accurist watch completes your kit.







“Tea at the Ritz is the last delicious morsel of Edwardian London. The light is kind, the cakes are frivolous and the tempo is calm, confident and leisurely.”

Helen Simpson, *The London Ritz Book of Afternoon Tea*





“But surely for everything you have
to love, you have to pay some price.”

Agatha Christie





precise
beautiful, elegant







*“Sir, when a man is tired of London, he is tired of life;
for there is in London all that life can afford.”*

Samuel Johnson, *The Life of Samuel Johnson LL.D.* Vol 3

style
precision, quality & value





classic

Contemporary, stylish & precise



“The human species, according to the best theory I can form of it, is composed of two distinct races: the men who borrow and the men who lend.”



striking
stylish & practical



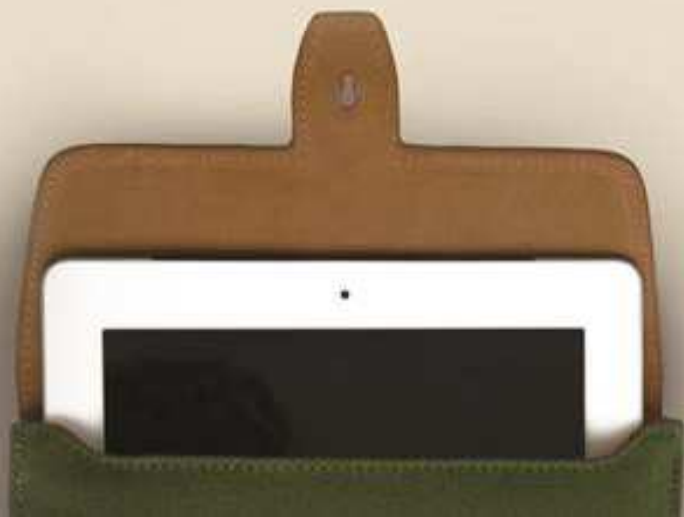
designed
to perform under demanding
circumstances



“The missing of chances is one of
the mysteries of life”

Sir Alf Ramsey







expertly

hand assembled by technicians in our London workshop







“If I have seen further than others, it is because I have stood on the shoulders of giants”

Sir Isaac Newton



high quality

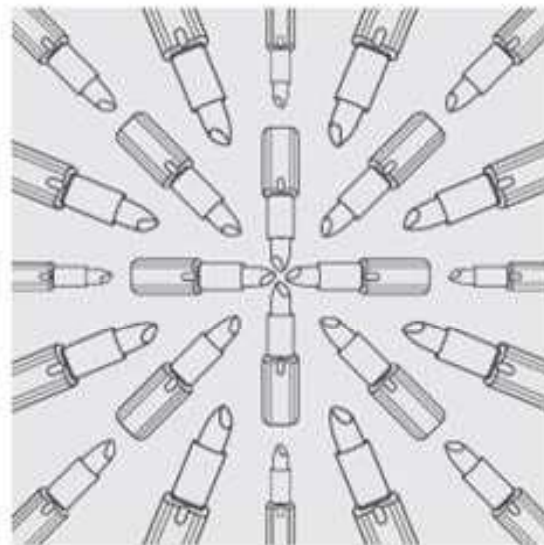
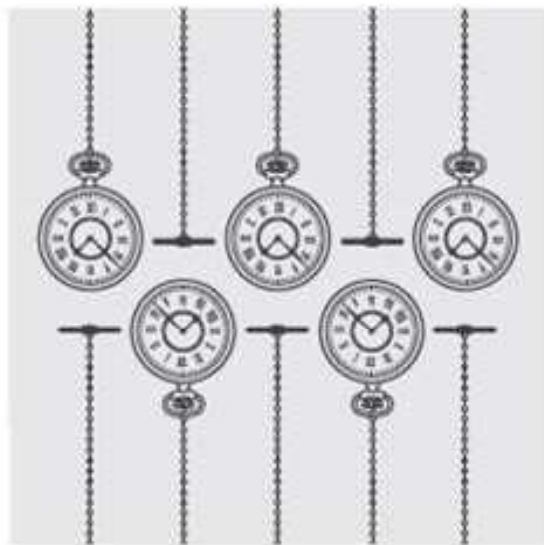
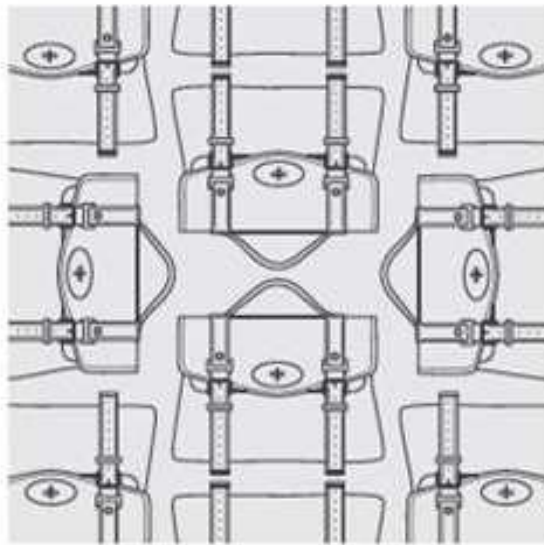
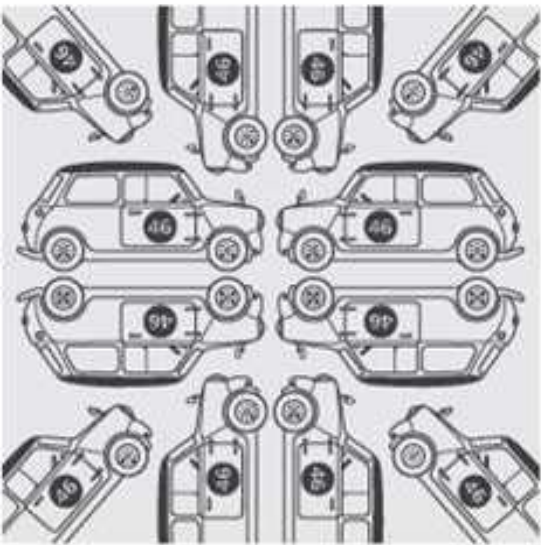
precision and grand complication



sleek
modern & luxurious

cool
feel to the touch







In 1937

the British Colour Council created a list of Traditional British Colours that reflected the country's history and patriotism. Colours taken from the Union Jack, the British Army, the Royal Airforce, Tartans and even colours going back to the heraldic crest design. These colours perfectly demonstrate Accurist's dedication to detail, heritage but above all a brand with a real British story to tell.

PANTONE
C 276

ACCURIST
ST PATRICK BLUE

PANTONE
C 518

ACCURIST
BATH PURPLE

C / 0
M / 0
Y / 5
K / 4

ACCURIST
WHITE

PANTONE
C 871

ACCURIST
GOLD

PANTONE
C 1935

ACCURIST
TARTAN SCARLET

PANTONE
C 534

ACCURIST
ROYAL BLUE

PANTONE
C 124

ACCURIST
TARTAN YELLOW

PANTONE
C 3165

ACCURIST
TARTAN GREEN

C / 0
M / 0
Y / 0
K / 90

“Train up a fig-tree in the way it should go, and when you are old, sit under the shade of it.”

Charles Dickens
Dombey and Son